

# Groupe Journaux du Sud-Ouest

PQR, Audience LNM



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	1358	100.0%	2.7%	688	100.0%	2.8%	670	100.0%	2.5%	371	100.0%	2.2%
<b>Sexe</b>												
<b>Homme</b>	688	50.6%	2.8%	688	100.0%	2.8%	0	-	100.0%	199	53.6%	2.3%
<b>Femme</b>	670	49.4%	2.5%	0	-	100.0%	670	100.0%	2.5%	172	46.4%	2.1%
<b>Age</b>												
<b>15 à 24 ans</b>	131	9.7%	1.8%	73	10.7%	2.0%	58	8.6%	1.6%	54	14.7%	1.8%
<b>25 à 34 ans</b>	126	9.3%	1.6%	80	11.7%	2.1%	46	6.8%	1.2%	56	15.2%	1.6%
<b>35 à 49 ans</b>	285	21.0%	2.2%	142	20.7%	2.3%	143	21.3%	2.2%	124	33.3%	2.0%
<b>50 à 64 ans</b>	399	29.4%	3.3%	192	27.9%	3.2%	207	31.0%	3.3%	126	33.9%	3.1%
<b>65 ans et plus</b>	417	30.7%	3.9%	200	29.1%	4.3%	216	32.3%	3.5%	11	2.9%	4.5%
<b>Individu</b>												
<b>Ménagère</b>	616	45.3%	2.7%	0	-	100.0%	616	91.9%	2.7%	152	40.9%	2.3%
<b>Personne de Référence</b>	767	56.5%	2.7%	604	87.8%	3.0%	164	24.4%	2.1%	193	51.9%	2.3%
<b>Responsable des achats</b>	687	50.6%	2.9%	220	32.0%	2.9%	468	69.8%	2.8%	182	49.2%	2.2%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	27	2.0%	5.1%	24	3.5%	6.9%	3	0.4%	1.5%	0	-	-
<b>Petits patrons</b>	60	4.4%	3.9%	41	5.9%	3.7%	19	2.9%	4.4%	54	14.6%	3.8%
<b>Affaires et Cadres</b>	85	6.2%	1.8%	58	8.5%	2.0%	27	4.0%	1.5%	81	21.7%	1.9%
<b>Professions intermédiaires</b>	140	10.3%	2.1%	74	10.7%	2.1%	67	9.9%	2.1%	114	30.8%	2.0%
<b>Employés</b>	203	14.9%	2.4%	47	6.8%	2.4%	156	23.2%	2.4%	49	13.3%	2.8%
<b>Ouvriers</b>	145	10.7%	2.3%	125	18.2%	2.5%	20	3.0%	1.5%	4	1.1%	1.2%
<b>Retraités</b>	481	35.4%	3.9%	244	35.4%	4.1%	237	35.4%	3.7%	10	2.8%	4.6%
<b>Autres inactifs</b>	217	16.0%	2.1%	76	11.0%	2.1%	142	21.2%	2.1%	58	15.7%	1.9%
<b>PCS Personne de Référence</b>												
<b>Agriculteurs</b>	41	3.0%	5.3%	27	3.9%	7.0%	14	2.2%	3.6%	0	-	100.0%
<b>Petits patrons</b>	86	6.3%	3.4%	46	6.7%	3.4%	40	5.9%	3.4%	86	23.1%	3.4%
<b>Affaires et Cadres</b>	127	9.3%	1.9%	76	11.1%	2.2%	51	7.6%	1.6%	127	34.2%	1.9%
<b>Professions intermédiaires</b>	158	11.7%	2.1%	77	11.1%	1.9%	82	12.2%	2.3%	158	42.7%	2.1%
<b>Employés</b>	106	7.8%	2.0%	50	7.3%	2.3%	56	8.3%	1.7%	0	-	100.0%
<b>Ouvriers</b>	207	15.3%	2.1%	122	17.7%	2.4%	86	12.8%	1.9%	0	-	100.0%
<b>Retraités</b>	550	40.5%	3.8%	248	36.1%	3.8%	302	45.0%	3.8%	0	-	100.0%
<b>Autres inactifs</b>	83	6.1%	2.2%	42	6.1%	3.1%	40	6.0%	1.7%	0	-	100.0%

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<b>Taille du Foyer</b>												
<b>1 personne</b>	208	15.3%	2.2%	102	14.9%	2.6%	106	15.8%	2.0%	34	9.1%	1.9%
<b>2 personnes</b>	618	45.5%	3.5%	295	42.8%	3.4%	324	48.3%	3.6%	101	27.2%	2.4%
<b>3 personnes</b>	229	16.9%	2.4%	121	17.6%	2.6%	108	16.1%	2.3%	84	22.6%	2.2%
<b>4 personnes</b>	216	15.9%	2.3%	126	18.3%	2.7%	90	13.4%	1.9%	112	30.2%	2.4%
<b>5 personnes et +</b>	87	6.4%	1.7%	44	6.4%	1.8%	43	6.4%	1.5%	40	10.9%	1.6%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	306	22.5%	1.9%	180	26.1%	2.5%	126	18.9%	1.5%	138	37.2%	1.9%
<b>Non</b>	1052	77.5%	3.0%	508	73.9%	3.0%	544	81.1%	3.0%	233	62.8%	2.5%
<b>Habitat</b>												
<b>Communes rurales</b>	454	33.4%	3.5%	228	33.1%	3.7%	226	33.7%	3.4%	112	30.2%	3.1%
<b>Agglo. - 20 000 hab</b>	236	17.4%	2.8%	105	15.3%	2.6%	131	19.6%	2.9%	64	17.3%	2.6%
<b>Agglo. 20 000 à 100 000 hab</b>	188	13.8%	2.8%	97	14.1%	3.0%	91	13.5%	2.6%	49	13.2%	2.5%
<b>Agglo. + 100 000 hab</b>	470	34.6%	3.3%	255	37.1%	3.7%	214	32.0%	2.8%	139	37.5%	2.8%
<b>Agglo. Paris</b>	11	0.8%	0.1%	3	0.4%	0.1%	8	1.2%	0.2%	6	1.7%	0.2%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Région d'habitation</b>												
Ile-de-France	11	0.8%	0.1%	3	0.4%	0.1%	8	1.2%	0.2%	6	1.7%	0.1%
Nord-Pas-de-Calais	0	-	-	0	-	-	0	-	-	0	-	-
Lorraine	1	0.1%	0.1%	1	0.2%	0.1%	0	-	-	0	-	-
Alsace	0	-	-	0	-	-	0	-	-	0	-	-
Franche-Comté	0	-	-	0	-	-	0	-	-	0	-	-
Champagne-Ardenne	0	-	-	0	-	-	0	-	-	0	-	-
Picardie	1	0.1%	0.1%	0	0.0%	0.0%	1	0.1%	0.1%	0	0.1%	0.1%
Bourgogne	0	0.0%	0.0%	0	-	-	0	0.1%	0.1%	0	0.1%	0.1%
Haute-Normandie	1	0.0%	0.0%	0	0.0%	0.0%	0	0.1%	0.1%	1	0.2%	0.1%
Basse-Normandie	0	-	-	0	-	-	0	-	-	0	-	-
Centre	1	0.1%	0.0%	0	0.0%	0.0%	1	0.1%	0.1%	1	0.2%	0.1%
Pays de la Loire	5	0.4%	0.2%	5	0.7%	0.3%	0	0.1%	0.0%	1	0.2%	0.1%
Bretagne	0	-	-	0	-	-	0	-	-	0	-	-
Poitou-Charentes	298	22.0%	20.4%	147	21.4%	21.0%	152	22.6%	19.9%	75	20.2%	19.5%
Aquitaine	989	72.9%	37.3%	503	73.1%	40.0%	487	72.6%	34.9%	274	73.9%	32.3%
Midi-Pyrénées	41	3.0%	1.7%	24	3.5%	2.1%	17	2.5%	1.4%	11	2.9%	1.4%
Limousin	6	0.4%	0.9%	2	0.3%	0.6%	4	0.6%	1.1%	1	0.4%	0.9%
Auvergne	0	0.0%	0.0%	0	0.1%	0.1%	0	-	-	0	0.1%	0.1%
Rhône-Alpes	0	0.0%	0.0%	0	0.1%	0.0%	0	-	-	0	-	-
Languedoc-Roussillon	2	0.2%	0.1%	2	0.3%	0.2%	0	0.0%	0.0%	0	0.1%	0.0%
Provence-Alpes-Côte-d'Azur-Corse	0	-	-	0	-	-	0	-	-	0	-	-
<b>Habitudes de connexion Internet</b>												
Tous les jours	635	46.8%	2.4%	348	50.5%	2.5%	287	42.9%	2.2%	259	69.7%	2.0%
Presque tous les jours	181	13.3%	3.0%	83	12.1%	3.0%	97	14.5%	3.0%	69	18.5%	2.8%
1 à 2 fois par semaine	86	6.3%	2.7%	48	6.9%	3.4%	38	5.7%	2.1%	16	4.3%	1.8%
1 à 3 fois par mois	12	0.9%	1.4%	7	1.0%	1.8%	5	0.7%	1.0%	3	0.8%	1.6%
Moins souvent	41	3.0%	2.9%	20	2.9%	3.2%	21	3.2%	2.6%	4	1.2%	3.0%
Jamais	8	0.6%	3.1%	5	0.8%	3.8%	2	0.4%	2.3%	1	0.3%	3.8%

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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	52	3.8%	2.1%	31	4.5%	3.2%	21	3.2%	1.4%	4	1.0%	1.9%
De 9 000 à moins de 12 000 euros par an	53	3.9%	1.6%	20	2.9%	1.8%	34	5.0%	1.5%	6	1.7%	2.3%
De 12 000 à moins de 18 000 euros par an	205	15.1%	3.0%	82	12.0%	2.8%	122	18.3%	3.2%	16	4.4%	2.0%
De 18 000 à moins de 24 000 euros par an	207	15.3%	2.8%	110	16.0%	3.3%	97	14.5%	2.5%	44	11.8%	2.8%
De 24 000 à moins de 36 000 euros par an	331	24.4%	3.0%	182	26.5%	3.3%	149	22.2%	2.7%	80	21.5%	2.2%
De 36 000 à moins de 45 000 euros par an	151	11.2%	2.4%	88	12.8%	2.7%	64	9.5%	2.1%	66	17.7%	2.3%
De 45 000 à moins de 65 000 euros par an	163	12.0%	2.9%	87	12.7%	2.8%	75	11.3%	3.0%	78	21.0%	2.3%
65 000 euros et plus	62	4.5%	2.2%	45	6.5%	2.6%	17	2.5%	1.5%	43	11.7%	1.9%
Refus	98	7.2%	2.6%	34	5.0%	2.2%	64	9.5%	2.9%	30	8.1%	2.3%
Ne sait pas	36	2.6%	2.4%	8	1.2%	1.3%	27	4.1%	3.2%	4	1.2%	0.8%