

# Total PGI

PQUG, Audience LNM



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	5917	100.0%	11.6%	3122	100.0%	12.8%	2795	100.0%	10.5%	2589	100.0%	15.3%
<b>Sexe</b>												
<b>Homme</b>	3122	52.8%	12.8%	3122	100.0%	12.8%	0	-	-	1456	56.2%	16.6%
<b>Femme</b>	2795	47.2%	10.5%	0	-	-	2795	100.0%	10.5%	1133	43.8%	13.8%
<b>Age</b>												
<b>15 à 24 ans</b>	1462	24.7%	19.8%	729	23.4%	19.5%	733	26.2%	20.0%	663	25.6%	21.0%
<b>25 à 34 ans</b>	1176	19.9%	15.3%	637	20.4%	16.8%	539	19.3%	13.8%	555	21.5%	16.3%
<b>35 à 49 ans</b>	1625	27.5%	12.8%	918	29.4%	14.7%	707	25.3%	11.0%	828	32.0%	13.4%
<b>50 à 64 ans</b>	1154	19.5%	9.4%	610	19.5%	10.3%	544	19.5%	8.6%	518	20.0%	12.8%
<b>65 ans et plus</b>	500	8.4%	4.5%	228	7.3%	4.8%	272	9.7%	4.3%	25	1.0%	13.3%
<b>Individu</b>												
<b>Ménagère</b>	2129	36.0%	9.1%	0	-	-	2129	76.2%	9.1%	837	32.3%	12.3%
<b>Personne de Référence</b>	3220	54.4%	11.5%	2361	75.6%	11.7%	860	30.8%	10.9%	1329	51.3%	15.8%
<b>Responsable des achats</b>	3816	64.5%	10.8%	1659	53.1%	13.3%	2157	77.2%	9.4%	1529	59.1%	14.3%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	5	0.1%	1.0%	5	0.1%	1.4%	0	0.0%	0.2%	0	-	-
<b>Petits patrons</b>	179	3.0%	10.8%	145	4.6%	12.5%	34	1.2%	7.0%	160	6.2%	10.9%
<b>Affaires et Cadres</b>	824	13.9%	17.3%	515	16.5%	17.7%	309	11.1%	16.8%	747	28.9%	17.3%
<b>Professions intermédiaires</b>	1024	17.3%	15.2%	569	18.2%	16.3%	455	16.3%	14.0%	857	33.1%	15.3%
<b>Employés</b>	1257	21.2%	15.0%	438	14.0%	21.0%	819	29.3%	13.0%	244	9.4%	13.5%
<b>Ouvriers</b>	694	11.7%	10.7%	551	17.7%	11.1%	143	5.1%	9.6%	42	1.6%	9.9%
<b>Retraités</b>	595	10.1%	4.7%	297	9.5%	5.0%	298	10.7%	4.5%	24	0.9%	10.1%
<b>Autres inactifs</b>	1338	22.6%	13.4%	602	19.3%	17.3%	736	26.3%	11.3%	515	19.9%	16.7%
<b>PCS Personne de Référence</b>												
<b>Agriculteurs</b>	22	0.4%	2.8%	10	0.3%	2.5%	12	0.4%	3.0%	0	-	-
<b>Petits patrons</b>	295	5.0%	11.2%	180	5.8%	13.1%	115	4.1%	9.2%	295	11.4%	11.2%
<b>Affaires et Cadres</b>	1132	19.1%	16.5%	652	20.9%	18.7%	480	17.2%	14.3%	1132	43.7%	16.5%
<b>Professions intermédiaires</b>	1162	19.6%	15.5%	624	20.0%	16.0%	538	19.3%	15.1%	1162	44.9%	15.5%
<b>Employés</b>	1001	16.9%	18.9%	450	14.4%	20.1%	551	19.7%	18.0%	0	-	-
<b>Ouvriers</b>	1029	17.4%	10.9%	592	19.0%	12.1%	437	15.6%	9.5%	0	-	-
<b>Retraités</b>	834	14.1%	5.7%	403	12.9%	6.0%	430	15.4%	5.4%	0	-	-
<b>Autres inactifs</b>	443	7.5%	11.4%	210	6.7%	14.2%	232	8.3%	9.6%	0	-	-

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<b>Taille du Foyer</b>												
<b>1 personne</b>	984	16.6%	10.5%	483	15.5%	11.9%	501	17.9%	9.4%	293	11.3%	16.9%
<b>2 personnes</b>	1658	28.0%	9.2%	891	28.5%	10.1%	767	27.4%	8.3%	657	25.4%	15.3%
<b>3 personnes</b>	1274	21.5%	13.7%	643	20.6%	14.1%	631	22.6%	13.4%	609	23.5%	16.0%
<b>4 personnes</b>	1186	20.0%	12.9%	670	21.5%	14.6%	516	18.5%	11.2%	639	24.7%	13.7%
<b>5 personnes et +</b>	815	13.8%	15.5%	435	13.9%	17.6%	380	13.6%	13.7%	391	15.1%	15.8%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	2018	34.1%	12.8%	1075	34.4%	14.8%	944	33.8%	11.2%	1042	40.3%	13.6%
<b>Non</b>	3899	65.9%	11.0%	2047	65.6%	11.9%	1852	66.2%	10.2%	1547	59.7%	16.6%
<b>Habitat</b>												
<b>Communes rurales</b>	369	6.2%	3.2%	213	6.8%	3.8%	156	5.6%	2.5%	165	6.4%	4.9%
<b>Agglo. - 20 000 hab</b>	393	6.6%	4.4%	246	7.9%	5.8%	147	5.2%	3.1%	178	6.9%	7.0%
<b>Agglo. 20 000 à 100 000 hab</b>	261	4.4%	3.8%	181	5.8%	5.3%	80	2.8%	2.3%	133	5.1%	6.7%
<b>Agglo. + 100 000 hab</b>	2283	38.6%	15.0%	1192	38.2%	16.5%	1091	39.0%	13.7%	887	34.2%	17.1%
<b>Agglo. Paris</b>	2611	44.1%	31.0%	1289	41.3%	32.1%	1322	47.3%	29.9%	1227	47.4%	31.7%

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<b>Région d'habitation</b>												
Ile-de-France	2767	46.8%	29.3%	1393	44.6%	30.9%	1374	49.1%	27.8%	1310	50.6%	30.3%
Nord-Pas-de-Calais	367	6.2%	11.4%	209	6.7%	13.7%	158	5.7%	9.4%	160	6.2%	17.5%
Lorraine	108	1.8%	5.6%	52	1.7%	5.5%	56	2.0%	5.6%	44	1.7%	8.1%
Alsace	179	3.0%	11.8%	108	3.5%	14.8%	71	2.5%	9.0%	75	2.9%	15.4%
Franche-Comté	8	0.1%	0.9%	4	0.1%	0.9%	4	0.2%	0.9%	3	0.1%	1.1%
Champagne-Ardenne	41	0.7%	3.8%	23	0.7%	4.4%	18	0.7%	3.2%	20	0.8%	6.3%
Picardie	60	1.0%	3.9%	40	1.3%	5.4%	20	0.7%	2.5%	25	1.0%	5.9%
Bourgogne	50	0.8%	3.7%	28	0.9%	4.3%	22	0.8%	3.1%	26	1.0%	7.1%
Haute-Normandie	64	1.1%	4.3%	28	0.9%	4.0%	36	1.3%	4.6%	20	0.8%	4.8%
Basse-Normandie	46	0.8%	3.8%	24	0.8%	4.1%	22	0.8%	3.5%	16	0.6%	4.7%
Centre	91	1.5%	4.4%	56	1.8%	5.6%	34	1.2%	3.2%	46	1.8%	7.3%
Pays de la Loire	238	4.0%	8.3%	132	4.2%	9.5%	106	3.8%	7.1%	112	4.3%	13.5%
Bretagne	97	1.6%	3.7%	47	1.5%	3.8%	50	1.8%	3.7%	38	1.5%	4.9%
Poitou-Charentes	12	0.2%	0.8%	9	0.3%	1.2%	3	0.1%	0.4%	3	0.1%	0.8%
Aquitaine	201	3.4%	7.5%	115	3.7%	9.0%	86	3.1%	6.1%	70	2.7%	8.7%
Midi-Pyrénées	247	4.2%	10.3%	146	4.7%	12.7%	101	3.6%	8.1%	94	3.6%	11.7%
Limousin	3	0.1%	0.5%	1	0.0%	0.4%	2	0.1%	0.6%	1	0.0%	0.8%
Auvergne	41	0.7%	3.6%	18	0.6%	3.4%	23	0.8%	3.9%	12	0.5%	4.1%
Rhône-Alpes	589	10.0%	11.7%	311	10.0%	12.9%	278	10.0%	10.7%	241	9.3%	13.5%
Languedoc-Roussillon	165	2.8%	7.6%	82	2.6%	8.0%	83	3.0%	7.3%	72	2.8%	11.1%
Provence-Alpes-Côte-d'Azur-Corse	544	9.2%	12.6%	296	9.5%	14.5%	248	8.9%	10.9%	200	7.7%	14.0%
<b>Habitudes de connexion Internet</b>												
Tous les jours	4068	68.7%	14.8%	2219	71.1%	15.8%	1849	66.1%	13.7%	2110	81.5%	16.3%
Presque tous les jours	728	12.3%	11.8%	368	11.8%	12.7%	359	12.9%	11.1%	294	11.3%	12.6%
1 à 2 fois par semaine	325	5.5%	10.0%	157	5.0%	10.7%	169	6.0%	9.5%	110	4.3%	11.8%
1 à 3 fois par mois	99	1.7%	11.7%	35	1.1%	10.5%	64	2.3%	12.5%	22	0.8%	14.4%
Moins souvent	94	1.6%	7.1%	41	1.3%	6.5%	53	1.9%	7.6%	12	0.5%	9.1%
Jamais	6	0.1%	4.7%	4	0.1%	4.5%	3	0.1%	4.9%	0	-	-

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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	243	4.1%	11.3%	106	3.4%	12.3%	136	4.9%	10.7%	23	0.9%	12.6%
De 9 000 à moins de 12 000 euros par an	260	4.4%	7.8%	127	4.1%	11.2%	133	4.8%	6.1%	26	1.0%	10.6%
De 12 000 à moins de 18 000 euros par an	650	11.0%	10.0%	286	9.2%	10.4%	364	13.0%	9.7%	105	4.1%	13.7%
De 18 000 à moins de 24 000 euros par an	739	12.5%	9.9%	401	12.8%	11.3%	338	12.1%	8.6%	235	9.1%	14.8%
De 24 000 à moins de 36 000 euros par an	1244	21.0%	10.7%	642	20.6%	11.6%	603	21.6%	10.0%	481	18.6%	12.9%
De 36 000 à moins de 45 000 euros par an	860	14.5%	13.2%	492	15.8%	13.8%	368	13.2%	12.5%	448	17.3%	15.1%
De 45 000 à moins de 65 000 euros par an	885	15.0%	14.8%	511	16.4%	15.3%	374	13.4%	14.2%	578	22.3%	16.2%
De 65 000 à moins de 80 000 euros par an	266	4.5%	17.4%	176	5.6%	19.2%	91	3.2%	14.7%	230	8.9%	20.7%
De 80 000 à moins de 115 000 euros par an	164	2.8%	16.8%	99	3.2%	16.7%	65	2.3%	17.0%	151	5.8%	18.9%
115 000 euros et plus par an	56	0.9%	12.2%	37	1.2%	13.5%	19	0.7%	10.2%	41	1.6%	10.7%
Refus	355	6.0%	11.1%	161	5.2%	12.0%	194	6.9%	10.3%	190	7.3%	16.7%
Ne sait pas	195	3.3%	13.5%	83	2.7%	13.3%	112	4.0%	13.6%	80	3.1%	16.8%