

# Total PQUG

PQUG, Audience LNM

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	5967	100.0%	11.7%	3072	100.0%	12.6%	2895	100.0%	10.9%	2580	100.0%	15.3%
<b>Sexe</b>												
<b>Homme</b>	3072	51.5%	12.6%	3072	100.0%	12.6%	0	-	100.0%	1395	54.0%	15.9%
<b>Femme</b>	2895	48.5%	10.9%	0	-	100.0%	2895	100.0%	10.9%	1186	46.0%	14.8%
<b>Age</b>												
<b>15 à 24 ans</b>	1546	25.9%	20.9%	717	23.3%	19.3%	829	28.6%	22.6%	675	26.2%	22.6%
<b>25 à 34 ans</b>	1170	19.6%	15.2%	660	21.5%	17.4%	510	17.6%	13.1%	578	22.4%	16.9%
<b>35 à 49 ans</b>	1555	26.1%	12.2%	856	27.9%	13.6%	699	24.1%	10.8%	782	30.3%	12.9%
<b>50 à 64 ans</b>	1187	19.9%	9.7%	618	20.1%	10.4%	569	19.6%	9.0%	522	20.2%	12.7%
<b>65 ans et plus</b>	509	8.5%	4.7%	221	7.2%	4.8%	288	10.0%	4.7%	24	0.9%	10.2%
<b>Individu</b>												
<b>Ménagère</b>	2165	36.3%	9.3%	0	-	100.0%	2165	74.8%	9.3%	862	33.4%	12.9%
<b>Personne de Référence</b>	3173	53.2%	11.3%	2331	75.9%	11.5%	842	29.1%	10.7%	1294	50.1%	15.3%
<b>Responsable des achats</b>	2627	44.0%	10.9%	1060	34.5%	13.9%	1567	54.1%	9.5%	1173	45.4%	14.1%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	10	0.2%	2.0%	5	0.2%	1.4%	6	0.2%	3.1%	0	-	-
<b>Petits patrons</b>	109	1.8%	7.0%	74	2.4%	6.7%	35	1.2%	7.9%	94	3.6%	6.6%
<b>Affaires et Cadres</b>	821	13.8%	17.6%	508	16.5%	17.4%	313	10.8%	18.0%	757	29.3%	17.5%
<b>Professions intermédiaires</b>	1052	17.6%	15.7%	570	18.6%	16.3%	482	16.6%	15.1%	874	33.9%	15.6%
<b>Employés</b>	1250	20.9%	14.9%	409	13.3%	20.9%	841	29.1%	13.0%	230	8.9%	13.0%
<b>Ouvriers</b>	705	11.8%	10.9%	601	19.6%	11.9%	104	3.6%	7.5%	34	1.3%	10.0%
<b>Retraités</b>	632	10.6%	5.1%	306	10.0%	5.2%	327	11.3%	5.1%	21	0.8%	9.4%
<b>Autres inactifs</b>	1388	23.3%	13.5%	601	19.6%	17.0%	787	27.2%	11.7%	570	22.1%	18.1%
<b>PCS Personne de Référence</b>												
<b>Agriculteurs</b>	20	0.3%	2.6%	7	0.2%	1.8%	13	0.5%	3.3%	0	-	100.0%
<b>Petits patrons</b>	251	4.2%	10.0%	124	4.0%	9.2%	127	4.4%	11.0%	251	9.7%	10.0%
<b>Affaires et Cadres</b>	1173	19.7%	17.4%	627	20.4%	18.1%	546	18.9%	16.7%	1173	45.5%	17.4%
<b>Professions intermédiaires</b>	1156	19.4%	15.3%	643	20.9%	16.2%	513	17.7%	14.3%	1156	44.8%	15.3%
<b>Employés</b>	997	16.7%	18.6%	454	14.8%	21.1%	542	18.7%	16.9%	0	-	100.0%
<b>Ouvriers</b>	1078	18.1%	11.1%	640	20.8%	12.6%	438	15.1%	9.5%	0	-	100.0%
<b>Retraités</b>	879	14.7%	6.1%	395	12.8%	6.0%	484	16.7%	6.1%	0	-	100.0%
<b>Autres inactifs</b>	413	6.9%	11.0%	181	5.9%	13.3%	232	8.0%	9.6%	0	-	100.0%

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<b>Taille du Foyer</b>												
<b>1 personne</b>	1007	16.9%	10.9%	513	16.7%	13.0%	493	17.0%	9.3%	290	11.2%	16.8%
<b>2 personnes</b>	1645	27.6%	9.3%	832	27.1%	9.6%	813	28.1%	8.9%	625	24.2%	14.7%
<b>3 personnes</b>	1302	21.8%	13.9%	705	23.0%	15.2%	597	20.6%	12.6%	640	24.8%	17.2%
<b>4 personnes</b>	1246	20.9%	13.4%	634	20.6%	13.7%	613	21.2%	13.2%	666	25.8%	14.4%
<b>5 personnes et +</b>	767	12.8%	14.6%	388	12.6%	15.8%	379	13.1%	13.6%	359	13.9%	14.3%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	2040	34.2%	13.0%	1041	33.9%	14.3%	1000	34.5%	11.9%	1031	39.9%	13.9%
<b>Non</b>	3927	65.8%	11.2%	2031	66.1%	11.9%	1895	65.5%	10.5%	1550	60.1%	16.5%
<b>Habitat</b>												
<b>Communes rurales</b>	442	7.4%	3.4%	254	8.3%	4.1%	188	6.5%	2.8%	198	7.7%	5.5%
<b>Agglo. - 20 000 hab</b>	405	6.8%	4.7%	230	7.5%	5.7%	175	6.0%	3.9%	207	8.0%	8.4%
<b>Agglo. 20 000 à 100 000 hab</b>	249	4.2%	3.7%	151	4.9%	4.7%	98	3.4%	2.8%	111	4.3%	5.7%
<b>Agglo. + 100 000 hab</b>	2202	36.9%	15.3%	1104	35.9%	16.0%	1098	37.9%	14.6%	822	31.9%	16.8%
<b>Agglo. Paris</b>	2669	44.7%	32.1%	1333	43.4%	33.8%	1336	46.1%	30.6%	1242	48.1%	32.1%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Région d'habitation</b>												
Ile-de-France	2864	48.0%	30.4%	1456	47.4%	32.5%	1408	48.7%	28.6%	1342	52.0%	31.0%
Nord-Pas-de-Calais	442	7.4%	13.8%	240	7.8%	15.8%	201	6.9%	12.0%	158	6.1%	17.8%
Lorraine	65	1.1%	3.4%	39	1.3%	4.1%	26	0.9%	2.6%	32	1.2%	6.2%
Alsace	178	3.0%	11.8%	107	3.5%	14.6%	71	2.5%	9.1%	65	2.5%	12.6%
Franche-Comté	10	0.2%	1.0%	5	0.2%	1.2%	4	0.2%	0.9%	4	0.1%	1.5%
Champagne-Ardenne	28	0.5%	2.6%	12	0.4%	2.3%	16	0.6%	2.9%	11	0.4%	4.0%
Picardie	87	1.5%	5.7%	50	1.6%	6.8%	37	1.3%	4.7%	37	1.4%	8.3%
Bourgogne	41	0.7%	3.0%	22	0.7%	3.4%	19	0.6%	2.6%	21	0.8%	6.1%
Haute-Normandie	56	0.9%	3.8%	29	1.0%	4.2%	27	0.9%	3.5%	21	0.8%	4.7%
Basse-Normandie	23	0.4%	1.9%	12	0.4%	2.1%	11	0.4%	1.8%	10	0.4%	3.3%
Centre	78	1.3%	3.8%	46	1.5%	4.7%	32	1.1%	3.0%	42	1.6%	6.8%
Pays de la Loire	245	4.1%	8.6%	140	4.5%	10.2%	106	3.6%	7.2%	107	4.2%	12.3%
Bretagne	120	2.0%	4.6%	70	2.3%	5.6%	50	1.7%	3.7%	52	2.0%	6.9%
Poitou-Charentes	12	0.2%	0.8%	8	0.3%	1.2%	4	0.1%	0.5%	7	0.3%	1.7%
Aquitaine	220	3.7%	8.3%	112	3.6%	8.9%	109	3.8%	7.8%	87	3.4%	10.3%
Midi-Pyrénées	271	4.5%	11.4%	139	4.5%	12.1%	132	4.6%	10.7%	116	4.5%	14.8%
Limousin	4	0.1%	0.6%	1	0.0%	0.5%	2	0.1%	0.7%	1	0.0%	0.8%
Auvergne	37	0.6%	3.3%	15	0.5%	2.7%	22	0.8%	3.8%	9	0.3%	2.8%
Rhône-Alpes	567	9.5%	11.4%	303	9.9%	12.6%	264	9.1%	10.2%	230	8.9%	13.6%
Languedoc-Roussillon	126	2.1%	5.9%	58	1.9%	5.7%	68	2.4%	6.0%	57	2.2%	8.9%
Provence-Alpes-Côte-d'Azur-Corse	492	8.2%	11.4%	208	6.8%	10.2%	284	9.8%	12.5%	170	6.6%	12.1%
<b>Habitudes de connexion Internet</b>												
Tous les jours	3991	66.9%	14.8%	2173	70.7%	15.8%	1818	62.8%	13.8%	2081	80.6%	16.4%
Presque tous les jours	748	12.5%	12.3%	352	11.5%	12.7%	396	13.7%	12.0%	307	11.9%	12.6%
1 à 2 fois par semaine	354	5.9%	11.1%	138	4.5%	9.7%	216	7.5%	12.1%	124	4.8%	13.9%
1 à 3 fois par mois	76	1.3%	8.8%	37	1.2%	9.3%	39	1.4%	8.4%	20	0.8%	10.3%
Moins souvent	133	2.2%	9.3%	47	1.5%	7.6%	86	3.0%	10.5%	9	0.3%	5.7%
Jamais	10	0.2%	4.1%	6	0.2%	4.7%	4	0.1%	3.3%	2	0.1%	5.3%

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	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Revenus du Foyer</b>												
Moins de 9 000 euros par an	286	4.8%	11.7%	120	3.9%	12.5%	165	5.7%	11.2%	17	0.6%	8.6%
De 9 000 à moins de 12 000 euros par an	303	5.1%	9.3%	136	4.4%	12.6%	167	5.8%	7.7%	53	2.0%	19.1%
De 12 000 à moins de 18 000 euros par an	626	10.5%	9.2%	296	9.6%	9.9%	330	11.4%	8.7%	134	5.2%	16.6%
De 18 000 à moins de 24 000 euros par an	772	12.9%	10.6%	385	12.5%	11.4%	387	13.4%	9.9%	219	8.5%	13.9%
De 24 000 à moins de 36 000 euros par an	1224	20.5%	11.1%	636	20.7%	11.5%	588	20.3%	10.6%	512	19.8%	14.2%
De 36 000 à moins de 45 000 euros par an	802	13.4%	12.8%	451	14.7%	13.7%	351	12.1%	11.8%	374	14.5%	13.2%
De 45 000 à moins de 65 000 euros par an	823	13.8%	14.6%	474	15.4%	15.0%	349	12.1%	14.0%	571	22.1%	16.6%
65 000 euros et plus	473	7.9%	16.5%	288	9.4%	16.6%	185	6.4%	16.5%	379	14.7%	16.9%
Refus	413	6.9%	11.0%	175	5.7%	11.3%	239	8.2%	10.9%	200	7.7%	15.5%
Ne sait pas	245	4.1%	16.2%	111	3.6%	16.7%	134	4.6%	15.9%	123	4.8%	22.5%