

# Groupe Journaux de l'Ouest

PQR, Audience LNM



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	3092	100.0%	6.0%	1564	100.0%	6.4%	1528	100.0%	5.7%	738	100.0%	4.3%
<b>Sexe</b>												
<b>Homme</b>	1564	50.6%	6.4%	1564	100.0%	6.4%	0	-	-	408	55.4%	4.6%
<b>Femme</b>	1528	49.4%	5.7%	0	-	-	1528	100.0%	5.7%	329	44.6%	4.0%
<b>Age</b>												
<b>15 à 24 ans</b>	298	9.6%	4.0%	181	11.6%	4.8%	117	7.7%	3.2%	103	13.9%	3.3%
<b>25 à 34 ans</b>	311	10.1%	4.0%	167	10.7%	4.4%	144	9.4%	3.7%	101	13.7%	3.0%
<b>35 à 49 ans</b>	644	20.8%	5.1%	345	22.1%	5.5%	299	19.6%	4.7%	292	39.6%	4.8%
<b>50 à 64 ans</b>	874	28.3%	7.1%	427	27.3%	7.2%	447	29.3%	7.1%	231	31.4%	5.6%
<b>65 ans et plus</b>	965	31.2%	8.7%	444	28.4%	9.3%	520	34.1%	8.2%	10	1.4%	4.3%
<b>Individu</b>												
<b>Ménagère</b>	1428	46.2%	6.1%	0	-	-	1428	93.4%	6.1%	297	40.3%	4.3%
<b>Personne de Référence</b>	1781	57.6%	6.3%	1355	86.7%	6.7%	425	27.8%	5.4%	378	51.3%	4.5%
<b>Responsable des achats</b>	2080	67.3%	5.9%	684	43.8%	5.6%	1395	91.3%	6.1%	448	60.7%	4.2%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	47	1.5%	8.7%	27	1.8%	8.2%	19	1.3%	9.6%	0	-	-
<b>Petits patrons</b>	72	2.3%	4.4%	61	3.9%	5.1%	12	0.8%	2.5%	66	9.0%	4.5%
<b>Affaires et Cadres</b>	184	5.9%	3.9%	124	7.9%	4.2%	60	3.9%	3.3%	172	23.3%	3.9%
<b>Professions intermédiaires</b>	324	10.5%	4.8%	179	11.4%	5.2%	146	9.5%	4.4%	261	35.3%	4.7%
<b>Employés</b>	477	15.4%	5.7%	138	8.8%	6.8%	340	22.2%	5.3%	93	12.6%	5.1%
<b>Ouvriers</b>	391	12.7%	6.1%	289	18.5%	5.7%	102	6.7%	7.3%	18	2.4%	4.8%
<b>Retraités</b>	1142	36.9%	9.1%	572	36.6%	9.6%	570	37.3%	8.7%	25	3.3%	9.8%
<b>Autres inactifs</b>	454	14.7%	4.5%	174	11.1%	5.0%	280	18.3%	4.3%	104	14.1%	3.4%
<b>PCS Personne de Référence</b>												
<b>Agriculteurs</b>	92	3.0%	11.5%	40	2.6%	10.7%	51	3.3%	12.2%	0	-	-
<b>Petits patrons</b>	117	3.8%	4.4%	73	4.7%	5.1%	43	2.8%	3.6%	117	15.8%	4.4%
<b>Affaires et Cadres</b>	272	8.8%	4.0%	147	9.4%	4.2%	126	8.2%	3.7%	272	36.9%	4.0%
<b>Professions intermédiaires</b>	349	11.3%	4.7%	188	12.0%	4.8%	160	10.5%	4.5%	349	47.3%	4.7%
<b>Employés</b>	271	8.8%	5.1%	131	8.4%	5.9%	141	9.2%	4.6%	0	-	-
<b>Ouvriers</b>	509	16.5%	5.4%	285	18.2%	5.7%	224	14.7%	5.0%	0	-	-
<b>Retraités</b>	1288	41.7%	8.8%	613	39.2%	9.2%	675	44.2%	8.4%	0	-	-
<b>Autres inactifs</b>	194	6.3%	5.0%	87	5.5%	5.9%	107	7.0%	4.4%	0	-	-

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<b>Taille du Foyer</b>												
1 personne	565	18.3%	6.0%	252	16.1%	6.3%	313	20.5%	5.8%	70	9.5%	4.1%
2 personnes	1407	45.5%	7.8%	698	44.6%	7.9%	709	46.4%	7.7%	209	28.3%	4.8%
3 personnes	401	13.0%	4.3%	227	14.5%	4.9%	173	11.3%	3.7%	120	16.3%	3.2%
4 personnes	449	14.5%	4.9%	251	16.0%	5.5%	199	13.0%	4.3%	212	28.7%	4.6%
5 personnes et +	270	8.7%	5.1%	136	8.7%	5.6%	134	8.8%	4.8%	126	17.1%	5.0%
<b>Présence d'enfants de moins de 15 ans</b>												
Oui	742	24.0%	4.7%	370	23.6%	5.1%	373	24.4%	4.4%	321	43.5%	4.2%
Non	2350	76.0%	6.6%	1194	76.4%	6.9%	1156	75.6%	6.4%	416	56.5%	4.4%
<b>Habitat</b>												
Communes rurales	1099	35.5%	9.4%	524	33.5%	9.3%	575	37.6%	9.4%	227	30.7%	6.7%
Agglo. - 20 000 hab	830	26.8%	9.3%	461	29.5%	10.8%	368	24.1%	7.9%	198	26.8%	7.7%
Agglo. 20 000 à 100 000 hab	366	11.8%	5.4%	192	12.3%	5.7%	174	11.4%	5.0%	107	14.5%	5.4%
Agglo. + 100 000 hab	765	24.7%	5.0%	367	23.5%	5.1%	398	26.0%	5.0%	185	25.1%	3.6%
Agglo. Paris	32	1.0%	0.4%	19	1.2%	0.5%	13	0.8%	0.3%	21	2.8%	0.5%

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<b>Région d'habitation</b>												
Ile-de-France	32	1.0%	0.3%	19	1.2%	0.4%	13	0.9%	0.3%	21	2.8%	0.5%
Nord-Pas-de-Calais	0	-	-	0	-	-	0	-	-	0	-	-
Lorraine	0	-	-	0	-	-	0	-	-	0	-	-
Alsace	0	-	-	0	-	-	0	-	-	0	-	-
Franche-Comté	0	0.0%	0.0%	0	0.0%	0.0%	0	-	-	0	-	-
Champagne-Ardenne	2	0.1%	0.2%	1	0.1%	0.3%	1	0.0%	0.1%	0	-	-
Picardie	0	0.0%	0.0%	0	0.0%	0.0%	0	-	-	0	-	-
Bourgogne	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Haute-Normandie	6	0.2%	0.4%	4	0.2%	0.5%	2	0.2%	0.3%	3	0.4%	0.8%
Basse-Normandie	461	14.9%	38.3%	244	15.6%	42.3%	217	14.2%	34.6%	96	13.1%	29.1%
Centre	6	0.2%	0.3%	3	0.2%	0.3%	2	0.2%	0.2%	2	0.3%	0.4%
Pays de la Loire	1358	43.9%	47.3%	682	43.6%	49.2%	676	44.2%	45.5%	290	39.3%	35.2%
Bretagne	1146	37.1%	44.0%	561	35.9%	44.9%	585	38.3%	43.2%	297	40.2%	37.7%
Poitou-Charentes	74	2.4%	5.1%	43	2.7%	6.1%	32	2.1%	4.2%	24	3.2%	6.0%
Aquitaine	1	0.0%	0.0%	1	0.0%	0.0%	0	-	-	0	-	-
Midi-Pyrénées	2	0.1%	0.1%	2	0.1%	0.1%	0	0.0%	0.0%	2	0.2%	0.2%
Limousin	0	0.0%	0.1%	0	0.0%	0.1%	0	-	-	0	-	-
Auvergne	1	0.0%	0.1%	0	-	-	1	0.0%	0.1%	0	-	-
Rhône-Alpes	2	0.1%	0.0%	2	0.1%	0.1%	0	-	-	1	0.2%	0.1%
Languedoc-Roussillon	0	0.0%	0.0%	0	-	-	0	0.0%	0.0%	0	0.0%	0.0%
Provence-Alpes-Côte-d'Azur-Corse	1	0.0%	0.0%	1	0.1%	0.0%	0	-	-	1	0.1%	0.1%
<b>Habitudes de connexion Internet</b>												
Tous les jours	1478	47.8%	5.3%	802	51.3%	5.7%	676	44.2%	5.0%	561	76.0%	4.4%
Presque tous les jours	311	10.1%	5.1%	158	10.1%	5.4%	153	10.0%	4.9%	110	15.0%	4.5%
1 à 2 fois par semaine	198	6.4%	6.1%	84	5.4%	5.9%	113	7.4%	6.3%	45	6.1%	5.0%
1 à 3 fois par mois	51	1.6%	5.8%	31	2.0%	8.3%	19	1.3%	3.9%	7	1.0%	3.7%
Moins souvent	73	2.4%	5.5%	40	2.5%	6.7%	33	2.2%	4.5%	3	0.5%	2.7%
Jamais	27	0.9%	13.0%	17	1.1%	13.1%	10	0.6%	12.7%	0	0.0%	1.1%

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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	119	3.9%	5.1%	54	3.4%	5.7%	66	4.3%	4.7%	7	1.0%	3.8%
De 9 000 à moins de 12 000 euros par an	224	7.3%	6.9%	63	4.0%	5.7%	162	10.6%	7.5%	8	1.0%	3.1%
De 12 000 à moins de 18 000 euros par an	471	15.2%	7.0%	243	15.5%	8.3%	229	15.0%	6.0%	27	3.7%	3.3%
De 18 000 à moins de 24 000 euros par an	462	14.9%	6.3%	218	14.0%	6.3%	244	15.9%	6.3%	64	8.6%	3.9%
De 24 000 à moins de 36 000 euros par an	765	24.7%	6.8%	401	25.7%	7.2%	364	23.8%	6.3%	198	26.8%	5.3%
De 36 000 à moins de 45 000 euros par an	384	12.4%	6.0%	218	13.9%	6.4%	166	10.8%	5.6%	127	17.2%	4.5%
De 45 000 à moins de 65 000 euros par an	290	9.4%	5.0%	178	11.4%	5.6%	112	7.3%	4.3%	162	21.9%	4.6%
De 65 000 à moins de 80 000 euros par an	68	2.2%	4.4%	44	2.8%	4.6%	24	1.6%	4.0%	48	6.5%	4.4%
De 80 000 à moins de 115 000 euros par an	40	1.3%	4.0%	25	1.6%	4.2%	15	1.0%	3.7%	31	4.2%	3.8%
115 000 euros et plus par an	7	0.2%	1.5%	7	0.4%	2.4%	1	0.0%	0.3%	6	0.9%	1.5%
Refus	201	6.5%	6.1%	80	5.1%	6.0%	121	7.9%	6.2%	46	6.3%	4.1%
Ne sait pas	60	1.9%	3.8%	34	2.2%	5.0%	26	1.7%	2.9%	14	1.9%	2.5%