

# PQR66 sans Aujourd'hui en France

PQR, Audience LNM



|                                   | Ensemble |           |             | Hommes   |           |             | Femmes   |           |             | FoyersCSP+ |           |             |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
|                                   | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers   | Structure | Pénétration |
| <b>Ensemble</b>                   | 18333    | 100.0%    | 35.9%       | 9362     | 100.0%    | 38.3%       | 8971     | 100.0%    | 33.7%       | 4597       | 100.0%    | 27.1%       |
| <b>Sexe</b>                       |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Homme</b>                      | 9362     | 51.1%     | 38.3%       | 9362     | 100.0%    | 38.3%       | 0        | -         | -           | 2594       | 56.4%     | 29.5%       |
| <b>Femme</b>                      | 8971     | 48.9%     | 33.7%       | 0        | -         | -           | 8971     | 100.0%    | 33.7%       | 2003       | 43.6%     | 24.5%       |
| <b>Age</b>                        |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>15 à 24 ans</b>                | 1629     | 8.9%      | 22.0%       | 930      | 9.9%      | 24.9%       | 699      | 7.8%      | 19.1%       | 619        | 13.5%     | 20.1%       |
| <b>25 à 34 ans</b>                | 1938     | 10.6%     | 25.1%       | 1081     | 11.5%     | 28.5%       | 858      | 9.6%      | 21.9%       | 695        | 15.1%     | 20.3%       |
| <b>35 à 49 ans</b>                | 4097     | 22.3%     | 32.4%       | 2211     | 23.6%     | 35.4%       | 1886     | 21.0%     | 29.4%       | 1721       | 37.4%     | 28.2%       |
| <b>50 à 64 ans</b>                | 5145     | 28.1%     | 42.0%       | 2560     | 27.3%     | 43.2%       | 2585     | 28.8%     | 40.8%       | 1494       | 32.5%     | 36.2%       |
| <b>65 ans et plus</b>             | 5524     | 30.1%     | 49.8%       | 2581     | 27.6%     | 54.2%       | 2943     | 32.8%     | 46.5%       | 68         | 1.5%      | 28.9%       |
| <b>Individu</b>                   |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Ménagère</b>                   | 8249     | 45.0%     | 35.3%       | 0        | -         | -           | 8249     | 92.0%     | 35.3%       | 1779       | 38.7%     | 26.0%       |
| <b>Personne de Référence</b>      | 10739    | 58.6%     | 38.0%       | 8124     | 86.8%     | 39.9%       | 2615     | 29.1%     | 33.0%       | 2501       | 54.4%     | 29.5%       |
| <b>Responsable des achats</b>     | 12684    | 69.2%     | 36.0%       | 4576     | 48.9%     | 37.5%       | 8108     | 90.4%     | 35.3%       | 2836       | 61.7%     | 26.6%       |
| <b>PCS Individu</b>               |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Agriculteurs</b>               | 277      | 1.5%      | 51.7%       | 170      | 1.8%      | 50.9%       | 106      | 1.2%      | 52.9%       | 2          | 0.0%      | 12.3%       |
| <b>Petits patrons</b>             | 580      | 3.2%      | 35.1%       | 460      | 4.9%      | 38.9%       | 120      | 1.3%      | 25.6%       | 529        | 11.5%     | 35.4%       |
| <b>Affaires et Cadres</b>         | 1144     | 6.2%      | 24.0%       | 763      | 8.2%      | 25.8%       | 381      | 4.2%      | 21.1%       | 1038       | 22.6%     | 23.6%       |
| <b>Professions intermédiaires</b> | 1983     | 10.8%     | 29.4%       | 1117     | 11.9%     | 32.4%       | 866      | 9.7%      | 26.3%       | 1608       | 35.0%     | 29.0%       |
| <b>Employés</b>                   | 2942     | 16.0%     | 35.1%       | 813      | 8.7%      | 40.3%       | 2129     | 23.7%     | 33.5%       | 575        | 12.5%     | 31.6%       |
| <b>Ouvriers</b>                   | 2339     | 12.8%     | 36.2%       | 1904     | 20.3%     | 37.6%       | 435      | 4.9%      | 31.2%       | 111        | 2.4%      | 29.9%       |
| <b>Retraités</b>                  | 6294     | 34.3%     | 50.1%       | 3242     | 34.6%     | 54.2%       | 3052     | 34.0%     | 46.3%       | 92         | 2.0%      | 36.9%       |
| <b>Autres inactifs</b>            | 2775     | 15.1%     | 27.7%       | 893      | 9.5%      | 25.8%       | 1881     | 21.0%     | 28.7%       | 641        | 13.9%     | 20.9%       |
| <b>PCS Personne de Référence</b>  |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Agriculteurs</b>               | 389      | 2.1%      | 48.8%       | 184      | 2.0%      | 49.0%       | 204      | 2.3%      | 48.8%       | 0          | -         | -           |
| <b>Petits patrons</b>             | 842      | 4.6%      | 32.0%       | 518      | 5.5%      | 35.9%       | 325      | 3.6%      | 27.2%       | 842        | 18.3%     | 32.0%       |
| <b>Affaires et Cadres</b>         | 1620     | 8.8%      | 23.6%       | 882      | 9.4%      | 25.5%       | 738      | 8.2%      | 21.8%       | 1620       | 35.2%     | 23.6%       |
| <b>Professions intermédiaires</b> | 2135     | 11.6%     | 28.5%       | 1194     | 12.8%     | 30.7%       | 941      | 10.5%     | 26.2%       | 2135       | 46.4%     | 28.5%       |
| <b>Employés</b>                   | 1702     | 9.3%      | 32.1%       | 818      | 8.7%      | 36.8%       | 884      | 9.9%      | 28.7%       | 0          | -         | -           |
| <b>Ouvriers</b>                   | 3131     | 17.1%     | 33.1%       | 1795     | 19.2%     | 36.2%       | 1336     | 14.9%     | 29.7%       | 0          | -         | -           |
| <b>Retraités</b>                  | 7284     | 39.7%     | 49.6%       | 3497     | 37.4%     | 52.6%       | 3788     | 42.2%     | 47.1%       | 0          | -         | -           |
| <b>Autres inactifs</b>            | 1230     | 6.7%      | 31.5%       | 474      | 5.1%      | 32.6%       | 755      | 8.4%      | 30.9%       | 0          | -         | -           |

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|  | Ensemble |           |             | Hommes   |           |             | Femmes   |           |             | FoyersCSP+ |           |             |
|--|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
|  | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers   | Structure | Pénétration |
| <b>Taille du Foyer</b>                       |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>1 personne</b>                            | 3381     | 18.4%     | 36.0%       | 1489     | 15.9%     | 37.0%       | 1892     | 21.1%     | 35.2%       | 442        | 9.6%      | 25.7%       |
| <b>2 personnes</b>                           | 7724     | 42.1%     | 42.9%       | 3955     | 42.2%     | 44.9%       | 3770     | 42.0%     | 41.1%       | 1323       | 28.8%     | 30.1%       |
| <b>3 personnes</b>                           | 2937     | 16.0%     | 31.6%       | 1583     | 16.9%     | 34.4%       | 1354     | 15.1%     | 28.9%       | 955        | 20.8%     | 25.7%       |
| <b>4 personnes</b>                           | 2793     | 15.2%     | 30.4%       | 1561     | 16.7%     | 34.1%       | 1233     | 13.7%     | 26.8%       | 1275       | 27.7%     | 27.5%       |
| <b>5 personnes et +</b>                      | 1497     | 8.2%      | 28.5%       | 775      | 8.3%      | 31.8%       | 722      | 8.1%      | 25.7%       | 602        | 13.1%     | 24.1%       |
| <b>Présence d'enfants de moins de 15 ans</b> |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Oui</b>                                   | 4439     | 24.2%     | 28.3%       | 2309     | 24.7%     | 32.1%       | 2130     | 23.7%     | 25.1%       | 1894       | 41.2%     | 25.1%       |
| <b>Non</b>                                   | 13894    | 75.8%     | 39.2%       | 7053     | 75.3%     | 40.9%       | 6840     | 76.3%     | 37.6%       | 2703       | 58.8%     | 28.7%       |
| <b>Habitat</b>                               |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Communes rurales</b>                      | 4906     | 26.8%     | 41.9%       | 2406     | 25.7%     | 42.9%       | 2500     | 27.9%     | 41.0%       | 1086       | 23.6%     | 32.1%       |
| <b>Agglo. - 20 000 hab</b>                   | 3705     | 20.2%     | 41.6%       | 1880     | 20.1%     | 44.2%       | 1825     | 20.3%     | 39.2%       | 841        | 18.3%     | 32.8%       |
| <b>Agglo. 20 000 à 100 000 hab</b>           | 2839     | 15.5%     | 41.5%       | 1445     | 15.4%     | 43.0%       | 1395     | 15.5%     | 40.0%       | 708        | 15.4%     | 35.5%       |
| <b>Agglo. + 100 000 hab</b>                  | 5416     | 29.5%     | 35.6%       | 2822     | 30.1%     | 39.0%       | 2594     | 28.9%     | 32.5%       | 1429       | 31.1%     | 27.8%       |
| <b>Agglo. Paris</b>                          | 1466     | 8.0%      | 17.4%       | 809      | 8.6%      | 20.3%       | 657      | 7.3%      | 14.8%       | 533        | 11.6%     | 13.7%       |

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|  | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers   | Structure | Pénétration |
| <b>Région d'habitation</b>             |          |           |             |          |           |             |          |           |             |            |           |             |
| Ile-de-France                          | 1671     | 9.1%      | 17.7%       | 932      | 10.0%     | 20.7%       | 739      | 8.2%      | 14.9%       | 622        | 13.5%     | 14.4%       |
| Nord-Pas-de-Calais                     | 1197     | 6.5%      | 37.3%       | 578      | 6.2%      | 37.9%       | 619      | 6.9%      | 36.7%       | 262        | 5.7%      | 28.6%       |
| Lorraine                               | 905      | 4.9%      | 46.8%       | 452      | 4.8%      | 48.4%       | 453      | 5.0%      | 45.2%       | 214        | 4.6%      | 37.8%       |
| Alsace                                 | 755      | 4.1%      | 49.9%       | 392      | 4.2%      | 53.5%       | 363      | 4.1%      | 46.5%       | 195        | 4.2%      | 39.0%       |
| Franche-Comté                          | 422      | 2.3%      | 44.4%       | 217      | 2.3%      | 46.8%       | 205      | 2.3%      | 42.1%       | 87         | 1.9%      | 34.4%       |
| Champagne-Ardenne                      | 527      | 2.9%      | 48.4%       | 267      | 2.9%      | 50.9%       | 260      | 2.9%      | 46.0%       | 127        | 2.8%      | 41.8%       |
| Picardie                               | 501      | 2.7%      | 32.7%       | 254      | 2.7%      | 34.2%       | 247      | 2.8%      | 31.3%       | 126        | 2.7%      | 27.9%       |
| Bourgogne                              | 604      | 3.3%      | 44.4%       | 296      | 3.2%      | 45.3%       | 308      | 3.4%      | 43.5%       | 115        | 2.5%      | 32.4%       |
| Haute-Normandie                        | 341      | 1.9%      | 23.1%       | 169      | 1.8%      | 23.9%       | 172      | 1.9%      | 22.3%       | 85         | 1.8%      | 19.4%       |
| Basse-Normandie                        | 463      | 2.5%      | 38.4%       | 245      | 2.6%      | 42.4%       | 218      | 2.4%      | 34.7%       | 97         | 2.1%      | 29.2%       |
| Centre                                 | 790      | 4.3%      | 38.0%       | 387      | 4.1%      | 38.7%       | 403      | 4.5%      | 37.4%       | 183        | 4.0%      | 28.6%       |
| Pays de la Loire                       | 1367     | 7.5%      | 47.6%       | 686      | 7.3%      | 49.6%       | 681      | 7.6%      | 45.8%       | 295        | 6.4%      | 35.9%       |
| Bretagne                               | 1586     | 8.7%      | 60.9%       | 774      | 8.3%      | 62.0%       | 811      | 9.0%      | 59.9%       | 409        | 8.9%      | 52.0%       |
| Poitou-Charentes                       | 639      | 3.5%      | 43.5%       | 319      | 3.4%      | 45.2%       | 320      | 3.6%      | 41.9%       | 143        | 3.1%      | 36.1%       |
| Aquitaine                              | 1025     | 5.6%      | 38.2%       | 525      | 5.6%      | 41.2%       | 500      | 5.6%      | 35.5%       | 254        | 5.5%      | 30.9%       |
| Midi-Pyrénées                          | 819      | 4.5%      | 34.2%       | 425      | 4.5%      | 36.8%       | 394      | 4.4%      | 31.8%       | 200        | 4.3%      | 25.3%       |
| Limousin                               | 298      | 1.6%      | 47.3%       | 145      | 1.5%      | 48.2%       | 153      | 1.7%      | 46.5%       | 63         | 1.4%      | 40.0%       |
| Auvergne                               | 552      | 3.0%      | 49.1%       | 272      | 2.9%      | 50.4%       | 280      | 3.1%      | 47.9%       | 117        | 2.5%      | 38.3%       |
| Rhône-Alpes                            | 1558     | 8.5%      | 31.0%       | 805      | 8.6%      | 33.3%       | 754      | 8.4%      | 28.9%       | 365        | 7.9%      | 21.1%       |
| Languedoc-Roussillon                   | 808      | 4.4%      | 37.2%       | 426      | 4.6%      | 41.4%       | 382      | 4.3%      | 33.4%       | 201        | 4.4%      | 31.6%       |
| Provence-Alpes-Côte-d'Azur-Corse       | 1503     | 8.2%      | 34.8%       | 795      | 8.5%      | 39.0%       | 707      | 7.9%      | 31.0%       | 437        | 9.5%      | 30.2%       |
| <b>Habitudes de connexion Internet</b> |          |           |             |          |           |             |          |           |             |            |           |             |
| Tous les jours                         | 8697     | 47.4%     | 31.5%       | 4771     | 51.0%     | 33.9%       | 3925     | 43.8%     | 28.9%       | 3411       | 74.2%     | 26.5%       |
| Presque tous les jours                 | 2017     | 11.0%     | 33.2%       | 1048     | 11.2%     | 35.9%       | 969      | 10.8%     | 30.7%       | 639        | 13.9%     | 26.3%       |
| 1 à 2 fois par semaine                 | 1215     | 6.6%      | 37.6%       | 584      | 6.2%      | 40.8%       | 630      | 7.0%      | 35.1%       | 285        | 6.2%      | 31.6%       |
| 1 à 3 fois par mois                    | 318      | 1.7%      | 36.6%       | 147      | 1.6%      | 39.3%       | 170      | 1.9%      | 34.6%       | 63         | 1.4%      | 32.4%       |
| Moins souvent                          | 457      | 2.5%      | 34.5%       | 222      | 2.4%      | 37.5%       | 235      | 2.6%      | 32.2%       | 36         | 0.8%      | 28.3%       |
| Jamais                                 | 113      | 0.6%      | 53.9%       | 74       | 0.8%      | 56.1%       | 39       | 0.4%      | 50.3%       | 12         | 0.3%      | 57.5%       |

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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               | 749      | 4.1%      | 32.1%       | 291      | 3.1%      | 31.1%       | 458      | 5.1%      | 32.8%       | 48         | 1.1%      | 24.6%       |
| De 9 000 à moins de 12 000 euros par an   | 1197     | 6.5%      | 36.7%       | 421      | 4.5%      | 38.2%       | 776      | 8.7%      | 35.9%       | 57         | 1.2%      | 22.9%       |
| De 12 000 à moins de 18 000 euros par an  | 2586     | 14.1%     | 38.3%       | 1208     | 12.9%     | 41.2%       | 1378     | 15.4%     | 36.1%       | 211        | 4.6%      | 25.7%       |
| De 18 000 à moins de 24 000 euros par an  | 2811     | 15.3%     | 38.3%       | 1432     | 15.3%     | 41.1%       | 1379     | 15.4%     | 35.8%       | 437        | 9.5%      | 27.1%       |
| De 24 000 à moins de 36 000 euros par an  | 4300     | 23.5%     | 37.9%       | 2273     | 24.3%     | 41.0%       | 2027     | 22.6%     | 35.0%       | 1070       | 23.3%     | 28.6%       |
| De 36 000 à moins de 45 000 euros par an  | 2268     | 12.4%     | 35.5%       | 1299     | 13.9%     | 38.0%       | 970      | 10.8%     | 32.5%       | 790        | 17.2%     | 27.8%       |
| De 45 000 à moins de 65 000 euros par an  | 1904     | 10.4%     | 33.0%       | 1170     | 12.5%     | 36.8%       | 733      | 8.2%      | 28.4%       | 967        | 21.0%     | 27.7%       |
| De 65 000 à moins de 80 000 euros par an  | 456      | 2.5%      | 29.4%       | 298      | 3.2%      | 31.3%       | 158      | 1.8%      | 26.3%       | 305        | 6.6%      | 27.8%       |
| De 80 000 à moins de 115 000 euros par an | 281      | 1.5%      | 27.9%       | 190      | 2.0%      | 31.5%       | 91       | 1.0%      | 22.5%       | 208        | 4.5%      | 25.5%       |
| 115 000 euros et plus par an              | 112      | 0.6%      | 22.7%       | 77       | 0.8%      | 27.6%       | 35       | 0.4%      | 16.4%       | 88         | 1.9%      | 21.3%       |
| Refus                                     | 1179     | 6.4%      | 35.6%       | 490      | 5.2%      | 36.4%       | 689      | 7.7%      | 35.1%       | 290        | 6.3%      | 25.6%       |
| Ne sait pas                               | 491      | 2.7%      | 31.1%       | 214      | 2.3%      | 31.7%       | 278      | 3.1%      | 30.6%       | 124        | 2.7%      | 22.6%       |