

# Total PQN+PQH

PQN, Audience LNM



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	7799	100.0%	15.3%	4879	100.0%	19.9%	2920	100.0%	11.0%	2964	100.0%	17.5%
<b>Sexe</b>												
<b>Homme</b>	4879	62.6%	19.9%	4879	100.0%	19.9%	0	-	-	1972	66.5%	22.5%
<b>Femme</b>	2920	37.4%	11.0%	0	-	-	2920	100.0%	11.0%	992	33.5%	12.1%
<b>Age</b>												
<b>15 à 24 ans</b>	1227	15.7%	16.6%	837	17.2%	22.4%	390	13.4%	10.7%	563	19.0%	17.9%
<b>25 à 34 ans</b>	1103	14.1%	14.3%	733	15.0%	19.3%	369	12.6%	9.4%	503	17.0%	14.8%
<b>35 à 49 ans</b>	1829	23.4%	14.4%	1218	25.0%	19.5%	611	20.9%	9.5%	1001	33.8%	16.2%
<b>50 à 64 ans</b>	1867	23.9%	15.2%	1122	23.0%	18.9%	745	25.5%	11.8%	819	27.6%	20.2%
<b>65 ans et plus</b>	1773	22.7%	16.0%	968	19.9%	20.3%	805	27.6%	12.7%	78	2.6%	41.7%
<b>Individu</b>												
<b>Ménagère</b>	2542	32.6%	10.8%	0	-	-	2542	87.0%	10.8%	823	27.8%	12.1%
<b>Personne de Référence</b>	4771	61.2%	17.0%	3928	80.5%	19.4%	843	28.9%	10.7%	1741	58.7%	20.7%
<b>Responsable des achats</b>	5069	65.0%	14.3%	2553	52.3%	20.5%	2517	86.2%	10.9%	1758	59.3%	16.4%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	38	0.5%	7.1%	26	0.5%	7.7%	12	0.4%	6.1%	0	0.0%	0.4%
<b>Petits patrons</b>	293	3.8%	17.8%	226	4.6%	19.5%	67	2.3%	13.7%	264	8.9%	17.9%
<b>Affaires et Cadres</b>	1090	14.0%	22.9%	775	15.9%	26.6%	315	10.8%	17.2%	1009	34.0%	23.3%
<b>Professions intermédiaires</b>	1016	13.0%	15.1%	695	14.2%	19.9%	322	11.0%	9.9%	897	30.3%	16.1%
<b>Employés</b>	1097	14.1%	13.1%	506	10.4%	24.2%	591	20.2%	9.4%	185	6.2%	10.2%
<b>Ouvriers</b>	877	11.2%	13.6%	760	15.6%	15.2%	117	4.0%	7.9%	56	1.9%	13.3%
<b>Retraités</b>	1975	25.3%	15.7%	1149	23.5%	19.1%	826	28.3%	12.6%	39	1.3%	16.4%
<b>Autres inactifs</b>	1414	18.1%	14.1%	744	15.2%	21.3%	670	22.9%	10.3%	515	17.4%	16.6%
<b>PCS Personne de Référence</b>												
<b>Agriculteurs</b>	68	0.9%	8.5%	44	0.9%	11.4%	24	0.8%	5.8%	0	-	-
<b>Petits patrons</b>	403	5.2%	15.3%	266	5.4%	19.3%	137	4.7%	10.9%	403	13.6%	15.3%
<b>Affaires et Cadres</b>	1396	17.9%	20.4%	908	18.6%	26.1%	487	16.7%	14.5%	1396	47.1%	20.4%
<b>Professions intermédiaires</b>	1166	14.9%	15.6%	798	16.4%	20.4%	368	12.6%	10.3%	1166	39.3%	15.6%
<b>Employés</b>	837	10.7%	15.8%	511	10.5%	22.8%	326	11.2%	10.7%	0	-	-
<b>Ouvriers</b>	1148	14.7%	12.1%	796	16.3%	16.3%	352	12.1%	7.7%	0	-	-
<b>Retraités</b>	2305	29.6%	15.7%	1290	26.5%	19.3%	1015	34.7%	12.7%	0	-	-
<b>Autres inactifs</b>	476	6.1%	12.2%	266	5.4%	17.9%	211	7.2%	8.7%	0	-	-

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<b>Taille du Foyer</b>												
1 personne	1305	16.7%	13.9%	731	15.0%	18.1%	573	19.6%	10.7%	336	11.3%	19.4%
2 personnes	2839	36.4%	15.8%	1760	36.1%	20.0%	1080	37.0%	11.7%	790	26.6%	18.3%
3 personnes	1462	18.7%	15.7%	924	18.9%	20.2%	538	18.4%	11.4%	634	21.4%	16.7%
4 personnes	1342	17.2%	14.6%	899	18.4%	19.6%	443	15.2%	9.6%	765	25.8%	16.4%
5 personnes et +	851	10.9%	16.2%	564	11.6%	22.9%	287	9.8%	10.3%	440	14.9%	17.8%
<b>Présence d'enfants de moins de 15 ans</b>												
Oui	2231	28.6%	14.2%	1462	30.0%	20.1%	769	26.3%	9.1%	1217	41.0%	15.9%
Non	5568	71.4%	15.7%	3417	70.0%	19.9%	2152	73.7%	11.8%	1748	59.0%	18.8%
<b>Habitat</b>												
Communes rurales	1141	14.6%	9.7%	747	15.3%	13.5%	394	13.5%	6.4%	376	12.7%	11.3%
Agglo. - 20 000 hab	1009	12.9%	11.3%	674	13.8%	15.9%	336	11.5%	7.1%	329	11.1%	12.9%
Agglo. 20 000 à 100 000 hab	933	12.0%	13.6%	629	12.9%	18.3%	304	10.4%	8.9%	329	11.1%	16.5%
Agglo. + 100 000 hab	2006	25.7%	13.2%	1319	27.0%	18.2%	687	23.5%	8.6%	758	25.6%	14.6%
Agglo. Paris	2709	34.7%	32.1%	1510	31.0%	37.7%	1199	41.1%	27.1%	1172	39.5%	30.3%

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<b>Région d'habitation</b>												
Ile-de-France	2994	38.4%	31.7%	1697	34.8%	37.7%	1298	44.4%	26.2%	1304	44.0%	30.2%
Nord-Pas-de-Calais	298	3.8%	9.3%	195	4.0%	12.8%	103	3.5%	6.1%	110	3.7%	12.0%
Lorraine	173	2.2%	8.9%	111	2.3%	11.9%	62	2.1%	6.2%	59	2.0%	10.8%
Alsace	131	1.7%	8.6%	90	1.9%	12.3%	41	1.4%	5.2%	49	1.6%	10.0%
Franche-Comté	83	1.1%	8.7%	57	1.2%	12.3%	26	0.9%	5.3%	31	1.0%	11.8%
Champagne-Ardenne	110	1.4%	10.1%	76	1.6%	14.4%	34	1.2%	6.1%	40	1.4%	12.6%
Picardie	286	3.7%	18.6%	146	3.0%	19.6%	140	4.8%	17.7%	78	2.6%	18.1%
Bourgogne	157	2.0%	11.6%	111	2.3%	16.9%	47	1.6%	6.6%	54	1.8%	15.0%
Haute-Normandie	199	2.5%	13.4%	123	2.5%	17.5%	75	2.6%	9.7%	55	1.9%	13.0%
Basse-Normandie	123	1.6%	10.2%	73	1.5%	12.6%	50	1.7%	8.0%	39	1.3%	11.6%
Centre	274	3.5%	13.2%	187	3.8%	18.7%	86	3.0%	8.0%	89	3.0%	14.1%
Pays de la Loire	306	3.9%	10.6%	204	4.2%	14.7%	102	3.5%	6.9%	111	3.7%	13.4%
Bretagne	243	3.1%	9.3%	164	3.4%	13.2%	78	2.7%	5.8%	81	2.7%	10.4%
Poitou-Charentes	160	2.1%	10.9%	111	2.3%	15.8%	49	1.7%	6.4%	60	2.0%	16.2%
Aquitaine	322	4.1%	12.0%	223	4.6%	17.5%	100	3.4%	7.1%	103	3.5%	12.8%
Midi-Pyrénées	294	3.8%	12.3%	201	4.1%	17.4%	92	3.2%	7.4%	109	3.7%	13.5%
Limousin	81	1.0%	12.8%	60	1.2%	20.0%	21	0.7%	6.3%	23	0.8%	14.8%
Auvergne	102	1.3%	9.1%	69	1.4%	12.8%	33	1.1%	5.7%	42	1.4%	13.8%
Rhône-Alpes	589	7.5%	11.7%	405	8.3%	16.7%	184	6.3%	7.1%	222	7.5%	12.4%
Languedoc-Roussillon	264	3.4%	12.2%	177	3.6%	17.2%	87	3.0%	7.7%	89	3.0%	13.8%
Provence-Alpes-Côte-d'Azur-Corse	611	7.8%	14.1%	398	8.2%	19.5%	213	7.3%	9.3%	216	7.3%	15.1%
<b>Habitudes de connexion Internet</b>												
Tous les jours	4868	62.4%	17.7%	3173	65.0%	22.6%	1696	58.1%	12.5%	2400	81.0%	18.6%
Presque tous les jours	859	11.0%	14.0%	522	10.7%	18.0%	337	11.6%	10.4%	328	11.1%	14.1%
1 à 2 fois par semaine	418	5.4%	12.9%	246	5.0%	16.8%	172	5.9%	9.7%	111	3.8%	11.9%
1 à 3 fois par mois	102	1.3%	12.0%	53	1.1%	15.7%	49	1.7%	9.5%	23	0.8%	15.1%
Moins souvent	160	2.1%	12.0%	93	1.9%	14.7%	67	2.3%	9.6%	20	0.7%	15.2%
Jamais	18	0.2%	13.5%	11	0.2%	13.3%	7	0.2%	13.8%	1	0.0%	7.5%

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<b>Revenus du Foyer</b>												
Moins de 9 000 euros par an	242	3.1%	11.3%	126	2.6%	14.6%	117	4.0%	9.1%	24	0.8%	13.3%
De 9 000 à moins de 12 000 euros par an	324	4.2%	9.8%	176	3.6%	15.5%	148	5.1%	6.8%	24	0.8%	9.8%
De 12 000 à moins de 18 000 euros par an	751	9.6%	11.5%	404	8.3%	14.7%	347	11.9%	9.2%	89	3.0%	11.7%
De 18 000 à moins de 24 000 euros par an	947	12.1%	12.7%	600	12.3%	17.0%	347	11.9%	8.8%	235	7.9%	14.8%
De 24 000 à moins de 36 000 euros par an	1588	20.4%	13.7%	968	19.8%	17.5%	620	21.2%	10.3%	513	17.3%	13.8%
De 36 000 à moins de 45 000 euros par an	1074	13.8%	16.5%	710	14.6%	20.0%	363	12.4%	12.3%	468	15.8%	15.8%
De 45 000 à moins de 65 000 euros par an	1298	16.6%	21.8%	888	18.2%	26.6%	410	14.0%	15.6%	689	23.2%	19.3%
De 65 000 à moins de 80 000 euros par an	404	5.2%	26.3%	289	5.9%	31.6%	115	3.9%	18.6%	278	9.4%	25.0%
De 80 000 à moins de 115 000 euros par an	299	3.8%	30.6%	217	4.4%	36.5%	82	2.8%	21.5%	215	7.3%	27.0%
115 000 euros et plus par an	154	2.0%	33.6%	102	2.1%	37.4%	51	1.8%	27.8%	119	4.0%	31.2%
Refus	518	6.6%	16.1%	291	6.0%	21.8%	227	7.8%	12.1%	227	7.7%	19.9%
Ne sait pas	201	2.6%	13.9%	107	2.2%	17.0%	94	3.2%	11.4%	82	2.8%	17.1%