

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
Ensemble	18503	100.0%	36.2%	9348	100.0%	38.2%	9155	100.0%	34.3%	4567	100.0%	26.9%
Sexe												
Homme	9348	50.5%	38.2%	9348	100.0%	38.2%	0	-	-	2572	56.3%	29.3%
Femme	9155	49.5%	34.3%	0	-	-	9155	100.0%	34.3%	1995	43.7%	24.4%
Age												
15 à 24 ans	1716	9.3%	23.2%	975	10.4%	26.1%	741	8.1%	20.2%	649	14.2%	20.6%
25 à 34 ans	1949	10.5%	25.3%	1060	11.3%	27.9%	889	9.7%	22.7%	682	14.9%	20.0%
35 à 49 ans	4020	21.7%	31.7%	2137	22.9%	34.2%	1882	20.6%	29.3%	1705	37.3%	27.7%
50 à 64 ans	5097	27.5%	41.6%	2581	27.6%	43.5%	2517	27.5%	39.8%	1469	32.2%	36.3%
65 ans et plus	5721	30.9%	51.5%	2596	27.8%	54.5%	3126	34.1%	49.3%	62	1.4%	33.4%
Individu												
Ménagère	8414	45.5%	35.9%	0	-	-	8414	91.9%	35.9%	1747	38.3%	25.7%
Personne de Référence	10680	57.7%	38.0%	8000	85.6%	39.6%	2680	29.3%	33.9%	2461	53.9%	29.3%
Responsable des achats	12906	69.7%	36.4%	4663	49.9%	37.5%	8243	90.0%	35.8%	2838	62.1%	26.5%
PCS Individu												
Agriculteurs	291	1.6%	54.2%	191	2.0%	57.6%	100	1.1%	48.8%	5	0.1%	19.3%
Petits patrons	567	3.1%	34.3%	423	4.5%	36.4%	144	1.6%	29.4%	485	10.6%	33.0%
Affaires et Cadres	1125	6.1%	23.7%	745	8.0%	25.5%	380	4.2%	20.7%	992	21.7%	22.9%
Professions intermédiaires	2000	10.8%	29.7%	1161	12.4%	33.3%	838	9.2%	25.7%	1643	36.0%	29.4%
Employés	2932	15.8%	35.0%	845	9.0%	40.5%	2087	22.8%	33.2%	568	12.4%	31.4%
Ouvriers	2294	12.4%	35.5%	1821	19.5%	36.5%	473	5.2%	31.9%	134	2.9%	31.5%
Retraités	6444	34.8%	51.2%	3220	34.4%	53.6%	3224	35.2%	49.1%	92	2.0%	39.1%
Autres inactifs	2850	15.4%	28.5%	942	10.1%	27.0%	1908	20.8%	29.2%	649	14.2%	21.0%
PCS Personne de Référence												
Agriculteurs	414	2.2%	51.9%	214	2.3%	55.4%	199	2.2%	48.6%	0	-	-
Petits patrons	829	4.5%	31.5%	452	4.8%	32.8%	377	4.1%	30.0%	829	18.2%	31.5%
Affaires et Cadres	1539	8.3%	22.5%	870	9.3%	24.9%	669	7.3%	19.9%	1539	33.7%	22.5%
Professions intermédiaires	2199	11.9%	29.4%	1250	13.4%	32.0%	948	10.4%	26.5%	2199	48.1%	29.4%
Employés	1682	9.1%	31.7%	838	9.0%	37.4%	844	9.2%	27.6%	0	-	-
Ouvriers	3182	17.2%	33.6%	1744	18.7%	35.6%	1438	15.7%	31.4%	0	-	-
Retraités	7402	40.0%	50.4%	3484	37.3%	52.1%	3918	42.8%	48.9%	0	-	-
Autres inactifs	1257	6.8%	32.3%	495	5.3%	33.4%	762	8.3%	31.6%	0	-	-

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Taille du Foyer												
1 personne	3425	18.5%	36.5%	1495	16.0%	36.9%	1930	21.1%	36.2%	442	9.7%	25.4%
2 personnes	7777	42.0%	43.2%	3972	42.5%	45.2%	3805	41.6%	41.3%	1280	28.0%	29.7%
3 personnes	3001	16.2%	32.3%	1579	16.9%	34.5%	1422	15.5%	30.1%	982	21.5%	25.8%
4 personnes	2812	15.2%	30.6%	1535	16.4%	33.5%	1276	13.9%	27.7%	1262	27.6%	27.1%
5 personnes et +	1489	8.0%	28.4%	767	8.2%	31.1%	722	7.9%	26.0%	602	13.2%	24.4%
Présence d'enfants de moins de 15 ans												
Oui	4485	24.2%	28.5%	2297	24.6%	31.6%	2188	23.9%	25.9%	1930	42.3%	25.2%
Non	14018	75.8%	39.6%	7051	75.4%	41.0%	6967	76.1%	38.3%	2637	57.7%	28.4%
Habitat												
Communes rurales	4985	26.9%	42.6%	2433	26.0%	43.9%	2552	27.9%	41.4%	1056	23.1%	31.6%
Agglo. - 20 000 hab	3721	20.1%	41.6%	1825	19.5%	43.2%	1896	20.7%	40.1%	864	18.9%	33.8%
Agglo. 20 000 à 100 000 hab	2911	15.7%	42.5%	1507	16.1%	43.8%	1404	15.3%	41.2%	683	15.0%	34.2%
Agglo. + 100 000 hab	5392	29.1%	35.5%	2772	29.6%	38.3%	2620	28.6%	33.0%	1434	31.4%	27.6%
Agglo. Paris	1495	8.1%	17.7%	812	8.7%	20.2%	683	7.5%	15.4%	529	11.6%	13.7%

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Région d'habitation												
Ile-de-France	1695	9.2%	17.9%	939	10.0%	20.8%	757	8.3%	15.3%	621	13.6%	14.4%
Nord-Pas-de-Calais	1217	6.6%	37.9%	596	6.4%	39.1%	621	6.8%	36.8%	271	5.9%	29.7%
Lorraine	922	5.0%	47.6%	449	4.8%	48.0%	473	5.2%	47.3%	203	4.5%	36.9%
Alsace	751	4.1%	49.5%	376	4.0%	51.4%	374	4.1%	47.8%	175	3.8%	35.7%
Franche-Comté	421	2.3%	44.2%	216	2.3%	46.6%	205	2.2%	42.1%	92	2.0%	35.0%
Champagne-Ardenne	526	2.8%	48.2%	257	2.8%	49.0%	268	2.9%	47.5%	123	2.7%	38.1%
Picardie	532	2.9%	34.7%	253	2.7%	34.1%	279	3.0%	35.2%	113	2.5%	25.9%
Bourgogne	601	3.2%	44.1%	295	3.2%	45.1%	306	3.3%	43.2%	117	2.6%	32.2%
Haute-Normandie	358	1.9%	24.2%	174	1.9%	24.7%	183	2.0%	23.7%	73	1.6%	17.3%
Basse-Normandie	469	2.5%	38.9%	229	2.4%	39.6%	240	2.6%	38.2%	99	2.2%	29.6%
Centre	780	4.2%	37.5%	377	4.0%	37.6%	403	4.4%	37.4%	163	3.6%	25.9%
Pays de la Loire	1374	7.4%	47.8%	661	7.1%	47.7%	713	7.8%	48.0%	315	6.9%	38.1%
Bretagne	1574	8.5%	60.4%	788	8.4%	63.1%	785	8.6%	57.9%	397	8.7%	51.2%
Poitou-Charentes	670	3.6%	45.6%	333	3.6%	47.3%	337	3.7%	44.1%	132	2.9%	35.5%
Aquitaine	1043	5.6%	38.9%	509	5.4%	39.9%	534	5.8%	37.9%	245	5.4%	30.4%
Midi-Pyrénées	848	4.6%	35.4%	445	4.8%	38.5%	403	4.4%	32.5%	217	4.8%	27.0%
Limousin	285	1.5%	45.2%	138	1.5%	45.8%	147	1.6%	44.6%	61	1.3%	38.9%
Auvergne	550	3.0%	48.9%	279	3.0%	51.8%	270	3.0%	46.2%	120	2.6%	39.9%
Rhône-Alpes	1569	8.5%	31.2%	811	8.7%	33.5%	758	8.3%	29.1%	412	9.0%	23.0%
Languedoc-Roussillon	792	4.3%	36.5%	404	4.3%	39.2%	388	4.2%	34.0%	199	4.4%	30.7%
Provence-Alpes-Côte-d'Azur-Corse	1528	8.3%	35.4%	818	8.8%	40.2%	710	7.8%	31.1%	419	9.2%	29.3%
Habitudes de connexion Internet												
Tous les jours	8703	47.0%	31.6%	4766	51.0%	34.0%	3937	43.0%	29.1%	3399	74.4%	26.3%
Presque tous les jours	2009	10.9%	32.7%	1005	10.8%	34.8%	1004	11.0%	30.9%	592	13.0%	25.4%
1 à 2 fois par semaine	1187	6.4%	36.7%	567	6.1%	38.8%	620	6.8%	34.9%	281	6.2%	29.9%
1 à 3 fois par mois	314	1.7%	37.0%	146	1.6%	43.6%	167	1.8%	32.7%	54	1.2%	36.2%
Moins souvent	486	2.6%	36.3%	246	2.6%	38.7%	240	2.6%	34.1%	38	0.8%	28.4%
Jamais	68	0.4%	49.8%	42	0.4%	50.0%	26	0.3%	49.6%	5	0.1%	32.8%

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Revenus du Foyer												
Moins de 9 000 euros par an	721	3.9%	33.7%	289	3.1%	33.5%	432	4.7%	33.8%	41	0.9%	22.4%
De 9 000 à moins de 12 000 euros par an	1274	6.9%	38.3%	447	4.8%	39.4%	826	9.0%	37.8%	59	1.3%	23.8%
De 12 000 à moins de 18 000 euros par an	2525	13.6%	38.8%	1147	12.3%	41.8%	1378	15.1%	36.6%	198	4.3%	25.9%
De 18 000 à moins de 24 000 euros par an	2899	15.7%	38.8%	1469	15.7%	41.6%	1429	15.6%	36.3%	460	10.1%	29.0%
De 24 000 à moins de 36 000 euros par an	4384	23.7%	37.9%	2224	23.8%	40.2%	2160	23.6%	35.8%	1054	23.1%	28.3%
De 36 000 à moins de 45 000 euros par an	2327	12.6%	35.8%	1316	14.1%	37.0%	1011	11.0%	34.3%	804	17.6%	27.0%
De 45 000 à moins de 65 000 euros par an	1948	10.5%	32.7%	1209	12.9%	36.2%	739	8.1%	28.1%	971	21.3%	27.2%
De 65 000 à moins de 80 000 euros par an	423	2.3%	27.5%	275	2.9%	30.0%	148	1.6%	23.9%	291	6.4%	26.2%
De 80 000 à moins de 115 000 euros par an	242	1.3%	24.8%	171	1.8%	28.7%	71	0.8%	18.6%	183	4.0%	23.0%
115 000 euros et plus par an	108	0.6%	23.6%	83	0.9%	30.5%	25	0.3%	13.4%	78	1.7%	20.4%
Refus	1214	6.6%	37.8%	523	5.6%	39.1%	691	7.5%	36.8%	318	7.0%	27.9%
Ne sait pas	441	2.4%	30.5%	194	2.1%	30.9%	247	2.7%	30.1%	109	2.4%	22.8%