

20 Minutes

PQUG, Audience LNM



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	4353	100.0%	8.5%	2308	100.0%	9.4%	2045	100.0%	7.7%	1879	100.0%	11.1%
Sexe												
Homme	2308	53.0%	9.4%	2308	100.0%	9.4%	0	-	-	1053	56.0%	12.0%
Femme	2045	47.0%	7.7%	0	-	-	2045	100.0%	7.7%	827	44.0%	10.1%
Age												
15 à 24 ans	1084	24.9%	14.7%	534	23.2%	14.3%	550	26.9%	15.0%	476	25.3%	15.1%
25 à 34 ans	884	20.3%	11.5%	486	21.0%	12.8%	398	19.5%	10.2%	409	21.7%	12.0%
35 à 49 ans	1207	27.7%	9.5%	684	29.6%	11.0%	523	25.6%	8.2%	593	31.6%	9.6%
50 à 64 ans	853	19.6%	7.0%	454	19.7%	7.7%	399	19.5%	6.3%	389	20.7%	9.6%
65 ans et plus	324	7.4%	2.9%	150	6.5%	3.1%	175	8.5%	2.8%	13	0.7%	6.9%
Individu												
Ménagère	1546	35.5%	6.6%	0	-	-	1546	75.6%	6.6%	608	32.3%	8.9%
Personne de Référence	2363	54.3%	8.4%	1749	75.8%	8.7%	613	30.0%	7.8%	975	51.9%	11.6%
Responsable des achats	2824	64.9%	8.0%	1237	53.6%	10.0%	1587	77.6%	6.9%	1117	59.4%	10.4%
PCS Individu												
Agriculteurs	5	0.1%	1.0%	5	0.2%	1.4%	0	0.0%	0.2%	0	-	-
Petits patrons	117	2.7%	7.1%	91	3.9%	7.8%	26	1.3%	5.3%	103	5.5%	7.0%
Affaires et Cadres	579	13.3%	12.2%	370	16.0%	12.7%	209	10.2%	11.4%	519	27.6%	12.0%
Professions intermédiaires	792	18.2%	11.7%	445	19.3%	12.8%	347	17.0%	10.7%	663	35.3%	11.9%
Employés	984	22.6%	11.7%	341	14.8%	16.4%	642	31.4%	10.2%	184	9.8%	10.2%
Ouvriers	520	11.9%	8.0%	413	17.9%	8.3%	106	5.2%	7.2%	29	1.6%	6.9%
Retraités	392	9.0%	3.1%	205	8.9%	3.4%	187	9.1%	2.8%	13	0.7%	5.7%
Autres inactifs	965	22.2%	9.6%	438	19.0%	12.6%	526	25.7%	8.1%	367	19.5%	11.9%
PCS Personne de Référence												
Agriculteurs	19	0.4%	2.3%	9	0.4%	2.2%	10	0.5%	2.5%	0	-	-
Petits patrons	194	4.5%	7.4%	108	4.7%	7.8%	86	4.2%	6.9%	194	10.3%	7.4%
Affaires et Cadres	801	18.4%	11.7%	466	20.2%	13.4%	336	16.4%	10.0%	801	42.6%	11.7%
Professions intermédiaires	884	20.3%	11.8%	479	20.8%	12.3%	405	19.8%	11.3%	884	47.0%	11.8%
Employés	764	17.6%	14.4%	354	15.3%	15.8%	410	20.1%	13.4%	0	-	-
Ouvriers	782	18.0%	8.3%	447	19.4%	9.1%	335	16.4%	7.3%	0	-	-
Retraités	583	13.4%	4.0%	286	12.4%	4.3%	298	14.5%	3.7%	0	-	-
Autres inactifs	324	7.5%	8.3%	160	6.9%	10.8%	165	8.1%	6.8%	0	-	-

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	708	16.3%	7.5%	346	15.0%	8.5%	362	17.7%	6.8%	210	11.2%	12.1%
2 personnes	1224	28.1%	6.8%	671	29.1%	7.6%	553	27.0%	6.0%	481	25.6%	11.2%
3 personnes	948	21.8%	10.2%	475	20.6%	10.4%	473	23.2%	10.0%	438	23.3%	11.5%
4 personnes	859	19.7%	9.4%	488	21.2%	10.7%	371	18.1%	8.1%	473	25.2%	10.2%
5 personnes et +	612	14.1%	11.7%	327	14.2%	13.3%	285	13.9%	10.3%	277	14.7%	11.2%
Présence d'enfants de moins de 15 ans												
Oui	1476	33.9%	9.4%	794	34.4%	10.9%	682	33.3%	8.1%	748	39.8%	9.8%
Non	2877	66.1%	8.1%	1514	65.6%	8.8%	1363	66.7%	7.5%	1131	60.2%	12.2%
Habitat												
Communes rurales	312	7.2%	2.7%	177	7.7%	3.2%	134	6.6%	2.2%	132	7.0%	4.0%
Agglo. - 20 000 hab	300	6.9%	3.4%	187	8.1%	4.4%	114	5.6%	2.4%	136	7.3%	5.3%
Agglo. 20 000 à 100 000 hab	207	4.7%	3.0%	141	6.1%	4.1%	66	3.2%	1.9%	103	5.5%	5.2%
Agglo. + 100 000 hab	1770	40.7%	11.7%	938	40.6%	13.0%	832	40.7%	10.5%	706	37.5%	13.6%
Agglo. Paris	1764	40.5%	20.9%	866	37.5%	21.6%	898	43.9%	20.3%	802	42.7%	20.7%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	1880	43.2%	19.9%	943	40.9%	20.9%	937	45.8%	18.9%	860	45.8%	19.9%
Nord-Pas-de-Calais	296	6.8%	9.2%	173	7.5%	11.4%	123	6.0%	7.3%	129	6.9%	14.1%
Lorraine	88	2.0%	4.5%	38	1.6%	4.1%	50	2.4%	5.0%	37	2.0%	6.7%
Alsace	152	3.5%	10.0%	93	4.0%	12.7%	59	2.9%	7.6%	66	3.5%	13.4%
Franche-Comté	8	0.2%	0.8%	4	0.2%	0.8%	4	0.2%	0.9%	3	0.1%	1.1%
Champagne-Ardenne	38	0.9%	3.5%	22	0.9%	4.2%	16	0.8%	2.9%	18	1.0%	5.6%
Picardie	46	1.1%	3.0%	29	1.2%	3.9%	17	0.8%	2.1%	17	0.9%	4.0%
Bourgogne	49	1.1%	3.6%	27	1.2%	4.2%	21	1.0%	3.0%	25	1.3%	6.8%
Haute-Normandie	60	1.4%	4.0%	25	1.1%	3.6%	34	1.7%	4.5%	18	1.0%	4.3%
Basse-Normandie	42	1.0%	3.5%	21	0.9%	3.7%	21	1.0%	3.4%	14	0.8%	4.3%
Centre	78	1.8%	3.7%	47	2.0%	4.7%	30	1.5%	2.8%	38	2.0%	5.9%
Pays de la Loire	206	4.7%	7.2%	116	5.0%	8.3%	90	4.4%	6.1%	98	5.2%	11.8%
Bretagne	63	1.4%	2.4%	27	1.2%	2.2%	35	1.7%	2.6%	22	1.2%	2.8%
Poitou-Charentes	10	0.2%	0.6%	7	0.3%	1.0%	3	0.1%	0.4%	3	0.1%	0.7%
Aquitaine	162	3.7%	6.0%	95	4.1%	7.4%	67	3.3%	4.8%	54	2.9%	6.7%
Midi-Pyrénées	165	3.8%	6.9%	101	4.4%	8.8%	64	3.1%	5.1%	68	3.6%	8.4%
Limousin	3	0.1%	0.4%	1	0.0%	0.3%	1	0.1%	0.5%	1	0.1%	0.7%
Auvergne	40	0.9%	3.5%	18	0.8%	3.3%	22	1.1%	3.8%	11	0.6%	3.8%
Rhône-Alpes	487	11.2%	9.7%	257	11.2%	10.6%	229	11.2%	8.8%	207	11.0%	11.6%
Languedoc-Roussillon	123	2.8%	5.7%	61	2.7%	6.0%	62	3.0%	5.4%	55	2.9%	8.5%
Provence-Alpes-Côte-d'Azur-Corse	360	8.3%	8.3%	202	8.7%	9.9%	158	7.7%	6.9%	136	7.2%	9.5%
Habitudes de connexion Internet												
Tous les jours	3046	70.0%	11.0%	1675	72.6%	11.9%	1370	67.0%	10.1%	1548	82.4%	12.0%
Presque tous les jours	534	12.3%	8.7%	271	11.7%	9.4%	263	12.9%	8.1%	209	11.1%	8.9%
1 à 2 fois par semaine	230	5.3%	7.1%	104	4.5%	7.1%	126	6.2%	7.1%	72	3.8%	7.6%
1 à 3 fois par mois	83	1.9%	9.8%	30	1.3%	9.0%	53	2.6%	10.3%	15	0.8%	9.9%
Moins souvent	61	1.4%	4.5%	25	1.1%	3.9%	36	1.8%	5.1%	9	0.5%	6.9%
Jamais	4	0.1%	2.9%	2	0.1%	2.9%	2	0.1%	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	176	4.1%	8.2%	79	3.4%	9.2%	97	4.8%	7.6%	17	0.9%	9.2%
De 9 000 à moins de 12 000 euros par an	184	4.2%	5.5%	89	3.8%	7.8%	95	4.7%	4.4%	16	0.8%	6.4%
De 12 000 à moins de 18 000 euros par an	483	11.1%	7.4%	223	9.7%	8.1%	260	12.7%	6.9%	79	4.2%	10.3%
De 18 000 à moins de 24 000 euros par an	533	12.3%	7.1%	288	12.5%	8.1%	245	12.0%	6.2%	165	8.8%	10.4%
De 24 000 à moins de 36 000 euros par an	941	21.6%	8.1%	471	20.4%	8.5%	471	23.0%	7.8%	358	19.0%	9.6%
De 36 000 à moins de 45 000 euros par an	632	14.5%	9.7%	377	16.3%	10.6%	255	12.5%	8.7%	323	17.2%	10.9%
De 45 000 à moins de 65 000 euros par an	651	15.0%	10.9%	380	16.4%	11.4%	271	13.3%	10.3%	420	22.4%	11.8%
De 65 000 à moins de 80 000 euros par an	188	4.3%	12.2%	120	5.2%	13.1%	67	3.3%	10.9%	164	8.7%	14.7%
De 80 000 à moins de 115 000 euros par an	119	2.7%	12.2%	75	3.2%	12.5%	44	2.2%	11.6%	110	5.8%	13.8%
115 000 euros et plus par an	30	0.7%	6.6%	21	0.9%	7.7%	9	0.5%	5.1%	21	1.1%	5.4%
Refus	265	6.1%	8.2%	119	5.2%	8.9%	145	7.1%	7.8%	143	7.6%	12.5%
Ne sait pas	150	3.4%	10.3%	66	2.9%	10.6%	83	4.1%	10.1%	64	3.4%	13.5%