

Groupe Sud Ouest

PQR, Audience LNM



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2280	100.0%	4.5%	1137	100.0%	4.6%	1143	100.0%	4.3%	552	100.0%	3.3%
Sexe												
Homme	1137	49.9%	4.6%	1137	100.0%	4.6%	0	-	-	316	57.2%	3.6%
Femme	1143	50.1%	4.3%	0	-	-	1143	100.0%	4.3%	236	42.8%	2.9%
Age												
15 à 24 ans	214	9.4%	2.9%	121	10.6%	3.2%	93	8.1%	2.5%	94	17.0%	3.0%
25 à 34 ans	230	10.1%	3.0%	123	10.8%	3.2%	107	9.4%	2.7%	77	13.9%	2.2%
35 à 49 ans	507	22.2%	4.0%	253	22.2%	4.0%	254	22.3%	4.0%	199	36.0%	3.2%
50 à 64 ans	616	27.0%	5.0%	322	28.3%	5.4%	294	25.8%	4.7%	177	32.1%	4.4%
65 ans et plus	713	31.3%	6.4%	319	28.1%	6.7%	394	34.5%	6.2%	6	1.1%	3.1%
Individu												
Ménagère	1049	46.0%	4.5%	0	-	-	1049	91.8%	4.5%	209	37.9%	3.1%
Personne de Référence	1299	57.0%	4.6%	963	84.7%	4.8%	335	29.3%	4.2%	302	54.8%	3.6%
Responsable des achats	1610	70.6%	4.5%	584	51.3%	4.7%	1026	89.8%	4.5%	341	61.7%	3.2%
PCS Individu												
Agriculteurs	46	2.0%	8.7%	28	2.5%	8.5%	18	1.6%	8.9%	0	0.1%	1.7%
Petits patrons	92	4.0%	5.6%	66	5.8%	5.7%	26	2.3%	5.4%	78	14.2%	5.3%
Affaires et Cadres	134	5.9%	2.8%	84	7.4%	2.9%	50	4.4%	2.7%	116	21.1%	2.7%
Professions intermédiaires	225	9.9%	3.3%	128	11.2%	3.7%	98	8.5%	3.0%	182	33.0%	3.3%
Employés	370	16.2%	4.4%	122	10.7%	5.9%	247	21.7%	3.9%	66	11.9%	3.7%
Ouvriers	275	12.1%	4.2%	211	18.5%	4.2%	64	5.6%	4.3%	12	2.1%	2.7%
Retraités	790	34.7%	6.3%	385	33.9%	6.4%	405	35.5%	6.2%	12	2.2%	5.2%
Autres inactifs	348	15.2%	3.5%	114	10.0%	3.3%	234	20.5%	3.6%	85	15.4%	2.7%
PCS Personne de Référence												
Agriculteurs	59	2.6%	7.4%	33	2.9%	8.4%	27	2.3%	6.5%	0	-	-
Petits patrons	117	5.1%	4.4%	69	6.1%	5.0%	48	4.2%	3.8%	117	21.2%	4.4%
Affaires et Cadres	186	8.2%	2.7%	106	9.3%	3.0%	80	7.0%	2.4%	186	33.7%	2.7%
Professions intermédiaires	249	10.9%	3.3%	141	12.4%	3.6%	108	9.4%	3.0%	249	45.1%	3.3%
Employés	216	9.5%	4.1%	108	9.5%	4.8%	108	9.5%	3.5%	0	-	-
Ouvriers	373	16.3%	3.9%	202	17.7%	4.1%	171	15.0%	3.7%	0	-	-
Retraités	915	40.2%	6.2%	415	36.5%	6.2%	500	43.8%	6.3%	0	-	-
Autres inactifs	165	7.2%	4.2%	64	5.7%	4.4%	100	8.8%	4.2%	0	-	-

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Taille du Foyer												
1 personne	426	18.7%	4.5%	196	17.2%	4.8%	230	20.1%	4.3%	61	11.0%	3.5%
2 personnes	957	42.0%	5.3%	488	42.9%	5.6%	469	41.1%	5.1%	155	28.1%	3.6%
3 personnes	378	16.6%	4.1%	177	15.6%	3.9%	200	17.5%	4.2%	121	22.0%	3.2%
4 personnes	365	16.0%	4.0%	200	17.6%	4.4%	165	14.4%	3.6%	157	28.4%	3.4%
5 personnes et +	154	6.8%	2.9%	76	6.7%	3.1%	78	6.8%	2.8%	58	10.5%	2.4%
Présence d'enfants de moins de 15 ans												
Oui	562	24.7%	3.6%	267	23.5%	3.7%	296	25.9%	3.5%	232	41.9%	3.0%
Non	1717	75.3%	4.9%	870	76.5%	5.1%	847	74.1%	4.7%	320	58.1%	3.4%
Habitat												
Communes rurales	653	28.7%	5.6%	311	27.3%	5.6%	343	30.0%	5.6%	144	26.0%	4.3%
Agglo. - 20 000 hab	497	21.8%	5.6%	240	21.1%	5.7%	257	22.5%	5.4%	106	19.2%	4.1%
Agglo. 20 000 à 100 000 hab	417	18.3%	6.1%	217	19.1%	6.3%	201	17.6%	5.9%	92	16.6%	4.6%
Agglo. + 100 000 hab	699	30.7%	4.6%	363	31.9%	5.0%	336	29.4%	4.2%	205	37.2%	4.0%
Agglo. Paris	13	0.6%	0.1%	7	0.6%	0.2%	6	0.5%	0.1%	5	0.9%	0.1%

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Région d'habitation												
Ile-de-France	13	0.6%	0.1%	7	0.6%	0.1%	6	0.5%	0.1%	5	0.9%	0.1%
Nord-Pas-de-Calais	2	0.1%	0.1%	2	0.2%	0.2%	0	-	-	2	0.3%	0.2%
Lorraine	0	0.0%	0.0%	0	0.0%	0.0%	0	-	-	0	0.0%	0.0%
Alsace	0	0.0%	0.0%	0	0.0%	0.1%	0	-	-	0	0.1%	0.1%
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%	0	0.0%	0.0%	1	0.1%	0.1%	0	0.0%	0.1%
Picardie	1	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.1%	0	0.1%	0.1%
Bourgogne	0	-	-	0	-	-	0	-	-	0	-	-
Haute-Normandie	0	0.0%	0.0%	0	0.0%	0.0%	0	-	-	0	0.1%	0.1%
Basse-Normandie	0	-	-	0	-	-	0	-	-	0	-	-
Centre	2	0.1%	0.1%	1	0.1%	0.1%	1	0.1%	0.1%	1	0.1%	0.1%
Pays de la Loire	2	0.1%	0.1%	2	0.1%	0.1%	0	-	-	1	0.3%	0.2%
Bretagne	3	0.1%	0.1%	2	0.2%	0.2%	1	0.1%	0.1%	0	-	-
Poitou-Charentes	335	14.7%	22.8%	170	14.9%	24.1%	165	14.5%	21.6%	69	12.6%	18.7%
Aquitaine	996	43.7%	37.1%	484	42.6%	38.0%	511	44.7%	36.3%	236	42.8%	29.3%
Midi-Pyrénées	167	7.3%	7.0%	84	7.3%	7.2%	84	7.3%	6.7%	48	8.7%	5.9%
Limousin	2	0.1%	0.3%	1	0.1%	0.4%	1	0.1%	0.2%	0	0.0%	0.1%
Auvergne	2	0.1%	0.2%	2	0.2%	0.3%	1	0.0%	0.1%	0	0.1%	0.1%
Rhône-Alpes	4	0.2%	0.1%	1	0.1%	0.1%	3	0.2%	0.1%	0	0.1%	0.0%
Languedoc-Roussillon	743	32.6%	34.2%	376	33.1%	36.6%	366	32.0%	32.0%	185	33.4%	28.4%
Provence-Alpes-Côte-d'Azur-Corse	7	0.3%	0.2%	4	0.3%	0.2%	3	0.3%	0.1%	2	0.4%	0.2%
Habitudes de connexion Internet												
Tous les jours	1081	47.4%	3.9%	577	50.7%	4.1%	504	44.1%	3.7%	419	75.9%	3.2%
Presque tous les jours	273	12.0%	4.4%	137	12.1%	4.7%	135	11.8%	4.2%	61	11.1%	2.6%
1 à 2 fois par semaine	149	6.5%	4.6%	81	7.1%	5.6%	68	5.9%	3.8%	39	7.0%	4.1%
1 à 3 fois par mois	32	1.4%	3.8%	10	0.9%	3.1%	22	1.9%	4.2%	8	1.5%	5.4%
Moins souvent	55	2.4%	4.1%	26	2.3%	4.1%	29	2.6%	4.2%	6	1.1%	4.6%
Jamais	6	0.3%	4.3%	3	0.3%	3.9%	3	0.2%	4.9%	0	0.1%	2.6%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Revenus du Foyer												
Moins de 9 000 euros par an	98	4.3%	4.6%	44	3.9%	5.1%	54	4.7%	4.2%	6	1.1%	3.3%
De 9 000 à moins de 12 000 euros par an	181	7.9%	5.4%	61	5.4%	5.4%	120	10.5%	5.5%	7	1.3%	2.8%
De 12 000 à moins de 18 000 euros par an	323	14.2%	5.0%	157	13.8%	5.7%	166	14.5%	4.4%	34	6.2%	4.5%
De 18 000 à moins de 24 000 euros par an	331	14.5%	4.4%	167	14.6%	4.7%	165	14.4%	4.2%	61	11.1%	3.9%
De 24 000 à moins de 36 000 euros par an	569	25.0%	4.9%	276	24.3%	5.0%	293	25.7%	4.9%	143	25.9%	3.8%
De 36 000 à moins de 45 000 euros par an	251	11.0%	3.9%	141	12.4%	4.0%	110	9.6%	3.7%	89	16.1%	3.0%
De 45 000 à moins de 65 000 euros par an	227	9.9%	3.8%	148	13.0%	4.4%	79	6.9%	3.0%	98	17.7%	2.7%
De 65 000 à moins de 80 000 euros par an	52	2.3%	3.4%	34	3.0%	3.7%	18	1.6%	2.9%	32	5.8%	2.9%
De 80 000 à moins de 115 000 euros par an	25	1.1%	2.6%	20	1.8%	3.4%	5	0.4%	1.2%	19	3.5%	2.4%
115 000 euros et plus par an	9	0.4%	1.9%	7	0.6%	2.6%	2	0.1%	0.8%	7	1.3%	1.9%
Refus	143	6.3%	4.4%	54	4.8%	4.0%	89	7.8%	4.7%	38	6.9%	3.3%
Ne sait pas	72	3.1%	5.0%	28	2.5%	4.5%	43	3.8%	5.3%	17	3.1%	3.6%