

PQR 66 sans Aujourd'hui en France

PQR, Audience LNM



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	18283	100.0%	35.9%	9307	100.0%	38.3%	8976	100.0%	33.8%	4600	100.0%	27.4%
Sexe												
Homme	9307	50.9%	38.3%	9307	100.0%	38.3%	0	-	100.0%	2606	56.7%	29.6%
Femme	8976	49.1%	33.8%	0	-	100.0%	8976	100.0%	33.8%	1994	43.3%	24.8%
Age												
15 à 24 ans	1635	8.9%	22.1%	923	9.9%	24.8%	712	7.9%	19.4%	617	13.4%	20.6%
25 à 34 ans	1897	10.4%	24.7%	1047	11.3%	27.7%	850	9.5%	21.8%	697	15.2%	20.4%
35 à 49 ans	4156	22.7%	32.7%	2244	24.1%	35.8%	1912	21.3%	29.6%	1725	37.5%	28.5%
50 à 64 ans	5186	28.4%	42.3%	2613	28.1%	44.0%	2573	28.7%	40.6%	1495	32.5%	36.3%
65 ans et plus	5409	29.6%	50.1%	2480	26.6%	53.8%	2929	32.6%	47.3%	65	1.4%	27.5%
Individu												
Ménagère	8199	44.8%	35.4%	0	-	100.0%	8199	91.4%	35.4%	1737	37.8%	26.0%
Personne de Référence	10619	58.1%	37.9%	8086	86.9%	40.0%	2533	28.2%	32.3%	2504	54.4%	29.6%
Responsable des achats	8820	48.2%	36.6%	2877	30.9%	37.7%	5943	66.2%	36.1%	2288	49.7%	27.5%
PCS Individu												
Agriculteurs	283	1.5%	53.2%	178	1.9%	51.1%	105	1.2%	57.4%	2	0.0%	23.3%
Petits patrons	544	3.0%	35.1%	411	4.4%	37.1%	133	1.5%	30.1%	500	10.9%	35.3%
Affaires et Cadres	1141	6.2%	24.5%	775	8.3%	26.6%	366	4.1%	21.0%	1051	22.9%	24.3%
Professions intermédiaires	1992	10.9%	29.8%	1154	12.4%	33.0%	838	9.3%	26.2%	1621	35.2%	29.0%
Employés	2938	16.1%	34.9%	799	8.6%	40.9%	2138	23.8%	33.1%	565	12.3%	31.8%
Ouvriers	2310	12.6%	35.8%	1869	20.1%	37.0%	441	4.9%	31.6%	101	2.2%	29.3%
Retraités	6223	34.0%	50.6%	3187	34.2%	54.0%	3036	33.8%	47.5%	94	2.0%	42.3%
Autres inactifs	2852	15.6%	27.8%	933	10.0%	26.4%	1919	21.4%	28.5%	667	14.5%	21.2%
PCS Personne de Référence												
Agriculteurs	380	2.1%	48.7%	176	1.9%	46.3%	205	2.3%	50.9%	0	-	100.0%
Petits patrons	800	4.4%	31.9%	466	5.0%	34.6%	334	3.7%	28.8%	800	17.4%	31.9%
Affaires et Cadres	1609	8.8%	23.9%	905	9.7%	26.1%	704	7.8%	21.5%	1609	35.0%	23.9%
Professions intermédiaires	2191	12.0%	28.9%	1235	13.3%	31.1%	956	10.7%	26.6%	2191	47.6%	28.9%
Employés	1744	9.5%	32.5%	819	8.8%	38.1%	925	10.3%	28.8%	0	-	100.0%
Ouvriers	3145	17.2%	32.4%	1793	19.3%	35.2%	1352	15.1%	29.4%	0	-	100.0%
Retraités	7244	39.6%	50.2%	3455	37.1%	52.8%	3789	42.2%	48.1%	0	-	100.0%
Autres inactifs	1170	6.4%	31.0%	459	4.9%	33.9%	711	7.9%	29.5%	0	-	100.0%

PQR 66 sans Aujourd'hui en France

PQR, Audience LNM



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	3275	17.9%	35.4%	1462	15.7%	36.9%	1813	20.2%	34.3%	414	9.0%	23.9%
2 personnes	7616	41.7%	42.9%	3829	41.1%	44.3%	3787	42.2%	41.6%	1267	27.6%	29.9%
3 personnes	3071	16.8%	32.8%	1660	17.8%	35.8%	1411	15.7%	29.9%	995	21.6%	26.7%
4 personnes	2800	15.3%	30.2%	1540	16.5%	33.2%	1260	14.0%	27.2%	1276	27.7%	27.7%
5 personnes et +	1520	8.3%	29.0%	816	8.8%	33.3%	704	7.8%	25.2%	647	14.1%	25.8%
Présence d'enfants de moins de 15 ans												
Oui	4499	24.6%	28.6%	2360	25.4%	32.4%	2139	23.8%	25.4%	1920	41.7%	25.8%
Non	13784	75.4%	39.2%	6947	74.6%	40.8%	6837	76.2%	37.8%	2680	58.3%	28.6%
Habitat												
Communes rurales	5357	29.3%	41.5%	2647	28.4%	42.5%	2709	30.2%	40.6%	1211	26.3%	33.5%
Agglo. - 20 000 hab	3580	19.6%	41.7%	1805	19.4%	44.3%	1775	19.8%	39.4%	794	17.3%	32.2%
Agglo. 20 000 à 100 000 hab	2718	14.9%	40.8%	1375	14.8%	43.0%	1343	15.0%	38.7%	696	15.1%	35.4%
Agglo. + 100 000 hab	5200	28.4%	36.1%	2675	28.7%	38.9%	2525	28.1%	33.5%	1353	29.4%	27.6%
Agglo. Paris	1429	7.8%	17.2%	806	8.7%	20.4%	623	6.9%	14.3%	547	11.9%	14.1%

PQR 66 sans Aujourd'hui en France

PQR, Audience LNM



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	1655	9.1%	17.6%	927	10.0%	20.7%	729	8.1%	14.8%	617	13.4%	14.2%
Nord-Pas-de-Calais	1219	6.7%	38.0%	596	6.4%	39.1%	623	6.9%	37.0%	268	5.8%	30.1%
Lorraine	878	4.8%	45.5%	439	4.7%	47.1%	439	4.9%	44.0%	180	3.9%	34.6%
Alsace	749	4.1%	49.6%	386	4.1%	52.8%	363	4.0%	46.6%	212	4.6%	40.9%
Franche-Comté	434	2.4%	45.7%	208	2.2%	45.2%	225	2.5%	46.2%	80	1.7%	32.8%
Champagne-Ardenne	528	2.9%	48.4%	254	2.7%	48.5%	273	3.0%	48.4%	109	2.4%	40.3%
Picardie	513	2.8%	33.5%	264	2.8%	35.8%	248	2.8%	31.4%	120	2.6%	27.1%
Bourgogne	598	3.3%	44.1%	282	3.0%	43.5%	315	3.5%	44.5%	120	2.6%	35.2%
Haute-Normandie	369	2.0%	25.0%	177	1.9%	25.2%	192	2.1%	24.8%	90	2.0%	20.0%
Basse-Normandie	475	2.6%	39.5%	250	2.7%	43.4%	225	2.5%	35.9%	118	2.6%	37.6%
Centre	820	4.5%	39.5%	422	4.5%	42.3%	398	4.4%	36.9%	188	4.1%	30.0%
Pays de la Loire	1373	7.5%	48.2%	713	7.7%	51.9%	660	7.4%	44.7%	332	7.2%	37.9%
Bretagne	1516	8.3%	58.6%	734	7.9%	59.2%	782	8.7%	58.1%	373	8.1%	48.9%
Poitou-Charentes	619	3.4%	42.3%	294	3.2%	42.0%	325	3.6%	42.6%	155	3.4%	40.2%
Aquitaine	1048	5.7%	39.5%	534	5.7%	42.5%	514	5.7%	36.8%	292	6.4%	34.5%
Midi-Pyrénées	826	4.5%	34.8%	426	4.6%	37.2%	400	4.5%	32.5%	205	4.5%	26.1%
Limousin	297	1.6%	47.2%	145	1.6%	48.1%	153	1.7%	46.4%	62	1.3%	38.7%
Auvergne	563	3.1%	50.1%	287	3.1%	53.3%	276	3.1%	47.1%	122	2.7%	39.0%
Rhône-Alpes	1550	8.5%	31.1%	790	8.5%	32.9%	760	8.5%	29.5%	346	7.5%	20.4%
Languedoc-Roussillon	799	4.4%	37.2%	432	4.6%	42.4%	368	4.1%	32.5%	194	4.2%	30.7%
Provence-Alpes-Côte-d'Azur-Corse	1454	8.0%	33.7%	747	8.0%	36.8%	707	7.9%	31.0%	416	9.1%	29.6%
Habitudes de connexion Internet												
Tous les jours	8493	46.5%	31.5%	4655	50.0%	33.8%	3837	42.8%	29.1%	3379	73.5%	26.6%
Presque tous les jours	2010	11.0%	33.1%	989	10.6%	35.6%	1021	11.4%	31.0%	671	14.6%	27.5%
1 à 2 fois par semaine	1160	6.3%	36.3%	541	5.8%	38.2%	620	6.9%	34.8%	279	6.1%	31.2%
1 à 3 fois par mois	280	1.5%	32.7%	144	1.6%	36.7%	136	1.5%	29.4%	66	1.4%	34.9%
Moins souvent	496	2.7%	34.6%	237	2.5%	38.1%	259	2.9%	31.9%	41	0.9%	27.4%
Jamais	120	0.7%	48.7%	71	0.8%	50.9%	50	0.6%	45.8%	13	0.3%	45.9%

PQR 66 sans Aujourd'hui en France

PQR, Audience LNM

	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	754	4.1%	30.9%	313	3.4%	32.7%	440	4.9%	29.7%	55	1.2%	28.7%
De 9 000 à moins de 12 000 euros par an	1140	6.2%	34.9%	387	4.2%	35.8%	753	8.4%	34.5%	65	1.4%	23.4%
De 12 000 à moins de 18 000 euros par an	2699	14.8%	39.7%	1258	13.5%	42.0%	1441	16.1%	37.8%	225	4.9%	27.8%
De 18 000 à moins de 24 000 euros par an	2790	15.3%	38.4%	1390	14.9%	41.1%	1400	15.6%	36.0%	408	8.9%	25.9%
De 24 000 à moins de 36 000 euros par an	4196	22.9%	38.0%	2240	24.1%	40.7%	1956	21.8%	35.3%	1040	22.6%	28.8%
De 36 000 à moins de 45 000 euros par an	2231	12.2%	35.6%	1284	13.8%	39.1%	946	10.5%	31.8%	816	17.7%	28.9%
De 45 000 à moins de 65 000 euros par an	1906	10.4%	33.7%	1151	12.4%	36.4%	755	8.4%	30.3%	959	20.9%	27.8%
65 000 euros et plus	795	4.3%	27.8%	527	5.7%	30.3%	268	3.0%	23.8%	578	12.6%	25.8%
Refus	1313	7.2%	35.0%	548	5.9%	35.3%	765	8.5%	34.8%	336	7.3%	26.0%
Ne sait pas	460	2.5%	30.5%	209	2.2%	31.5%	251	2.8%	29.8%	118	2.6%	21.6%