

Groupe Journaux de l'Ouest

PQR, Audience LNM



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	3016	100.0%	5.9%	1548	100.0%	6.4%	1468	100.0%	5.5%	769	100.0%	4.6%
Sexe												
Homme	1548	51.3%	6.4%	1548	100.0%	6.4%	0	-	100.0%	443	57.5%	5.0%
Femme	1468	48.7%	5.5%	0	-	100.0%	1468	100.0%	5.5%	327	42.5%	4.1%
Age												
15 à 24 ans	315	10.5%	4.3%	179	11.5%	4.8%	137	9.3%	3.7%	133	17.3%	4.5%
25 à 34 ans	314	10.4%	4.1%	179	11.6%	4.7%	135	9.2%	3.5%	119	15.5%	3.5%
35 à 49 ans	645	21.4%	5.1%	355	23.0%	5.7%	289	19.7%	4.5%	268	34.8%	4.4%
50 à 64 ans	862	28.6%	7.0%	419	27.0%	7.1%	444	30.2%	7.0%	245	31.8%	5.9%
65 ans et plus	880	29.2%	8.1%	416	26.9%	9.0%	463	31.6%	7.5%	4	0.5%	1.7%
Individu												
Ménagère	1351	44.8%	5.8%	0	-	100.0%	1351	92.0%	5.8%	276	35.9%	4.1%
Personne de Référence	1709	56.7%	6.1%	1339	86.5%	6.6%	370	25.2%	4.7%	398	51.7%	4.7%
Responsable des achats	1395	46.3%	5.8%	415	26.8%	5.4%	980	66.8%	6.0%	361	46.9%	4.3%
PCS Individu												
Agriculteurs	46	1.5%	8.7%	28	1.8%	8.1%	18	1.2%	9.9%	0	-	-
Petits patrons	82	2.7%	5.3%	69	4.5%	6.2%	13	0.9%	3.0%	78	10.1%	5.5%
Affaires et Cadres	182	6.0%	3.9%	121	7.8%	4.2%	61	4.1%	3.5%	170	22.1%	3.9%
Professions intermédiaires	323	10.7%	4.8%	199	12.8%	5.7%	124	8.5%	3.9%	268	34.9%	4.8%
Employés	450	14.9%	5.4%	120	7.8%	6.1%	330	22.5%	5.1%	88	11.5%	5.0%
Ouvriers	423	14.0%	6.6%	310	20.0%	6.1%	113	7.7%	8.1%	15	1.9%	4.3%
Retraités	1051	34.9%	8.5%	536	34.6%	9.1%	515	35.1%	8.1%	30	4.0%	13.7%
Autres inactifs	458	15.2%	4.5%	165	10.7%	4.7%	293	20.0%	4.4%	120	15.5%	3.8%
PCS Personne de Référence												
Agriculteurs	80	2.6%	10.2%	29	1.9%	7.7%	51	3.4%	12.6%	0	-	100.0%
Petits patrons	127	4.2%	5.1%	78	5.0%	5.8%	49	3.4%	4.3%	127	16.5%	5.1%
Affaires et Cadres	261	8.7%	3.9%	145	9.4%	4.2%	116	7.9%	3.5%	261	33.9%	3.9%
Professions intermédiaires	381	12.6%	5.0%	220	14.2%	5.5%	162	11.0%	4.5%	381	49.6%	5.0%
Employés	259	8.6%	4.8%	122	7.9%	5.7%	137	9.4%	4.3%	0	-	100.0%
Ouvriers	556	18.5%	5.7%	319	20.6%	6.3%	238	16.2%	5.2%	0	-	100.0%
Retraités	1179	39.1%	8.2%	582	37.6%	8.9%	597	40.7%	7.6%	0	-	100.0%
Autres inactifs	173	5.7%	4.6%	55	3.5%	4.0%	118	8.0%	4.9%	0	-	100.0%

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Taille du Foyer												
1 personne	525	17.4%	5.7%	239	15.4%	6.0%	286	19.5%	5.4%	62	8.1%	3.6%
2 personnes	1316	43.6%	7.4%	657	42.5%	7.6%	659	44.9%	7.2%	226	29.4%	5.3%
3 personnes	446	14.8%	4.8%	255	16.5%	5.5%	192	13.1%	4.1%	156	20.3%	4.2%
4 personnes	454	15.1%	4.9%	254	16.4%	5.5%	200	13.6%	4.3%	196	25.4%	4.2%
5 personnes et +	275	9.1%	5.2%	143	9.3%	5.8%	131	8.9%	4.7%	129	16.8%	5.1%
Présence d'enfants de moins de 15 ans												
Oui	746	24.7%	4.7%	399	25.8%	5.5%	346	23.6%	4.1%	324	42.1%	4.4%
Non	2270	75.3%	6.5%	1148	74.2%	6.7%	1122	76.4%	6.2%	446	57.9%	4.7%
Habitat												
Communes rurales	1198	39.7%	9.3%	592	38.3%	9.5%	606	41.3%	9.1%	269	34.9%	7.4%
Agglo. - 20 000 hab	769	25.5%	9.0%	420	27.1%	10.3%	349	23.8%	7.8%	183	23.8%	7.4%
Agglo. 20 000 à 100 000 hab	339	11.3%	5.1%	183	11.9%	5.7%	156	10.6%	4.5%	112	14.6%	5.7%
Agglo. + 100 000 hab	683	22.6%	4.7%	332	21.5%	4.8%	351	23.9%	4.7%	187	24.2%	3.8%
Agglo. Paris	27	0.9%	0.3%	21	1.3%	0.5%	6	0.4%	0.1%	19	2.5%	0.5%

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Région d'habitation												
Ile-de-France	28	0.9%	0.3%	21	1.4%	0.5%	6	0.4%	0.1%	19	2.5%	0.4%
Nord-Pas-de-Calais	0	-	-	0	-	-	0	-	-	0	-	-
Lorraine	0	0.0%	0.0%	0	-	-	0	0.0%	0.0%	0	-	-
Alsace	0	0.0%	0.0%	0	-	-	0	0.0%	0.0%	0	-	-
Franche-Comté	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	-	-
Champagne-Ardenne	1	0.0%	0.1%	1	0.0%	0.1%	1	0.0%	0.1%	0	-	-
Picardie	1	0.0%	0.1%	0	0.0%	0.0%	1	0.1%	0.2%	0	0.0%	0.1%
Bourgogne	1	0.0%	0.0%	1	0.0%	0.1%	0	0.0%	0.0%	1	0.1%	0.2%
Haute-Normandie	5	0.2%	0.4%	4	0.2%	0.5%	2	0.1%	0.2%	2	0.3%	0.5%
Basse-Normandie	470	15.6%	39.1%	247	15.9%	42.9%	223	15.2%	35.7%	116	15.1%	36.8%
Centre	7	0.2%	0.3%	4	0.2%	0.4%	3	0.2%	0.3%	3	0.3%	0.4%
Pays de la Loire	1362	45.1%	47.8%	704	45.5%	51.3%	657	44.8%	44.5%	329	42.8%	37.6%
Bretagne	1056	35.0%	40.8%	515	33.3%	41.5%	541	36.9%	40.2%	272	35.4%	35.7%
Poitou-Charentes	76	2.5%	5.2%	47	3.0%	6.6%	29	2.0%	3.9%	24	3.1%	6.2%
Aquitaine	1	0.0%	0.0%	0	0.0%	0.0%	1	0.1%	0.1%	0	-	-
Midi-Pyrénées	0	0.0%	0.0%	0	-	-	0	0.0%	0.0%	0	0.0%	0.0%
Limousin	0	0.0%	0.0%	0	0.0%	0.1%	0	-	-	0	-	-
Auvergne	0	0.0%	0.0%	0	-	-	0	0.0%	0.1%	0	-	-
Rhône-Alpes	4	0.1%	0.1%	3	0.2%	0.1%	1	0.1%	0.1%	0	0.1%	0.0%
Languedoc-Roussillon	0	-	-	0	-	-	0	-	-	0	-	-
Provence-Alpes-Côte-d'Azur-Corse	2	0.1%	0.0%	2	0.1%	0.1%	0	-	-	2	0.2%	0.1%
Habitudes de connexion Internet												
Tous les jours	1411	46.8%	5.2%	779	50.3%	5.7%	632	43.1%	4.8%	581	75.5%	4.6%
Presque tous les jours	325	10.8%	5.4%	155	10.0%	5.6%	171	11.6%	5.2%	114	14.8%	4.7%
1 à 2 fois par semaine	189	6.3%	5.9%	82	5.3%	5.8%	107	7.3%	6.0%	36	4.6%	4.0%
1 à 3 fois par mois	34	1.1%	3.9%	26	1.7%	6.5%	8	0.5%	1.7%	7	0.9%	3.5%
Moins souvent	59	2.0%	4.1%	22	1.4%	3.6%	37	2.5%	4.6%	2	0.3%	1.5%
Jamais	22	0.7%	9.0%	12	0.8%	8.7%	10	0.7%	9.4%	1	0.1%	2.4%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Revenus du Foyer												
Moins de 9 000 euros par an	129	4.3%	5.3%	54	3.5%	5.6%	75	5.1%	5.1%	13	1.7%	6.7%
De 9 000 à moins de 12 000 euros par an	218	7.2%	6.7%	70	4.5%	6.5%	147	10.0%	6.7%	9	1.1%	3.2%
De 12 000 à moins de 18 000 euros par an	455	15.1%	6.7%	238	15.4%	7.9%	217	14.8%	5.7%	38	4.9%	4.7%
De 18 000 à moins de 24 000 euros par an	470	15.6%	6.5%	226	14.6%	6.7%	244	16.6%	6.3%	65	8.4%	4.1%
De 24 000 à moins de 36 000 euros par an	711	23.6%	6.4%	373	24.1%	6.8%	338	23.0%	6.1%	189	24.5%	5.2%
De 36 000 à moins de 45 000 euros par an	372	12.3%	5.9%	215	13.9%	6.5%	157	10.7%	5.3%	146	19.0%	5.2%
De 45 000 à moins de 65 000 euros par an	298	9.9%	5.3%	187	12.1%	5.9%	111	7.5%	4.4%	165	21.4%	4.8%
65 000 euros et plus	92	3.1%	3.2%	63	4.0%	3.6%	30	2.0%	2.6%	72	9.3%	3.2%
Refus	218	7.2%	5.8%	92	6.0%	6.0%	126	8.6%	5.7%	58	7.5%	4.5%
Ne sait pas	53	1.8%	3.5%	30	1.9%	4.5%	24	1.6%	2.8%	16	2.0%	2.9%