

# PQR 66

PQR, Audience LNM

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	18585	100.0%	36.5%	9480	100.0%	39.0%	9105	100.0%	34.3%	4696	100.0%	27.9%
<b>Sexe</b>												
<b>Homme</b>	9480	51.0%	39.0%	9480	100.0%	39.0%	0	-	100.0%	2666	56.8%	30.3%
<b>Femme</b>	9105	49.0%	34.3%	0	-	100.0%	9105	100.0%	34.3%	2030	43.2%	25.3%
<b>Age</b>												
<b>15 à 24 ans</b>	1684	9.1%	22.8%	951	10.0%	25.6%	732	8.0%	20.0%	635	13.5%	21.3%
<b>25 à 34 ans</b>	1935	10.4%	25.2%	1070	11.3%	28.3%	865	9.5%	22.2%	714	15.2%	20.8%
<b>35 à 49 ans</b>	4225	22.7%	33.2%	2284	24.1%	36.4%	1941	21.3%	30.1%	1759	37.5%	29.1%
<b>50 à 64 ans</b>	5264	28.3%	42.9%	2657	28.0%	44.8%	2607	28.6%	41.2%	1522	32.4%	36.9%
<b>65 ans et plus</b>	5478	29.5%	50.8%	2519	26.6%	54.7%	2960	32.5%	47.8%	67	1.4%	28.2%
<b>Individu</b>												
<b>Ménagère</b>	8305	44.7%	35.8%	0	-	100.0%	8305	91.2%	35.8%	1766	37.6%	26.4%
<b>Personne de Référence</b>	10798	58.1%	38.5%	8231	86.8%	40.8%	2567	28.2%	32.7%	2555	54.4%	30.2%
<b>Responsable des achats</b>	8969	48.3%	37.2%	2940	31.0%	38.5%	6029	66.2%	36.6%	2337	49.8%	28.0%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	285	1.5%	53.6%	178	1.9%	51.1%	107	1.2%	58.6%	2	0.0%	23.3%
<b>Petits patrons</b>	551	3.0%	35.6%	417	4.4%	37.6%	135	1.5%	30.5%	507	10.8%	35.8%
<b>Affaires et Cadres</b>	1164	6.3%	25.0%	794	8.4%	27.2%	370	4.1%	21.3%	1074	22.9%	24.9%
<b>Professions intermédiaires</b>	2028	10.9%	30.3%	1177	12.4%	33.7%	850	9.3%	26.6%	1651	35.2%	29.5%
<b>Employés</b>	2981	16.0%	35.5%	815	8.6%	41.7%	2166	23.8%	33.6%	573	12.2%	32.3%
<b>Ouvriers</b>	2342	12.6%	36.3%	1897	20.0%	37.5%	445	4.9%	32.0%	103	2.2%	29.9%
<b>Retraités</b>	6312	34.0%	51.3%	3235	34.1%	54.8%	3076	33.8%	48.1%	96	2.1%	43.5%
<b>Autres inactifs</b>	2921	15.7%	28.4%	967	10.2%	27.4%	1955	21.5%	29.0%	691	14.7%	22.0%
<b>PCS Personne de Référence</b>												
<b>Agriculteurs</b>	380	2.0%	48.7%	176	1.9%	46.3%	205	2.2%	50.9%	0	-	100.0%
<b>Petits patrons</b>	812	4.4%	32.4%	475	5.0%	35.2%	337	3.7%	29.2%	812	17.3%	32.4%
<b>Affaires et Cadres</b>	1649	8.9%	24.5%	931	9.8%	26.9%	718	7.9%	21.9%	1649	35.1%	24.5%
<b>Professions intermédiaires</b>	2235	12.0%	29.5%	1260	13.3%	31.7%	975	10.7%	27.1%	2235	47.6%	29.5%
<b>Employés</b>	1779	9.6%	33.2%	835	8.8%	38.8%	945	10.4%	29.5%	0	-	100.0%
<b>Ouvriers</b>	3195	17.2%	32.9%	1822	19.2%	35.8%	1373	15.1%	29.8%	0	-	100.0%
<b>Retraités</b>	7340	39.5%	50.9%	3508	37.0%	53.6%	3833	42.1%	48.6%	0	-	100.0%
<b>Autres inactifs</b>	1193	6.4%	31.7%	474	5.0%	35.0%	719	7.9%	29.8%	0	-	100.0%

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<b>Taille du Foyer</b>												
<b>1 personne</b>	3327	17.9%	36.0%	1492	15.7%	37.7%	1835	20.2%	34.7%	426	9.1%	24.6%
<b>2 personnes</b>	7739	41.6%	43.6%	3897	41.1%	45.1%	3842	42.2%	42.2%	1290	27.5%	30.4%
<b>3 personnes</b>	3114	16.8%	33.3%	1688	17.8%	36.5%	1426	15.7%	30.2%	1017	21.7%	27.3%
<b>4 personnes</b>	2854	15.4%	30.8%	1569	16.6%	33.8%	1285	14.1%	27.7%	1304	27.8%	28.3%
<b>5 personnes et +</b>	1551	8.3%	29.6%	834	8.8%	34.0%	717	7.9%	25.7%	659	14.0%	26.3%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	4582	24.7%	29.2%	2410	25.4%	33.0%	2173	23.9%	25.8%	1960	41.7%	26.4%
<b>Non</b>	14003	75.3%	39.8%	7071	74.6%	41.5%	6932	76.1%	38.3%	2737	58.3%	29.2%
<b>Habitat</b>												
<b>Communes rurales</b>	5417	29.1%	42.0%	2685	28.3%	43.1%	2732	30.0%	41.0%	1227	26.1%	33.9%
<b>Agglo. - 20 000 hab</b>	3624	19.5%	42.3%	1832	19.3%	45.0%	1792	19.7%	39.8%	809	17.2%	32.8%
<b>Agglo. 20 000 à 100 000 hab</b>	2763	14.9%	41.5%	1401	14.8%	43.8%	1363	15.0%	39.3%	708	15.1%	36.0%
<b>Agglo. + 100 000 hab</b>	5268	28.3%	36.5%	2709	28.6%	39.3%	2559	28.1%	34.0%	1372	29.2%	28.0%
<b>Agglo. Paris</b>	1512	8.1%	18.2%	853	9.0%	21.6%	659	7.2%	15.1%	580	12.3%	15.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Région d'habitation</b>												
Ile-de-France	1749	9.4%	18.6%	980	10.3%	21.9%	769	8.5%	15.6%	654	13.9%	15.1%
Nord-Pas-de-Calais	1237	6.7%	38.6%	607	6.4%	39.8%	630	6.9%	37.5%	272	5.8%	30.6%
Lorraine	883	4.7%	45.7%	442	4.7%	47.4%	441	4.8%	44.1%	182	3.9%	34.9%
Alsace	753	4.1%	49.9%	386	4.1%	52.9%	367	4.0%	47.1%	212	4.5%	40.9%
Franche-Comté	434	2.3%	45.7%	208	2.2%	45.2%	226	2.5%	46.3%	80	1.7%	32.8%
Champagne-Ardenne	531	2.9%	48.8%	256	2.7%	48.9%	275	3.0%	48.7%	110	2.3%	40.5%
Picardie	527	2.8%	34.4%	277	2.9%	37.5%	250	2.7%	31.6%	124	2.6%	27.9%
Bourgogne	604	3.2%	44.5%	287	3.0%	44.2%	317	3.5%	44.7%	122	2.6%	35.5%
Haute-Normandie	382	2.1%	25.9%	183	1.9%	26.1%	199	2.2%	25.7%	96	2.0%	21.4%
Basse-Normandie	481	2.6%	40.0%	254	2.7%	44.2%	226	2.5%	36.1%	121	2.6%	38.3%
Centre	838	4.5%	40.4%	433	4.6%	43.4%	405	4.4%	37.5%	194	4.1%	30.9%
Pays de la Loire	1384	7.4%	48.6%	722	7.6%	52.6%	663	7.3%	44.9%	335	7.1%	38.3%
Bretagne	1526	8.2%	59.0%	741	7.8%	59.8%	784	8.6%	58.3%	375	8.0%	49.1%
Poitou-Charentes	623	3.4%	42.6%	294	3.1%	42.0%	329	3.6%	43.1%	156	3.3%	40.4%
Aquitaine	1064	5.7%	40.1%	546	5.8%	43.5%	519	5.7%	37.1%	296	6.3%	34.8%
Midi-Pyrénées	844	4.5%	35.5%	433	4.6%	37.8%	412	4.5%	33.4%	209	4.4%	26.6%
Limousin	298	1.6%	47.4%	146	1.5%	48.5%	153	1.7%	46.4%	62	1.3%	38.9%
Auvergne	568	3.1%	50.5%	291	3.1%	53.9%	277	3.0%	47.4%	123	2.6%	39.5%
Rhône-Alpes	1573	8.5%	31.6%	800	8.4%	33.4%	773	8.5%	30.0%	352	7.5%	20.8%
Languedoc-Roussillon	808	4.3%	37.6%	436	4.6%	42.8%	372	4.1%	32.8%	198	4.2%	31.3%
Provence-Alpes-Côte-d'Azur-Corse	1477	7.9%	34.2%	757	8.0%	37.3%	719	7.9%	31.5%	425	9.0%	30.2%
<b>Habitudes de connexion Internet</b>												
Tous les jours	8663	46.6%	32.2%	4753	50.1%	34.5%	3910	42.9%	29.7%	3447	73.4%	27.2%
Presque tous les jours	2046	11.0%	33.7%	1006	10.6%	36.2%	1041	11.4%	31.6%	686	14.6%	28.2%
1 à 2 fois par semaine	1175	6.3%	36.8%	546	5.8%	38.5%	629	6.9%	35.3%	283	6.0%	31.7%
1 à 3 fois par mois	283	1.5%	33.1%	146	1.5%	37.1%	137	1.5%	29.7%	67	1.4%	35.3%
Moins souvent	513	2.8%	35.8%	252	2.7%	40.6%	261	2.9%	32.2%	42	0.9%	28.0%
Jamais	120	0.6%	48.8%	71	0.7%	51.2%	50	0.5%	45.8%	13	0.3%	45.9%

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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	761	4.1%	31.2%	316	3.3%	33.0%	445	4.9%	30.0%	56	1.2%	28.9%
De 9 000 à moins de 12 000 euros par an	1159	6.2%	35.5%	396	4.2%	36.7%	763	8.4%	34.9%	66	1.4%	23.9%
De 12 000 à moins de 18 000 euros par an	2740	14.7%	40.3%	1280	13.5%	42.8%	1459	16.0%	38.3%	228	4.8%	28.1%
De 18 000 à moins de 24 000 euros par an	2828	15.2%	38.9%	1420	15.0%	42.0%	1409	15.5%	36.2%	417	8.9%	26.4%
De 24 000 à moins de 36 000 euros par an	4277	23.0%	38.7%	2270	23.9%	41.2%	2007	22.0%	36.3%	1064	22.7%	29.4%
De 36 000 à moins de 45 000 euros par an	2277	12.3%	36.4%	1320	13.9%	40.2%	957	10.5%	32.1%	835	17.8%	29.6%
De 45 000 à moins de 65 000 euros par an	1940	10.4%	34.3%	1170	12.3%	37.1%	770	8.5%	30.9%	979	20.8%	28.4%
65 000 euros et plus	810	4.4%	28.3%	539	5.7%	31.0%	271	3.0%	24.1%	589	12.5%	26.3%
Refus	1328	7.1%	35.4%	556	5.9%	35.9%	772	8.5%	35.1%	343	7.3%	26.6%
Ne sait pas	465	2.5%	30.8%	213	2.2%	32.0%	252	2.8%	29.9%	120	2.6%	22.0%