

# Total PQUG

PQUG, Audience LNM



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	6032	100.0%	11.8%	3153	100.0%	12.9%	2879	100.0%	10.8%	2625	100.0%	15.5%
<b>Sexe</b>												
<b>Homme</b>	3153	52.3%	12.9%	3153	100.0%	12.9%	0	-	-	1439	54.8%	16.4%
<b>Femme</b>	2879	47.7%	10.8%	0	-	-	2879	100.0%	10.8%	1186	45.2%	14.5%
<b>Age</b>												
<b>15 à 24 ans</b>	1583	26.2%	21.4%	744	23.6%	19.9%	840	29.2%	22.9%	715	27.2%	23.2%
<b>25 à 34 ans</b>	1180	19.6%	15.3%	673	21.3%	17.7%	507	17.6%	13.0%	547	20.8%	15.9%
<b>35 à 49 ans</b>	1606	26.6%	12.7%	884	28.0%	14.2%	723	25.1%	11.3%	820	31.2%	13.4%
<b>50 à 64 ans</b>	1159	19.2%	9.5%	614	19.5%	10.4%	545	18.9%	8.6%	523	19.9%	12.7%
<b>65 ans et plus</b>	504	8.4%	4.5%	239	7.6%	5.0%	265	9.2%	4.2%	21	0.8%	9.1%
<b>Individu</b>												
<b>Ménagère</b>	2154	35.7%	9.2%	0	-	-	2154	74.8%	9.2%	868	33.1%	12.7%
<b>Personne de Référence</b>	3238	53.7%	11.5%	2394	75.9%	11.8%	844	29.3%	10.7%	1316	50.1%	15.5%
<b>Responsable des achats</b>	3855	63.9%	11.0%	1663	52.7%	13.6%	2192	76.1%	9.5%	1564	59.6%	14.7%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	2	0.0%	0.4%	1	0.0%	0.3%	1	0.0%	0.6%	0	-	-
<b>Petits patrons</b>	148	2.4%	8.9%	123	3.9%	10.4%	25	0.9%	5.3%	139	5.3%	9.3%
<b>Affaires et Cadres</b>	844	14.0%	17.7%	531	16.8%	18.0%	313	10.9%	17.3%	770	29.3%	17.5%
<b>Professions intermédiaires</b>	1033	17.1%	15.3%	551	17.5%	16.0%	481	16.7%	14.6%	832	31.7%	15.0%
<b>Employés</b>	1301	21.6%	15.5%	439	13.9%	21.8%	862	29.9%	13.6%	266	10.1%	14.6%
<b>Ouvriers</b>	716	11.9%	11.1%	582	18.5%	11.5%	134	4.7%	9.6%	45	1.7%	12.2%
<b>Retraités</b>	595	9.9%	4.7%	314	10.0%	5.2%	282	9.8%	4.3%	20	0.8%	7.9%
<b>Autres inactifs</b>	1393	23.1%	13.9%	612	19.4%	17.7%	781	27.1%	11.9%	553	21.1%	18.0%
<b>PCS Personne de Référence</b>												
<b>Agriculteurs</b>	19	0.3%	2.3%	4	0.1%	1.0%	15	0.5%	3.5%	0	-	-
<b>Petits patrons</b>	300	5.0%	11.4%	182	5.8%	12.6%	118	4.1%	9.9%	300	11.4%	11.4%
<b>Affaires et Cadres</b>	1183	19.6%	17.3%	646	20.5%	18.7%	537	18.7%	15.8%	1183	45.1%	17.3%
<b>Professions intermédiaires</b>	1142	18.9%	15.3%	612	19.4%	15.7%	530	18.4%	14.8%	1142	43.5%	15.3%
<b>Employés</b>	994	16.5%	18.8%	466	14.8%	21.0%	528	18.3%	17.2%	0	-	-
<b>Ouvriers</b>	1051	17.4%	11.1%	604	19.2%	12.2%	447	15.5%	9.9%	0	-	-
<b>Retraités</b>	882	14.6%	6.0%	428	13.6%	6.4%	454	15.8%	5.6%	0	-	-
<b>Autres inactifs</b>	461	7.6%	11.8%	211	6.7%	14.5%	249	8.7%	10.2%	0	-	-

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<b>Taille du Foyer</b>												
<b>1 personne</b>	995	16.5%	10.6%	497	15.7%	12.3%	498	17.3%	9.3%	290	11.0%	16.8%
<b>2 personnes</b>	1688	28.0%	9.4%	875	27.7%	9.9%	813	28.2%	8.9%	667	25.4%	15.2%
<b>3 personnes</b>	1290	21.4%	13.9%	693	22.0%	15.0%	597	20.7%	12.8%	615	23.4%	16.6%
<b>4 personnes</b>	1231	20.4%	13.4%	645	20.4%	14.1%	586	20.4%	12.7%	648	24.7%	14.0%
<b>5 personnes et +</b>	829	13.7%	15.8%	445	14.1%	18.2%	385	13.4%	13.7%	406	15.5%	16.2%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	2030	33.6%	13.0%	1080	34.3%	15.0%	949	33.0%	11.2%	1025	39.1%	13.6%
<b>Non</b>	4003	66.4%	11.3%	2073	65.7%	12.0%	1930	67.0%	10.6%	1600	60.9%	17.0%
<b>Habitat</b>												
<b>Communes rurales</b>	393	6.5%	3.4%	243	7.7%	4.3%	150	5.2%	2.5%	172	6.5%	5.1%
<b>Agglo. - 20 000 hab</b>	401	6.7%	4.5%	246	7.8%	5.8%	156	5.4%	3.3%	203	7.7%	7.9%
<b>Agglo. 20 000 à 100 000 hab</b>	257	4.3%	3.8%	167	5.3%	5.0%	90	3.1%	2.6%	121	4.6%	6.1%
<b>Agglo. + 100 000 hab</b>	2329	38.6%	15.3%	1171	37.1%	16.2%	1159	40.2%	14.5%	894	34.1%	17.4%
<b>Agglo. Paris</b>	2652	44.0%	31.4%	1327	42.1%	33.2%	1325	46.0%	29.8%	1235	47.1%	31.8%

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<b>Région d'habitation</b>												
Ile-de-France	2819	46.7%	29.8%	1427	45.3%	31.7%	1392	48.3%	28.1%	1318	50.2%	30.5%
Nord-Pas-de-Calais	424	7.0%	13.2%	245	7.8%	16.0%	179	6.2%	10.6%	173	6.6%	18.9%
Lorraine	86	1.4%	4.5%	48	1.5%	5.1%	38	1.3%	3.8%	47	1.8%	8.4%
Alsace	198	3.3%	13.1%	105	3.3%	14.3%	93	3.2%	11.9%	71	2.7%	14.3%
Franche-Comté	6	0.1%	0.6%	2	0.1%	0.5%	3	0.1%	0.7%	3	0.1%	1.1%
Champagne-Ardenne	42	0.7%	3.9%	23	0.7%	4.4%	19	0.7%	3.4%	18	0.7%	5.9%
Picardie	74	1.2%	4.8%	55	1.7%	7.4%	20	0.7%	2.5%	33	1.3%	7.4%
Bourgogne	55	0.9%	4.1%	29	0.9%	4.5%	26	0.9%	3.7%	27	1.0%	7.7%
Haute-Normandie	58	1.0%	3.9%	29	0.9%	4.1%	29	1.0%	3.8%	26	1.0%	5.9%
Basse-Normandie	42	0.7%	3.5%	23	0.7%	4.1%	18	0.6%	2.9%	10	0.4%	3.1%
Centre	94	1.6%	4.5%	53	1.7%	5.3%	41	1.4%	3.8%	52	2.0%	8.1%
Pays de la Loire	277	4.6%	9.7%	156	4.9%	11.2%	122	4.2%	8.2%	127	4.9%	15.5%
Bretagne	111	1.8%	4.3%	62	2.0%	5.0%	50	1.7%	3.7%	42	1.6%	5.4%
Poitou-Charentes	11	0.2%	0.7%	8	0.2%	1.1%	3	0.1%	0.4%	3	0.1%	0.9%
Aquitaine	195	3.2%	7.3%	95	3.0%	7.5%	99	3.4%	7.0%	72	2.8%	8.8%
Midi-Pyrénées	281	4.7%	11.7%	160	5.1%	13.9%	121	4.2%	9.8%	98	3.7%	12.4%
Limousin	2	0.0%	0.4%	1	0.0%	0.4%	1	0.0%	0.3%	1	0.0%	0.4%
Auvergne	51	0.9%	4.6%	21	0.7%	3.9%	30	1.0%	5.1%	15	0.6%	4.7%
Rhône-Alpes	558	9.3%	11.1%	301	9.5%	12.5%	257	8.9%	9.9%	224	8.5%	13.0%
Languedoc-Roussillon	138	2.3%	6.4%	64	2.0%	6.3%	74	2.6%	6.5%	66	2.5%	10.4%
Provence-Alpes-Côte-d'Azur-Corse	509	8.4%	11.8%	246	7.8%	12.1%	263	9.1%	11.5%	197	7.5%	13.6%
<b>Habitudes de connexion Internet</b>												
Tous les jours	4061	67.3%	14.7%	2215	70.2%	15.8%	1846	64.1%	13.6%	2098	79.9%	16.3%
Presque tous les jours	763	12.6%	12.5%	386	12.2%	13.2%	376	13.1%	11.9%	328	12.5%	13.5%
1 à 2 fois par semaine	353	5.9%	10.9%	152	4.8%	10.6%	201	7.0%	11.2%	116	4.4%	12.9%
1 à 3 fois par mois	98	1.6%	11.3%	49	1.6%	13.2%	49	1.7%	9.9%	30	1.1%	15.6%
Moins souvent	108	1.8%	8.2%	33	1.1%	5.6%	75	2.6%	10.3%	6	0.2%	4.4%
Jamais	10	0.2%	4.6%	5	0.2%	4.1%	4	0.2%	5.6%	0	0.0%	1.2%

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<b>Revenus du Foyer</b>												
Moins de 9 000 euros par an	290	4.8%	12.4%	122	3.9%	13.0%	169	5.9%	12.1%	22	0.8%	11.1%
De 9 000 à moins de 12 000 euros par an	274	4.5%	8.4%	138	4.4%	12.6%	136	4.7%	6.3%	33	1.3%	13.3%
De 12 000 à moins de 18 000 euros par an	692	11.5%	10.2%	307	9.7%	10.5%	384	13.4%	10.1%	140	5.3%	17.0%
De 18 000 à moins de 24 000 euros par an	763	12.7%	10.4%	410	13.0%	11.8%	353	12.3%	9.2%	245	9.3%	15.2%
De 24 000 à moins de 36 000 euros par an	1204	20.0%	10.6%	652	20.7%	11.7%	553	19.2%	9.6%	483	18.4%	12.9%
De 36 000 à moins de 45 000 euros par an	840	13.9%	13.1%	466	14.8%	13.7%	374	13.0%	12.5%	407	15.5%	14.4%
De 45 000 à moins de 65 000 euros par an	874	14.5%	15.2%	492	15.6%	15.5%	382	13.3%	14.8%	591	22.5%	16.9%
De 65 000 à moins de 80 000 euros par an	248	4.1%	16.0%	170	5.4%	17.9%	78	2.7%	13.0%	193	7.4%	17.6%
De 80 000 à moins de 115 000 euros par an	174	2.9%	17.2%	102	3.2%	16.9%	72	2.5%	17.8%	150	5.7%	18.4%
115 000 euros et plus par an	76	1.3%	15.5%	47	1.5%	16.8%	29	1.0%	13.7%	67	2.5%	16.0%
Refus	359	6.0%	10.8%	145	4.6%	10.8%	214	7.4%	10.9%	183	7.0%	16.1%
Ne sait pas	237	3.9%	15.0%	102	3.2%	15.1%	136	4.7%	15.0%	111	4.2%	20.2%