

Groupe Sud Ouest

PQR, Audience LNM



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2249	100.0%	4.4%	1167	100.0%	4.8%	1082	100.0%	4.1%	542	100.0%	3.2%
Sexe												
Homme	1167	51.9%	4.8%	1167	100.0%	4.8%	0	-	-	301	55.6%	3.4%
Femme	1082	48.1%	4.1%	0	-	-	1082	100.0%	4.1%	241	44.4%	2.9%
Age												
15 à 24 ans	181	8.0%	2.4%	97	8.3%	2.6%	83	7.7%	2.3%	80	14.7%	2.6%
25 à 34 ans	217	9.7%	2.8%	127	10.9%	3.4%	90	8.3%	2.3%	81	15.0%	2.4%
35 à 49 ans	484	21.5%	3.8%	256	22.0%	4.1%	228	21.1%	3.6%	182	33.5%	3.0%
50 à 64 ans	634	28.2%	5.2%	334	28.6%	5.6%	300	27.7%	4.7%	197	36.4%	4.8%
65 ans et plus	732	32.6%	6.6%	352	30.1%	7.4%	380	35.2%	6.0%	2	0.3%	0.8%
Individu												
Ménagère	998	44.4%	4.3%	0	-	-	998	92.3%	4.3%	216	39.8%	3.2%
Personne de Référence	1354	60.2%	4.8%	1037	88.9%	5.1%	317	29.3%	4.0%	297	54.7%	3.5%
Responsable des achats	1560	69.4%	4.4%	576	49.3%	4.7%	985	91.0%	4.3%	332	61.3%	3.1%
PCS Individu												
Agriculteurs	53	2.4%	9.9%	41	3.5%	12.2%	12	1.1%	6.2%	1	0.1%	2.8%
Petits patrons	104	4.6%	6.3%	74	6.3%	6.2%	31	2.8%	6.5%	92	17.0%	6.2%
Affaires et Cadres	123	5.5%	2.6%	73	6.2%	2.5%	50	4.6%	2.8%	112	20.8%	2.6%
Professions intermédiaires	209	9.3%	3.1%	121	10.4%	3.5%	88	8.1%	2.7%	165	30.5%	3.0%
Employés	338	15.0%	4.0%	103	8.8%	5.1%	236	21.8%	3.7%	75	13.8%	4.1%
Ouvriers	269	12.0%	4.2%	224	19.2%	4.4%	45	4.2%	3.2%	14	2.6%	3.7%
Retraités	812	36.1%	6.5%	430	36.8%	7.2%	382	35.4%	5.8%	12	2.1%	4.6%
Autres inactifs	340	15.1%	3.4%	102	8.7%	2.9%	238	22.0%	3.6%	71	13.2%	2.3%
PCS Personne de Référence												
Agriculteurs	66	2.9%	8.3%	41	3.6%	11.0%	25	2.3%	5.9%	0	-	-
Petits patrons	136	6.0%	5.2%	79	6.8%	5.5%	56	5.2%	4.7%	136	25.1%	5.2%
Affaires et Cadres	175	7.8%	2.6%	90	7.7%	2.6%	85	7.8%	2.5%	175	32.3%	2.6%
Professions intermédiaires	231	10.3%	3.1%	132	11.3%	3.4%	99	9.2%	2.8%	231	42.6%	3.1%
Employés	200	8.9%	3.8%	98	8.4%	4.4%	102	9.4%	3.3%	0	-	-
Ouvriers	351	15.6%	3.7%	212	18.1%	4.3%	140	12.9%	3.1%	0	-	-
Retraités	921	41.0%	6.3%	447	38.3%	6.7%	474	43.8%	5.9%	0	-	-
Autres inactifs	169	7.5%	4.3%	67	5.8%	4.6%	101	9.4%	4.2%	0	-	-

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Taille du Foyer												
1 personne	418	18.6%	4.4%	202	17.3%	5.0%	215	19.9%	4.0%	58	10.8%	3.4%
2 personnes	983	43.7%	5.5%	499	42.8%	5.7%	484	44.7%	5.3%	169	31.2%	3.8%
3 personnes	352	15.6%	3.8%	186	15.9%	4.0%	166	15.4%	3.6%	100	18.5%	2.7%
4 personnes	353	15.7%	3.8%	214	18.4%	4.7%	139	12.8%	3.0%	159	29.3%	3.4%
5 personnes et +	143	6.4%	2.7%	66	5.6%	2.7%	77	7.2%	2.8%	55	10.2%	2.2%
Présence d'enfants de moins de 15 ans												
Oui	529	23.5%	3.4%	282	24.1%	3.9%	248	22.9%	2.9%	218	40.3%	2.9%
Non	1720	76.5%	4.9%	885	75.9%	5.1%	834	77.1%	4.6%	324	59.7%	3.4%
Habitat												
Communes rurales	644	28.6%	5.5%	311	26.7%	5.6%	332	30.7%	5.4%	148	27.3%	4.4%
Agglo. - 20 000 hab	489	21.7%	5.5%	251	21.5%	5.9%	237	21.9%	5.1%	116	21.5%	4.5%
Agglo. 20 000 à 100 000 hab	404	18.0%	5.9%	215	18.4%	6.4%	189	17.5%	5.4%	80	14.8%	4.0%
Agglo. + 100 000 hab	694	30.8%	4.6%	381	32.7%	5.3%	312	28.9%	3.9%	189	34.9%	3.7%
Agglo. Paris	19	0.8%	0.2%	9	0.7%	0.2%	10	0.9%	0.2%	8	1.5%	0.2%

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Région d'habitation												
Ile-de-France	19	0.8%	0.2%	9	0.7%	0.2%	10	0.9%	0.2%	8	1.5%	0.2%
Nord-Pas-de-Calais	2	0.1%	0.1%	2	0.2%	0.1%	0	-	-	1	0.2%	0.1%
Lorraine	2	0.1%	0.1%	2	0.2%	0.2%	0	-	-	0	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	0	0.0%	0.0%	0	0.0%	0.1%	0	-	-	0	-	-
Picardie	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Bourgogne	1	0.0%	0.1%	0	0.0%	0.1%	0	0.0%	0.0%	0	0.1%	0.1%
Haute-Normandie	0	0.0%	0.0%	0	-	-	0	0.0%	0.0%	0	0.0%	0.0%
Basse-Normandie	0	-	-	0	-	-	0	-	-	0	-	-
Centre	2	0.1%	0.1%	1	0.0%	0.1%	2	0.2%	0.2%	1	0.1%	0.1%
Pays de la Loire	1	0.0%	0.0%	1	0.0%	0.0%	0	0.0%	0.0%	1	0.1%	0.1%
Bretagne	2	0.1%	0.1%	2	0.2%	0.2%	0	-	-	0	-	-
Poitou-Charentes	302	13.4%	20.5%	156	13.3%	22.1%	146	13.5%	19.1%	68	12.6%	17.3%
Aquitaine	975	43.4%	36.3%	498	42.7%	39.1%	477	44.1%	33.9%	242	44.7%	29.4%
Midi-Pyrénées	169	7.5%	7.1%	86	7.4%	7.5%	83	7.7%	6.7%	32	5.9%	4.0%
Limousin	3	0.1%	0.5%	2	0.1%	0.6%	2	0.1%	0.5%	1	0.2%	0.6%
Auvergne	1	0.1%	0.1%	1	0.1%	0.2%	0	0.0%	0.1%	0	0.1%	0.1%
Rhône-Alpes	5	0.2%	0.1%	2	0.1%	0.1%	3	0.3%	0.1%	1	0.1%	0.0%
Languedoc-Roussillon	760	33.8%	35.0%	404	34.6%	39.2%	356	32.9%	31.2%	184	34.0%	29.0%
Provence-Alpes-Côte-d'Azur-Corse	4	0.2%	0.1%	2	0.2%	0.1%	2	0.2%	0.1%	2	0.4%	0.2%
Habitudes de connexion Internet												
Tous les jours	1082	48.1%	3.9%	599	51.3%	4.3%	483	44.6%	3.6%	406	74.9%	3.2%
Presque tous les jours	273	12.1%	4.5%	140	12.0%	4.8%	133	12.3%	4.2%	71	13.0%	2.9%
1 à 2 fois par semaine	143	6.4%	4.4%	80	6.9%	5.6%	62	5.8%	3.5%	31	5.7%	3.5%
1 à 3 fois par mois	35	1.6%	4.1%	15	1.3%	3.9%	20	1.9%	4.2%	10	1.8%	4.9%
Moins souvent	53	2.4%	4.0%	19	1.6%	3.1%	34	3.2%	4.7%	2	0.4%	1.8%
Jamais	12	0.5%	5.7%	8	0.6%	5.8%	4	0.4%	5.5%	2	0.5%	11.9%

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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	113	5.0%	4.8%	54	4.6%	5.8%	59	5.4%	4.2%	12	2.2%	6.1%
De 9 000 à moins de 12 000 euros par an	132	5.9%	4.0%	43	3.7%	3.9%	88	8.2%	4.1%	7	1.4%	3.0%
De 12 000 à moins de 18 000 euros par an	331	14.7%	4.9%	158	13.5%	5.4%	174	16.1%	4.6%	27	5.0%	3.3%
De 18 000 à moins de 24 000 euros par an	336	14.9%	4.6%	181	15.5%	5.2%	155	14.3%	4.0%	59	10.8%	3.6%
De 24 000 à moins de 36 000 euros par an	528	23.5%	4.7%	282	24.2%	5.1%	246	22.7%	4.3%	129	23.8%	3.4%
De 36 000 à moins de 45 000 euros par an	259	11.5%	4.0%	145	12.4%	4.2%	114	10.5%	3.8%	96	17.8%	3.4%
De 45 000 à moins de 65 000 euros par an	232	10.3%	4.0%	147	12.6%	4.6%	84	7.8%	3.3%	102	18.9%	2.9%
De 65 000 à moins de 80 000 euros par an	54	2.4%	3.5%	37	3.2%	3.9%	17	1.5%	2.8%	31	5.8%	2.9%
De 80 000 à moins de 115 000 euros par an	28	1.2%	2.7%	21	1.8%	3.4%	7	0.7%	1.8%	19	3.5%	2.3%
115 000 euros et plus par an	9	0.4%	1.9%	8	0.7%	2.7%	2	0.2%	0.8%	7	1.4%	1.8%
Refus	155	6.9%	4.7%	64	5.5%	4.7%	91	8.4%	4.6%	33	6.2%	2.9%
Ne sait pas	73	3.3%	4.6%	28	2.4%	4.1%	46	4.2%	5.0%	18	3.3%	3.2%