

# PQN Editions du 7ème jour y.c. JDD

E7QN, Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	4827	100.0%	9.4%	3091	100.0%	12.6%	1735	100.0%	6.5%	1621	100.0%	9.6%
<b>Sexe</b>												
<b>Homme</b>	3091	64.0%	12.6%	3091	100.0%	12.6%	0	-	-	1106	68.2%	12.6%
<b>Femme</b>	1735	36.0%	6.5%	0	-	-	1735	100.0%	6.5%	515	31.8%	6.3%
<b>Age</b>												
<b>15 à 24 ans</b>	780	16.2%	10.5%	557	18.0%	14.9%	222	12.8%	6.1%	324	20.0%	10.3%
<b>25 à 34 ans</b>	694	14.4%	9.0%	465	15.0%	12.2%	229	13.2%	5.9%	240	14.8%	7.0%
<b>35 à 49 ans</b>	1315	27.2%	10.4%	883	28.5%	14.1%	433	24.9%	6.7%	605	37.4%	9.8%
<b>50 à 64 ans</b>	1166	24.2%	9.5%	708	22.9%	11.9%	458	26.4%	7.2%	420	25.9%	10.4%
<b>65 ans et plus</b>	872	18.1%	7.9%	479	15.5%	10.1%	393	22.7%	6.2%	32	2.0%	17.0%
<b>Individu</b>												
<b>Ménagère</b>	1508	31.2%	6.4%	0	-	-	1508	86.9%	6.4%	437	27.0%	6.4%
<b>Personne de Référence</b>	2877	59.6%	10.2%	2435	78.8%	12.1%	442	25.5%	5.6%	902	55.7%	10.7%
<b>Responsable des achats</b>	3055	63.3%	8.6%	1549	50.1%	12.5%	1506	86.8%	6.5%	925	57.1%	8.6%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	19	0.4%	3.6%	13	0.4%	3.9%	6	0.4%	3.1%	0	-	-
<b>Petits patrons</b>	187	3.9%	11.3%	143	4.6%	12.3%	44	2.5%	9.1%	162	10.0%	11.0%
<b>Affaires et Cadres</b>	432	9.0%	9.1%	324	10.5%	11.1%	108	6.2%	5.9%	389	24.0%	9.0%
<b>Professions intermédiaires</b>	633	13.1%	9.4%	457	14.8%	13.1%	175	10.1%	5.4%	549	33.9%	9.8%
<b>Employés</b>	811	16.8%	9.7%	350	11.3%	16.8%	462	26.6%	7.3%	148	9.2%	8.2%
<b>Ouvriers</b>	818	17.0%	12.7%	716	23.2%	14.4%	102	5.9%	6.9%	64	3.9%	15.0%
<b>Retraités</b>	1058	21.9%	8.4%	621	20.1%	10.3%	437	25.2%	6.7%	21	1.3%	9.1%
<b>Autres inactifs</b>	868	18.0%	8.7%	468	15.1%	13.4%	401	23.1%	6.1%	288	17.7%	9.3%
<b>PCS Personne de Référence</b>												
<b>Agriculteurs</b>	43	0.9%	5.5%	32	1.0%	8.2%	12	0.7%	2.9%	0	-	-
<b>Petits patrons</b>	263	5.4%	10.0%	180	5.8%	13.1%	83	4.8%	6.6%	263	16.2%	10.0%
<b>Affaires et Cadres</b>	633	13.1%	9.2%	413	13.4%	11.8%	220	12.7%	6.6%	633	39.1%	9.2%
<b>Professions intermédiaires</b>	725	15.0%	9.7%	513	16.6%	13.1%	212	12.2%	5.9%	725	44.7%	9.7%
<b>Employés</b>	587	12.2%	11.1%	370	12.0%	16.5%	217	12.5%	7.1%	0	-	-
<b>Ouvriers</b>	1019	21.1%	10.8%	718	23.2%	14.7%	300	17.3%	6.6%	0	-	-
<b>Retraités</b>	1249	25.9%	8.5%	697	22.5%	10.4%	552	31.8%	6.9%	0	-	-
<b>Autres inactifs</b>	308	6.4%	7.9%	169	5.5%	11.4%	139	8.0%	5.8%	0	-	-

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<b>Taille du Foyer</b>												
<b>1 personne</b>	717	14.8%	7.6%	451	14.6%	11.1%	266	15.3%	5.0%	149	9.2%	8.6%
<b>2 personnes</b>	1630	33.8%	9.1%	986	31.9%	11.2%	645	37.2%	7.0%	401	24.8%	9.3%
<b>3 personnes</b>	950	19.7%	10.2%	631	20.4%	13.8%	319	18.4%	6.8%	368	22.7%	9.7%
<b>4 personnes</b>	927	19.2%	10.1%	640	20.7%	14.0%	286	16.5%	6.2%	456	28.1%	9.8%
<b>5 personnes et +</b>	603	12.5%	11.5%	383	12.4%	15.5%	220	12.7%	7.9%	246	15.2%	9.9%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	1570	32.5%	10.0%	1042	33.7%	14.3%	528	30.4%	6.2%	705	43.5%	9.2%
<b>Non</b>	3256	67.5%	9.2%	2049	66.3%	11.9%	1207	69.6%	6.6%	916	56.5%	9.9%
<b>Habitat</b>												
<b>Communes rurales</b>	828	17.2%	7.1%	561	18.1%	10.1%	267	15.4%	4.3%	253	15.6%	7.6%
<b>Agglo. - 20 000 hab</b>	708	14.7%	7.9%	465	15.1%	11.0%	243	14.0%	5.1%	209	12.9%	8.2%
<b>Agglo. 20 000 à 100 000 hab</b>	640	13.3%	9.3%	439	14.2%	12.8%	200	11.6%	5.9%	199	12.3%	9.9%
<b>Agglo. + 100 000 hab</b>	1202	24.9%	7.9%	846	27.4%	11.7%	356	20.5%	4.5%	445	27.5%	8.6%
<b>Agglo. Paris</b>	1448	30.0%	17.2%	780	25.2%	19.4%	669	38.5%	15.1%	514	31.7%	13.3%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Région d'habitation</b>												
Ile-de-France	1624	33.6%	17.2%	883	28.6%	19.6%	741	42.7%	15.0%	584	36.0%	13.5%
Nord-Pas-de-Calais	214	4.4%	6.7%	149	4.8%	9.8%	65	3.8%	3.9%	75	4.6%	8.2%
Lorraine	98	2.0%	5.0%	68	2.2%	7.3%	30	1.7%	2.9%	34	2.1%	6.1%
Alsace	48	1.0%	3.2%	34	1.1%	4.7%	14	0.8%	1.8%	16	1.0%	3.4%
Franche-Comté	75	1.6%	7.9%	48	1.6%	10.4%	27	1.6%	5.6%	20	1.3%	7.7%
Champagne-Ardenne	72	1.5%	6.6%	53	1.7%	10.1%	19	1.1%	3.4%	31	1.9%	9.6%
Picardie	173	3.6%	11.3%	101	3.3%	13.6%	72	4.1%	9.1%	46	2.9%	10.6%
Bourgogne	136	2.8%	10.0%	84	2.7%	12.9%	51	2.9%	7.2%	45	2.8%	12.5%
Haute-Normandie	111	2.3%	7.5%	74	2.4%	10.5%	36	2.1%	4.7%	36	2.2%	8.5%
Basse-Normandie	75	1.6%	6.2%	46	1.5%	8.0%	29	1.7%	4.6%	17	1.1%	5.2%
Centre	167	3.5%	8.0%	116	3.8%	11.6%	51	2.9%	4.7%	51	3.1%	8.1%
Pays de la Loire	171	3.6%	6.0%	125	4.1%	9.0%	46	2.7%	3.1%	61	3.7%	7.3%
Bretagne	135	2.8%	5.2%	97	3.1%	7.8%	38	2.2%	2.8%	41	2.5%	5.3%
Poitou-Charentes	116	2.4%	7.9%	77	2.5%	11.0%	39	2.2%	5.1%	34	2.1%	9.1%
Aquitaine	219	4.5%	8.2%	156	5.0%	12.2%	63	3.7%	4.5%	68	4.2%	8.4%
Midi-Pyrénées	194	4.0%	8.1%	138	4.5%	12.0%	56	3.2%	4.5%	71	4.4%	8.9%
Limousin	52	1.1%	8.3%	36	1.2%	12.0%	16	0.9%	4.9%	15	0.9%	9.5%
Auvergne	97	2.0%	8.6%	63	2.1%	11.8%	33	1.9%	5.7%	35	2.2%	11.7%
Rhône-Alpes	428	8.9%	8.5%	299	9.7%	12.4%	129	7.4%	5.0%	131	8.1%	7.3%
Languedoc-Roussillon	175	3.6%	8.0%	136	4.4%	13.3%	38	2.2%	3.4%	63	3.9%	9.8%
Provence-Alpes-Côte-d'Azur-Corse	445	9.2%	10.3%	304	9.8%	14.9%	141	8.1%	6.2%	145	9.0%	10.1%
<b>Habitudes de connexion Internet</b>												
Tous les jours	2858	59.2%	10.4%	1918	62.0%	13.7%	940	54.2%	6.9%	1248	77.0%	9.7%
Presque tous les jours	593	12.3%	9.7%	375	12.1%	13.0%	218	12.6%	6.7%	204	12.6%	8.8%
1 à 2 fois par semaine	343	7.1%	10.6%	197	6.4%	13.5%	146	8.4%	8.2%	87	5.4%	9.3%
1 à 3 fois par mois	74	1.5%	8.7%	37	1.2%	11.1%	36	2.1%	7.1%	18	1.1%	11.8%
Moins souvent	100	2.1%	7.5%	57	1.9%	9.0%	43	2.5%	6.1%	10	0.6%	7.1%
Jamais	8	0.2%	6.0%	8	0.2%	9.0%	1	0.0%	1.2%	4	0.2%	24.4%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Revenus du Foyer</b>												
Moins de 9 000 euros par an	152	3.2%	7.1%	84	2.7%	9.7%	69	4.0%	5.4%	19	1.1%	10.1%
De 9 000 à moins de 12 000 euros par an	203	4.2%	6.1%	91	2.9%	8.0%	112	6.5%	5.1%	9	0.5%	3.5%
De 12 000 à moins de 18 000 euros par an	552	11.4%	8.5%	321	10.4%	11.7%	231	13.3%	6.1%	56	3.5%	7.4%
De 18 000 à moins de 24 000 euros par an	673	13.9%	9.0%	417	13.5%	11.8%	256	14.7%	6.5%	139	8.6%	8.7%
De 24 000 à moins de 36 000 euros par an	1100	22.8%	9.5%	723	23.4%	13.1%	377	21.7%	6.2%	325	20.0%	8.7%
De 36 000 à moins de 45 000 euros par an	688	14.3%	10.6%	480	15.5%	13.5%	209	12.0%	7.1%	278	17.2%	9.4%
De 45 000 à moins de 65 000 euros par an	677	14.0%	11.4%	460	14.9%	13.8%	217	12.5%	8.2%	359	22.1%	10.0%
De 65 000 à moins de 80 000 euros par an	191	4.0%	12.5%	143	4.6%	15.6%	48	2.8%	7.8%	132	8.2%	11.9%
De 80 000 à moins de 115 000 euros par an	113	2.3%	11.6%	84	2.7%	14.2%	28	1.6%	7.5%	85	5.2%	10.7%
115 000 euros et plus par an	56	1.2%	12.3%	40	1.3%	14.6%	16	0.9%	8.9%	42	2.6%	11.0%
Refus	311	6.4%	9.7%	181	5.9%	13.5%	130	7.5%	6.9%	131	8.1%	11.5%
Ne sait pas	110	2.3%	7.6%	68	2.2%	10.8%	42	2.4%	5.2%	46	2.9%	9.7%