

L'Equipe

PQN, Audience LNM



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2175	100.0%	4.3%	1837	100.0%	7.5%	338	100.0%	1.3%	851	100.0%	5.0%
Sexe												
Homme	1837	84.5%	7.5%	1837	100.0%	7.5%	0	-	-	735	86.4%	8.4%
Femme	338	15.5%	1.3%	0	-	-	338	100.0%	1.3%	116	13.6%	1.4%
Age												
15 à 24 ans	493	22.7%	6.7%	422	23.0%	11.3%	71	21.0%	1.9%	220	25.8%	7.0%
25 à 34 ans	429	19.7%	5.6%	362	19.7%	9.5%	67	19.8%	1.7%	171	20.1%	5.0%
35 à 49 ans	621	28.5%	4.9%	533	29.0%	8.5%	88	26.0%	1.4%	300	35.2%	4.9%
50 à 64 ans	407	18.7%	3.3%	332	18.1%	5.6%	75	22.3%	1.2%	159	18.7%	3.9%
65 ans et plus	224	10.3%	2.0%	187	10.2%	3.9%	37	10.9%	0.6%	1	0.1%	0.5%
Individu												
Ménagère	275	12.6%	1.2%	0	-	-	275	81.3%	1.2%	90	10.6%	1.3%
Personne de Référence	1437	66.1%	5.1%	1370	74.6%	6.8%	67	19.8%	0.8%	548	64.4%	6.5%
Responsable des achats	1166	53.6%	3.3%	883	48.1%	7.1%	283	83.7%	1.2%	407	47.8%	3.8%
PCS Individu												
Agriculteurs	9	0.4%	1.6%	9	0.5%	2.6%	0	-	-	0	-	-
Petits patrons	78	3.6%	4.7%	66	3.6%	5.7%	12	3.6%	2.5%	69	8.1%	4.7%
Affaires et Cadres	237	10.9%	5.0%	212	11.6%	7.3%	24	7.2%	1.3%	221	26.0%	5.1%
Professions intermédiaires	348	16.0%	5.2%	314	17.1%	9.0%	33	9.9%	1.0%	319	37.5%	5.7%
Employés	344	15.8%	4.1%	234	12.7%	11.2%	110	32.7%	1.8%	45	5.2%	2.5%
Ouvriers	428	19.7%	6.6%	399	21.7%	8.0%	29	8.5%	1.9%	23	2.7%	5.5%
Retraités	307	14.1%	2.4%	253	13.8%	4.2%	54	16.1%	0.8%	4	0.4%	1.5%
Autres inactifs	425	19.5%	4.2%	350	19.1%	10.0%	75	22.1%	1.1%	171	20.0%	5.5%
PCS Personne de Référence												
Agriculteurs	22	1.0%	2.7%	20	1.1%	5.1%	2	0.5%	0.4%	0	-	-
Petits patrons	113	5.2%	4.3%	84	4.6%	6.1%	30	8.8%	2.4%	113	13.3%	4.3%
Affaires et Cadres	321	14.8%	4.7%	281	15.3%	8.0%	41	12.0%	1.2%	321	37.8%	4.7%
Professions intermédiaires	416	19.1%	5.6%	370	20.2%	9.5%	46	13.5%	1.3%	416	48.9%	5.6%
Employés	296	13.6%	5.6%	246	13.4%	11.0%	51	15.0%	1.7%	0	-	-
Ouvriers	488	22.4%	5.2%	419	22.8%	8.6%	69	20.4%	1.5%	0	-	-
Retraités	383	17.6%	2.6%	306	16.6%	4.6%	77	22.9%	1.0%	0	-	-
Autres inactifs	135	6.2%	3.5%	112	6.1%	7.5%	23	6.9%	1.0%	0	-	-

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	253	11.6%	2.7%	222	12.1%	5.5%	31	9.1%	0.6%	59	6.9%	3.4%
2 personnes	612	28.1%	3.4%	502	27.3%	5.7%	110	32.6%	1.2%	178	21.0%	4.1%
3 personnes	489	22.5%	5.3%	412	22.4%	9.0%	77	22.8%	1.6%	206	24.2%	5.4%
4 personnes	493	22.7%	5.4%	424	23.1%	9.3%	69	20.4%	1.5%	250	29.4%	5.4%
5 personnes et +	329	15.1%	6.3%	278	15.1%	11.3%	51	15.1%	1.8%	158	18.5%	6.4%
Présence d'enfants de moins de 15 ans												
Oui	844	38.8%	5.4%	717	39.1%	9.9%	127	37.5%	1.5%	411	48.3%	5.4%
Non	1331	61.2%	3.8%	1119	60.9%	6.5%	211	62.5%	1.2%	440	51.7%	4.7%
Habitat												
Communes rurales	419	19.3%	3.6%	335	18.3%	6.0%	84	24.9%	1.4%	153	18.0%	4.6%
Agglo. - 20 000 hab	348	16.0%	3.9%	289	15.7%	6.8%	58	17.3%	1.2%	129	15.2%	5.0%
Agglo. 20 000 à 100 000 hab	326	15.0%	4.8%	295	16.0%	8.6%	31	9.3%	0.9%	125	14.7%	6.2%
Agglo. + 100 000 hab	680	31.3%	4.5%	574	31.3%	7.9%	105	31.2%	1.3%	274	32.2%	5.3%
Agglo. Paris	402	18.5%	4.8%	343	18.7%	8.6%	59	17.4%	1.3%	170	20.0%	4.4%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	467	21.5%	4.9%	395	21.5%	8.8%	72	21.2%	1.4%	203	23.9%	4.7%
Nord-Pas-de-Calais	97	4.5%	3.0%	79	4.3%	5.2%	18	5.3%	1.1%	38	4.4%	4.1%
Lorraine	56	2.6%	2.9%	47	2.6%	5.0%	9	2.6%	0.9%	21	2.5%	3.8%
Alsace	34	1.6%	2.2%	31	1.7%	4.3%	2	0.7%	0.3%	15	1.7%	3.0%
Franche-Comté	36	1.6%	3.7%	32	1.7%	6.9%	4	1.1%	0.8%	13	1.5%	4.9%
Champagne-Ardenne	42	1.9%	3.9%	37	2.0%	7.0%	5	1.6%	0.9%	18	2.1%	5.6%
Picardie	49	2.3%	3.2%	38	2.1%	5.1%	11	3.4%	1.4%	16	1.8%	3.6%
Bourgogne	61	2.8%	4.5%	46	2.5%	7.1%	15	4.4%	2.1%	26	3.1%	7.3%
Haute-Normandie	70	3.2%	4.7%	53	2.9%	7.5%	17	5.0%	2.2%	22	2.6%	5.3%
Basse-Normandie	31	1.4%	2.6%	29	1.6%	5.0%	2	0.6%	0.3%	12	1.4%	3.5%
Centre	94	4.3%	4.5%	83	4.5%	8.3%	11	3.1%	1.0%	30	3.6%	4.8%
Pays de la Loire	103	4.7%	3.6%	91	5.0%	6.6%	12	3.5%	0.8%	39	4.6%	4.7%
Bretagne	81	3.7%	3.1%	68	3.7%	5.4%	13	3.8%	0.9%	26	3.0%	3.3%
Poitou-Charentes	70	3.2%	4.8%	62	3.4%	8.8%	8	2.5%	1.1%	27	3.2%	7.2%
Aquitaine	115	5.3%	4.3%	97	5.3%	7.6%	18	5.3%	1.3%	38	4.5%	4.7%
Midi-Pyrénées	119	5.5%	5.0%	96	5.2%	8.3%	23	6.9%	1.9%	49	5.7%	6.0%
Limousin	29	1.3%	4.7%	25	1.4%	8.4%	4	1.2%	1.2%	10	1.2%	6.3%
Auvergne	49	2.3%	4.4%	38	2.1%	7.1%	11	3.1%	1.8%	22	2.6%	7.3%
Rhône-Alpes	231	10.6%	4.6%	193	10.5%	8.0%	38	11.2%	1.5%	95	11.2%	5.3%
Languedoc-Roussillon	98	4.5%	4.5%	88	4.8%	8.5%	10	3.0%	0.9%	42	5.0%	6.5%
Provence-Alpes-Côte-d'Azur-Corse	243	11.2%	5.6%	208	11.3%	10.2%	35	10.4%	1.5%	90	10.5%	6.3%
Habitudes de connexion Internet												
Tous les jours	1481	68.1%	5.4%	1261	68.7%	9.0%	220	65.0%	1.6%	703	82.7%	5.4%
Presque tous les jours	241	11.1%	3.9%	204	11.1%	7.1%	37	11.0%	1.1%	94	11.0%	4.0%
1 à 2 fois par semaine	126	5.8%	3.9%	105	5.7%	7.2%	21	6.3%	1.2%	33	3.9%	3.5%
1 à 3 fois par mois	15	0.7%	1.8%	12	0.7%	3.7%	2	0.7%	0.5%	3	0.3%	1.8%
Moins souvent	46	2.1%	3.5%	29	1.6%	4.6%	17	5.1%	2.4%	1	0.2%	1.1%
Jamais	1	0.0%	0.8%	1	0.1%	1.3%	0	-	-	0	-	-

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	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Revenus du Foyer												
Moins de 9 000 euros par an	47	2.1%	2.2%	32	1.7%	3.7%	15	4.5%	1.2%	3	0.4%	1.8%
De 9 000 à moins de 12 000 euros par an	67	3.1%	2.0%	54	2.9%	4.7%	14	4.1%	0.6%	3	0.4%	1.3%
De 12 000 à moins de 18 000 euros par an	212	9.8%	3.3%	181	9.9%	6.6%	31	9.3%	0.8%	23	2.7%	3.0%
De 18 000 à moins de 24 000 euros par an	285	13.1%	3.8%	224	12.2%	6.3%	61	17.9%	1.5%	76	8.9%	4.8%
De 24 000 à moins de 36 000 euros par an	489	22.5%	4.2%	414	22.6%	7.5%	75	22.1%	1.2%	166	19.5%	4.5%
De 36 000 à moins de 45 000 euros par an	361	16.6%	5.5%	312	17.0%	8.8%	49	14.6%	1.7%	166	19.5%	5.6%
De 45 000 à moins de 65 000 euros par an	364	16.8%	6.1%	317	17.3%	9.5%	47	14.0%	1.8%	208	24.4%	5.8%
De 65 000 à moins de 80 000 euros par an	96	4.4%	6.2%	80	4.3%	8.7%	16	4.7%	2.6%	65	7.6%	5.8%
De 80 000 à moins de 115 000 euros par an	55	2.5%	5.7%	50	2.7%	8.5%	5	1.4%	1.3%	42	4.9%	5.2%
115 000 euros et plus par an	29	1.3%	6.4%	27	1.5%	9.9%	2	0.6%	1.2%	21	2.4%	5.4%
Refus	108	5.0%	3.4%	92	5.0%	6.9%	16	4.8%	0.9%	54	6.4%	4.8%
Ne sait pas	61	2.8%	4.2%	54	2.9%	8.6%	7	2.0%	0.8%	24	2.9%	5.1%