

# 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>	3101	100.0%	6.1%	1543	100.0%	6.3%	1558	100.0%	5.8%	734	100.0%	4.3%
<b>Sexe</b>												
<b>Homme</b>	1543	49.8%	6.3%	1543	100.0%	6.3%	0	-	-	399	54.4%	4.6%
<b>Femme</b>	1558	50.2%	5.8%	0	-	-	1558	100.0%	5.8%	335	45.6%	4.1%
<b>Age</b>												
<b>15 à 24 ans</b>	312	10.1%	4.2%	187	12.1%	5.0%	125	8.0%	3.4%	115	15.7%	3.7%
<b>25 à 34 ans</b>	319	10.3%	4.1%	167	10.9%	4.4%	152	9.7%	3.9%	109	14.8%	3.2%
<b>35 à 49 ans</b>	623	20.1%	4.9%	329	21.3%	5.3%	294	18.8%	4.6%	272	37.0%	4.4%
<b>50 à 64 ans</b>	853	27.5%	7.0%	420	27.2%	7.1%	434	27.8%	6.9%	233	31.7%	5.8%
<b>65 ans et plus</b>	994	32.0%	9.0%	439	28.5%	9.2%	554	35.6%	8.7%	5	0.7%	2.6%
<b>Individu</b>												
<b>Ménagère</b>	1443	46.5%	6.2%	0	-	-	1443	92.6%	6.2%	297	40.5%	4.4%
<b>Personne de Référence</b>	1760	56.7%	6.3%	1336	86.6%	6.6%	424	27.2%	5.4%	372	50.6%	4.4%
<b>Responsable des achats</b>	2085	67.2%	5.9%	687	44.5%	5.5%	1398	89.7%	6.1%	455	62.0%	4.2%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	49	1.6%	9.1%	30	1.9%	9.1%	19	1.2%	9.0%	0	-	-
<b>Petits patrons</b>	75	2.4%	4.5%	53	3.4%	4.5%	22	1.4%	4.5%	64	8.8%	4.4%
<b>Affaires et Cadres</b>	176	5.7%	3.7%	125	8.1%	4.3%	50	3.2%	2.7%	160	21.7%	3.7%
<b>Professions intermédiaires</b>	311	10.0%	4.6%	171	11.1%	4.9%	140	9.0%	4.3%	257	35.0%	4.6%
<b>Employés</b>	469	15.1%	5.6%	117	7.6%	5.6%	352	22.6%	5.6%	97	13.3%	5.4%
<b>Ouvriers</b>	391	12.6%	6.1%	308	20.0%	6.2%	83	5.3%	5.6%	24	3.2%	5.5%
<b>Retraités</b>	1157	37.3%	9.2%	568	36.8%	9.4%	590	37.8%	9.0%	15	2.1%	6.5%
<b>Autres inactifs</b>	474	15.3%	4.7%	171	11.1%	4.9%	303	19.4%	4.6%	117	16.0%	3.8%
<b>PCS Personne de Référence</b>												
<b>Agriculteurs</b>	106	3.4%	13.3%	51	3.3%	13.1%	55	3.6%	13.5%	0	-	-
<b>Petits patrons</b>	121	3.9%	4.6%	58	3.7%	4.2%	63	4.1%	5.0%	121	16.5%	4.6%
<b>Affaires et Cadres</b>	265	8.5%	3.9%	146	9.5%	4.2%	119	7.6%	3.5%	265	36.1%	3.9%
<b>Professions intermédiaires</b>	348	11.2%	4.7%	195	12.7%	5.0%	153	9.8%	4.3%	348	47.4%	4.7%
<b>Employés</b>	252	8.1%	4.8%	129	8.4%	5.8%	123	7.9%	4.0%	0	-	-
<b>Ouvriers</b>	536	17.3%	5.7%	295	19.1%	6.0%	242	15.5%	5.3%	0	-	-
<b>Retraités</b>	1301	41.9%	8.9%	597	38.7%	8.9%	704	45.2%	8.8%	0	-	-
<b>Autres inactifs</b>	172	5.5%	4.4%	72	4.7%	4.9%	100	6.4%	4.1%	0	-	-

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<b>Taille du Foyer</b>												
<b>1 personne</b>	575	18.5%	6.1%	259	16.8%	6.4%	316	20.3%	5.9%	68	9.3%	3.9%
<b>2 personnes</b>	1413	45.6%	7.8%	700	45.4%	8.0%	713	45.7%	7.7%	201	27.4%	4.7%
<b>3 personnes</b>	372	12.0%	4.0%	200	13.0%	4.4%	171	11.0%	3.6%	127	17.3%	3.3%
<b>4 personnes</b>	450	14.5%	4.9%	243	15.7%	5.3%	208	13.3%	4.5%	212	28.9%	4.6%
<b>5 personnes et +</b>	292	9.4%	5.6%	141	9.2%	5.7%	151	9.7%	5.4%	126	17.2%	5.1%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	754	24.3%	4.8%	371	24.1%	5.1%	382	24.5%	4.5%	336	45.8%	4.4%
<b>Non</b>	2347	75.7%	6.6%	1171	75.9%	6.8%	1176	75.5%	6.5%	398	54.2%	4.3%
<b>Habitat</b>												
<b>Communes rurales</b>	1081	34.9%	9.2%	522	33.9%	9.4%	558	35.8%	9.1%	219	29.8%	6.6%
<b>Agglo. - 20 000 hab</b>	848	27.3%	9.5%	433	28.1%	10.3%	415	26.6%	8.8%	201	27.4%	7.9%
<b>Agglo. 20 000 à 100 000 hab</b>	420	13.6%	6.1%	222	14.4%	6.4%	199	12.7%	5.8%	103	14.1%	5.2%
<b>Agglo. + 100 000 hab</b>	726	23.4%	4.8%	350	22.7%	4.8%	376	24.2%	4.7%	199	27.1%	3.8%
<b>Agglo. Paris</b>	26	0.8%	0.3%	16	1.0%	0.4%	10	0.7%	0.2%	12	1.6%	0.3%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Région d'habitation</b>												
Ile-de-France	26	0.8%	0.3%	16	1.0%	0.4%	10	0.7%	0.2%	12	1.6%	0.3%
Nord-Pas-de-Calais	1	0.0%	0.0%	1	0.0%	0.0%	0	-	-	0	0.1%	0.1%
Lorraine	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Alsace	1	0.0%	0.1%	1	0.1%	0.1%	0	-	-	1	0.1%	0.2%
Franche-Comté	0	-	-	0	-	-	0	-	-	0	-	-
Champagne-Ardenne	0	0.0%	0.0%	0	0.0%	0.1%	0	-	-	0	-	-
Picardie	1	0.0%	0.1%	1	0.1%	0.1%	0	0.0%	0.0%	1	0.2%	0.3%
Bourgogne	1	0.0%	0.1%	1	0.0%	0.1%	0	-	-	0	-	-
Haute-Normandie	10	0.3%	0.7%	5	0.3%	0.7%	5	0.3%	0.6%	3	0.4%	0.8%
Basse-Normandie	466	15.0%	38.7%	229	14.8%	39.6%	238	15.2%	37.8%	96	13.1%	28.9%
Centre	10	0.3%	0.5%	5	0.3%	0.5%	5	0.3%	0.5%	4	0.5%	0.6%
Pays de la Loire	1365	44.0%	47.5%	656	42.5%	47.4%	709	45.5%	47.7%	309	42.2%	37.4%
Bretagne	1127	36.3%	43.3%	582	37.7%	46.6%	545	34.9%	40.2%	279	38.0%	36.0%
Poitou-Charentes	87	2.8%	5.9%	42	2.7%	6.0%	45	2.9%	5.9%	23	3.1%	6.1%
Aquitaine	0	0.0%	0.0%	0	0.0%	0.0%	0	-	-	0	0.1%	0.1%
Midi-Pyrénées	2	0.1%	0.1%	2	0.1%	0.2%	0	-	-	2	0.2%	0.2%
Limousin	1	0.0%	0.1%	0	0.0%	0.1%	0	0.0%	0.0%	0	0.0%	0.1%
Auvergne	0	0.0%	0.0%	0	0.0%	0.0%	0	-	-	0	-	-
Rhône-Alpes	1	0.0%	0.0%	1	0.1%	0.0%	0	-	-	1	0.1%	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	2	0.1%	0.0%	0	-	-	2	0.1%	0.1%	2	0.2%	0.1%
<b>Habitudes de connexion Internet</b>												
Tous les jours	1483	47.8%	5.4%	798	51.7%	5.7%	685	44.0%	5.1%	563	76.7%	4.4%
Presque tous les jours	307	9.9%	5.0%	142	9.2%	4.9%	166	10.6%	5.1%	92	12.6%	3.9%
1 à 2 fois par semaine	171	5.5%	5.3%	91	5.9%	6.2%	80	5.2%	4.5%	47	6.4%	5.0%
1 à 3 fois par mois	63	2.0%	7.5%	36	2.4%	10.8%	27	1.7%	5.3%	9	1.3%	6.2%
Moins souvent	87	2.8%	6.5%	50	3.2%	7.8%	37	2.4%	5.3%	1	0.1%	0.5%
Jamais	13	0.4%	9.6%	7	0.4%	7.8%	7	0.4%	12.6%	0	-	-

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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	104	3.4%	4.9%	48	3.1%	5.6%	56	3.6%	4.4%	3	0.4%	1.7%
De 9 000 à moins de 12 000 euros par an	211	6.8%	6.4%	68	4.4%	6.0%	143	9.2%	6.5%	4	0.5%	1.6%
De 12 000 à moins de 18 000 euros par an	419	13.5%	6.4%	186	12.1%	6.8%	233	14.9%	6.2%	32	4.4%	4.2%
De 18 000 à moins de 24 000 euros par an	473	15.2%	6.3%	233	15.1%	6.6%	240	15.4%	6.1%	63	8.6%	4.0%
De 24 000 à moins de 36 000 euros par an	817	26.3%	7.1%	413	26.7%	7.5%	404	25.9%	6.7%	181	24.6%	4.9%
De 36 000 à moins de 45 000 euros par an	398	12.8%	6.1%	233	15.1%	6.5%	166	10.6%	5.6%	144	19.6%	4.8%
De 45 000 à moins de 65 000 euros par an	289	9.3%	4.8%	182	11.8%	5.5%	107	6.9%	4.1%	164	22.3%	4.6%
De 65 000 à moins de 80 000 euros par an	62	2.0%	4.0%	39	2.5%	4.2%	23	1.5%	3.7%	46	6.2%	4.1%
De 80 000 à moins de 115 000 euros par an	48	1.5%	4.9%	31	2.0%	5.2%	17	1.1%	4.4%	39	5.3%	4.8%
115 000 euros et plus par an	10	0.3%	2.2%	9	0.6%	3.4%	1	0.0%	0.3%	6	0.8%	1.6%
Refus	208	6.7%	6.5%	72	4.7%	5.4%	136	8.7%	7.2%	40	5.5%	3.5%
Ne sait pas	63	2.0%	4.3%	29	1.9%	4.6%	34	2.2%	4.1%	12	1.7%	2.5%