

Bilto-Paris Courses-Tiercé Magazine-Week End

PQHI, Audience LNM



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	397	100.0%	0.8%	274	100.0%	1.1%	123	100.0%	0.5%	51	100.0%	0.3%
Sexe												
Homme	274	69.0%	1.1%	274	100.0%	1.1%	0	-	-	38	75.8%	0.4%
Femme	123	31.0%	0.5%	0	-	-	123	100.0%	0.5%	12	24.2%	0.1%
Age												
15 à 24 ans	43	10.7%	0.6%	22	8.0%	0.6%	21	16.9%	0.6%	5	9.3%	0.1%
25 à 34 ans	39	9.8%	0.5%	23	8.3%	0.6%	16	13.1%	0.4%	7	13.1%	0.2%
35 à 49 ans	92	23.2%	0.7%	82	30.0%	1.3%	10	8.1%	0.2%	14	28.2%	0.2%
50 à 64 ans	142	35.8%	1.2%	89	32.5%	1.5%	53	43.2%	0.8%	25	48.8%	0.6%
65 ans et plus	81	20.5%	0.7%	58	21.2%	1.2%	23	18.7%	0.4%	0	0.5%	0.1%
Individu												
Ménagère	102	25.8%	0.4%	0	-	-	102	83.2%	0.4%	10	18.8%	0.1%
Personne de Référence	273	68.8%	1.0%	235	86.0%	1.2%	38	30.5%	0.5%	38	75.1%	0.5%
Responsable des achats	287	72.4%	0.8%	180	66.0%	1.5%	107	86.7%	0.5%	35	69.3%	0.3%
PCS Individu												
Agriculteurs	0	-	-	0	-	-	0	-	-	0	-	-
Petits patrons	15	3.7%	0.9%	15	5.4%	1.3%	0	-	-	12	23.0%	0.8%
Affaires et Cadres	7	1.7%	0.1%	6	2.3%	0.2%	0	0.4%	0.0%	5	10.7%	0.1%
Professions intermédiaires	27	6.7%	0.4%	22	7.9%	0.6%	5	4.1%	0.2%	24	47.3%	0.4%
Employés	58	14.7%	0.7%	23	8.4%	1.1%	36	28.9%	0.6%	3	5.1%	0.1%
Ouvriers	110	27.7%	1.7%	98	35.9%	2.0%	12	9.6%	0.8%	0	0.3%	0.0%
Retraités	104	26.1%	0.8%	73	26.8%	1.2%	30	24.5%	0.5%	1	1.3%	0.3%
Autres inactifs	76	19.3%	0.8%	36	13.3%	1.0%	40	32.5%	0.6%	6	12.2%	0.2%
PCS Personne de Référence												
Agriculteurs	2	0.5%	0.2%	0	0.1%	0.1%	2	1.3%	0.4%	0	-	-
Petits patrons	14	3.6%	0.5%	12	4.3%	0.8%	2	2.0%	0.2%	14	27.9%	0.5%
Affaires et Cadres	10	2.5%	0.1%	6	2.4%	0.2%	4	3.0%	0.1%	10	20.0%	0.1%
Professions intermédiaires	26	6.7%	0.4%	20	7.4%	0.5%	6	5.0%	0.2%	26	52.1%	0.4%
Employés	44	11.0%	0.8%	26	9.7%	1.2%	17	13.9%	0.6%	0	-	-
Ouvriers	130	32.8%	1.4%	96	34.9%	2.0%	34	28.0%	0.8%	0	-	-
Retraités	122	30.9%	0.8%	79	29.1%	1.2%	43	34.9%	0.5%	0	-	-
Autres inactifs	48	12.1%	1.2%	33	12.2%	2.3%	15	11.8%	0.6%	0	-	-

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	84	21.2%	0.9%	70	25.5%	1.7%	14	11.5%	0.3%	12	24.2%	0.7%
2 personnes	146	36.9%	0.8%	98	36.0%	1.1%	48	38.9%	0.5%	10	19.2%	0.2%
3 personnes	60	15.2%	0.6%	29	10.6%	0.6%	31	25.2%	0.7%	10	20.0%	0.3%
4 personnes	71	17.8%	0.8%	51	18.5%	1.1%	20	16.2%	0.4%	14	28.2%	0.3%
5 personnes et +	36	9.0%	0.7%	26	9.4%	1.0%	10	8.1%	0.4%	4	8.4%	0.2%
Présence d'enfants de moins de 15 ans												
Oui	102	25.7%	0.6%	73	26.8%	1.0%	29	23.4%	0.3%	17	34.1%	0.2%
Non	294	74.3%	0.8%	200	73.2%	1.2%	94	76.6%	0.5%	33	65.9%	0.4%
Habitat												
Communes rurales	66	16.5%	0.6%	48	17.5%	0.9%	18	14.3%	0.3%	5	10.7%	0.2%
Agglo. - 20 000 hab	90	22.6%	1.0%	57	21.0%	1.4%	32	26.3%	0.7%	11	21.0%	0.4%
Agglo. 20 000 à 100 000 hab	74	18.7%	1.1%	56	20.5%	1.6%	18	14.7%	0.5%	12	22.9%	0.6%
Agglo. + 100 000 hab	136	34.2%	0.9%	93	33.9%	1.3%	43	34.9%	0.5%	19	37.2%	0.4%
Agglo. Paris	31	7.9%	0.4%	19	7.1%	0.5%	12	9.7%	0.3%	4	8.2%	0.1%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	39	9.8%	0.4%	27	9.9%	0.6%	12	9.7%	0.2%	7	14.5%	0.2%
Nord-Pas-de-Calais	38	9.7%	1.2%	23	8.3%	1.5%	16	12.6%	0.9%	5	9.6%	0.5%
Lorraine	28	7.2%	1.5%	14	5.3%	1.5%	14	11.4%	1.4%	3	5.5%	0.5%
Alsace	11	2.9%	0.8%	7	2.5%	0.9%	5	3.8%	0.6%	1	2.9%	0.3%
Franche-Comté	4	1.1%	0.4%	3	1.1%	0.6%	1	1.1%	0.3%	1	1.3%	0.3%
Champagne-Ardenne	8	2.0%	0.7%	6	2.1%	1.1%	2	1.7%	0.4%	0	0.2%	0.0%
Picardie	23	5.7%	1.5%	15	5.6%	2.1%	7	5.9%	0.9%	2	3.9%	0.5%
Bourgogne	10	2.6%	0.7%	7	2.6%	1.1%	3	2.4%	0.4%	0	0.4%	0.1%
Haute-Normandie	27	6.9%	1.8%	20	7.2%	2.8%	7	6.1%	1.0%	2	4.0%	0.5%
Basse-Normandie	9	2.4%	0.8%	5	1.7%	0.8%	5	3.9%	0.8%	0	-	-
Centre	21	5.3%	1.0%	16	6.0%	1.6%	5	3.9%	0.4%	4	7.3%	0.6%
Pays de la Loire	14	3.5%	0.5%	14	5.0%	1.0%	0	0.3%	0.0%	1	2.9%	0.2%
Bretagne	15	3.7%	0.6%	12	4.4%	1.0%	3	2.2%	0.2%	3	5.7%	0.4%
Poitou-Charentes	16	4.1%	1.1%	12	4.5%	1.8%	4	3.3%	0.5%	6	11.3%	1.5%
Aquitaine	25	6.3%	0.9%	18	6.4%	1.4%	8	6.2%	0.5%	2	3.7%	0.2%
Midi-Pyrénées	5	1.3%	0.2%	4	1.6%	0.4%	1	0.6%	0.1%	1	1.3%	0.1%
Limousin	5	1.2%	0.7%	3	1.1%	1.0%	2	1.2%	0.5%	1	1.8%	0.6%
Auvergne	6	1.6%	0.6%	4	1.3%	0.7%	3	2.2%	0.5%	0	-	-
Rhône-Alpes	33	8.4%	0.7%	28	10.1%	1.1%	6	4.5%	0.2%	4	7.6%	0.2%
Languedoc-Roussillon	17	4.3%	0.8%	10	3.8%	1.0%	7	5.4%	0.6%	1	2.0%	0.2%
Provence-Alpes-Côte-d'Azur-Corse	40	10.1%	0.9%	26	9.6%	1.3%	14	11.5%	0.6%	7	14.0%	0.5%
Habitudes de connexion Internet												
Tous les jours	139	35.0%	0.5%	91	33.3%	0.7%	48	38.6%	0.4%	32	62.3%	0.2%
Presque tous les jours	37	9.4%	0.6%	22	8.1%	0.8%	15	12.2%	0.5%	6	11.9%	0.3%
1 à 2 fois par semaine	30	7.6%	0.9%	20	7.2%	1.4%	10	8.4%	0.6%	4	8.6%	0.5%
1 à 3 fois par mois	9	2.2%	1.0%	7	2.6%	2.1%	2	1.3%	0.3%	0	-	-
Moins souvent	15	3.8%	1.1%	15	5.3%	2.3%	0	0.3%	0.1%	0	-	-
Jamais	3	0.8%	2.3%	3	1.1%	3.7%	0	-	-	0	-	-

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Revenus du Foyer												
Moins de 9 000 euros par an	30	7.5%	1.4%	17	6.3%	2.0%	12	10.0%	1.0%	3	6.0%	1.6%
De 9 000 à moins de 12 000 euros par an	63	16.0%	1.9%	38	13.8%	3.3%	26	21.0%	1.2%	0	-	-
De 12 000 à moins de 18 000 euros par an	62	15.7%	1.0%	40	14.6%	1.5%	22	18.2%	0.6%	6	11.2%	0.7%
De 18 000 à moins de 24 000 euros par an	77	19.4%	1.0%	53	19.2%	1.5%	24	19.9%	0.6%	9	17.4%	0.6%
De 24 000 à moins de 36 000 euros par an	94	23.7%	0.8%	73	26.6%	1.3%	21	17.2%	0.4%	12	24.1%	0.3%
De 36 000 à moins de 45 000 euros par an	28	7.0%	0.4%	21	7.9%	0.6%	6	5.2%	0.2%	8	15.2%	0.3%
De 45 000 à moins de 65 000 euros par an	17	4.3%	0.3%	13	4.8%	0.4%	4	3.1%	0.1%	7	14.0%	0.2%
De 65 000 à moins de 80 000 euros par an	3	0.9%	0.2%	3	1.1%	0.3%	0	0.4%	0.1%	2	4.4%	0.2%
De 80 000 à moins de 115 000 euros par an	1	0.2%	0.1%	1	0.4%	0.2%	0	-	-	0	-	-
115 000 euros et plus par an	1	0.3%	0.2%	1	0.4%	0.4%	0	-	-	1	2.1%	0.3%
Refus	13	3.3%	0.4%	10	3.7%	0.8%	3	2.4%	0.2%	2	4.8%	0.2%
Ne sait pas	7	1.7%	0.5%	4	1.3%	0.6%	3	2.7%	0.4%	0	0.9%	0.1%