

# Groupe Journaux de l'Ouest



LNM

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	3012	100.0%	5.8%	1525	100.0%	6.2%	1487	100.0%	5.5%	795	100.0%	4.6%
<b>Sexe</b>												
<b>Homme</b>	1525	50.6%	6.2%	1525	100.0%	6.2%	0	0.0%	0.0%	451	56.7%	5.1%
<b>Femme</b>	1487	49.4%	5.5%	0	0.0%	0.0%	1487	100.0%	5.5%	344	43.3%	4.0%
<b>Age</b>												
<b>15 à 24 ans</b>	273	9.1%	3.8%	149	9.8%	4.0%	125	8.4%	3.5%	120	15.1%	3.8%
<b>25 à 34 ans</b>	296	9.8%	3.9%	155	10.1%	4.1%	141	9.5%	3.6%	113	14.3%	3.4%
<b>35 à 49 ans</b>	614	20.4%	4.9%	333	21.8%	5.4%	282	18.9%	4.5%	290	36.4%	4.7%
<b>50 à 59 ans</b>	556	18.5%	6.0%	309	20.3%	6.6%	248	16.6%	5.3%	216	27.2%	5.5%
<b>60 ans et plus</b>	1272	42.2%	8.5%	580	38.0%	8.9%	692	46.5%	8.2%	56	7.0%	5.6%
<b>Individu</b>												
<b>Ménagères</b>	1360	45.1%	5.9%	0	0.0%	0.0%	1360	91.4%	5.9%	296	37.2%	4.2%
<b>Personne de référence</b>	1753	58.2%	6.3%	1352	88.7%	6.7%	401	27.0%	5.2%	417	52.4%	5.1%
<b>Responsable des achats</b>	2071	68.8%	5.8%	742	48.7%	5.8%	1329	89.4%	5.8%	498	62.6%	4.6%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	44	1.5%	8.4%	31	2.0%	8.3%	13	0.9%	8.9%	0	0.0%	0.0%
<b>Petits patrons</b>	102	3.4%	6.3%	81	5.3%	7.3%	22	1.5%	4.1%	93	11.6%	6.4%
<b>Affaires et Cadres</b>	176	5.9%	3.5%	116	7.6%	3.9%	61	4.1%	2.8%	162	20.3%	3.5%
<b>Professions intermédiaires</b>	356	11.8%	5.2%	199	13.1%	5.8%	156	10.5%	4.5%	304	38.3%	5.4%
<b>Employés</b>	410	13.6%	4.9%	96	6.3%	4.5%	314	21.1%	5.1%	96	12.1%	5.2%
<b>Ouvriers</b>	371	12.3%	5.8%	289	19.0%	5.7%	82	5.5%	5.9%	27	3.4%	6.7%
<b>Retraités</b>	1119	37.1%	8.9%	559	36.7%	9.4%	559	37.6%	8.4%	17	2.2%	7.0%
<b>Autres inactifs</b>	434	14.4%	4.2%	154	10.1%	4.0%	280	18.8%	4.3%	96	12.1%	2.9%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	61	2.0%	7.5%	33	2.2%	7.9%	28	1.9%	7.2%	0	0.0%	0.0%
<b>Petits patrons</b>	158	5.3%	6.0%	90	5.9%	6.9%	69	4.6%	5.1%	158	19.9%	6.0%
<b>Affaires et Cadres</b>	247	8.2%	3.4%	136	8.9%	3.8%	110	7.4%	3.0%	247	31.0%	3.4%
<b>Professions intermédiaires</b>	390	12.9%	5.2%	225	14.8%	5.8%	165	11.1%	4.5%	390	49.0%	5.2%
<b>Employés</b>	211	7.0%	3.9%	100	6.5%	4.3%	111	7.5%	3.6%	0	0.0%	0.0%
<b>Ouvriers</b>	518	17.2%	5.4%	292	19.1%	5.7%	226	15.2%	5.1%	0	0.0%	0.0%
<b>Retraités</b>	1226	40.7%	8.5%	574	37.6%	8.7%	652	43.8%	8.3%	0	0.0%	0.0%
<b>Autres inactifs</b>	201	6.7%	4.9%	75	4.9%	4.7%	126	8.5%	5.0%	0	0.0%	0.0%

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<b>Taille du foyer</b>												
1 personne	587	19.5%	5.9%	254	16.7%	5.8%	333	22.4%	5.9%	84	10.6%	4.9%
2 personnes	1319	43.8%	7.4%	681	44.7%	7.8%	638	42.9%	6.9%	193	24.3%	4.4%
3 personnes	380	12.6%	4.2%	207	13.6%	4.6%	173	11.7%	3.8%	172	21.6%	4.5%
4 personnes	437	14.5%	4.7%	221	14.5%	4.9%	216	14.5%	4.5%	204	25.7%	4.2%
5 personnes et +	288	9.6%	5.4%	161	10.6%	6.1%	127	8.6%	4.6%	142	17.9%	5.4%
<b>Présence d'enfants de moins de 15 ans</b>												
Oui	716	23.8%	4.6%	381	25.0%	5.3%	335	22.5%	4.1%	349	43.8%	4.5%
Non	2296	76.2%	6.3%	1143	75.0%	6.5%	1153	77.5%	6.2%	447	56.2%	4.6%
<b>Habitat</b>												
Communes rurales	1075	35.7%	9.1%	532	34.9%	9.5%	544	36.5%	8.7%	235	29.5%	7.0%
Agglo. - 20 000 hab	844	28.0%	9.4%	417	27.4%	9.7%	427	28.7%	9.1%	218	27.4%	8.4%
Agglo. 20 000 à 100 000 hab	415	13.8%	6.0%	227	14.9%	6.8%	188	12.6%	5.2%	100	12.6%	5.5%
Agglo. + 100 000 hab	635	21.1%	4.1%	333	21.8%	4.4%	302	20.3%	3.8%	227	28.6%	4.0%
Agglo. Paris	43	1.4%	0.5%	16	1.0%	0.4%	27	1.8%	0.6%	16	2.0%	0.4%
<b>Régions INSEE</b>												
Ile de France	46	1.5%	0.5%	19	1.3%	0.4%	27	1.8%	0.5%	16	2.1%	0.4%
Nord Pas de Calais	1	0.0%	0.0%	0	0.0%	0.0%	1	0.1%	0.1%	1	0.1%	0.1%
Lorraine	3	0.1%	0.1%	2	0.2%	0.2%	0	0.0%	0.0%	0	0.0%	0.0%
Alsace	1	0.0%	0.1%	0	0.0%	0.0%	1	0.1%	0.1%	1	0.1%	0.2%
Franche-Comté	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.1%	0	0.1%	0.2%
Picardie	2	0.1%	0.2%	0	0.0%	0.1%	2	0.1%	0.2%	2	0.3%	0.6%
Haute Normandie	9	0.3%	0.6%	5	0.3%	0.6%	4	0.3%	0.6%	3	0.3%	0.6%
Basse Normandie	472	15.7%	39.1%	226	14.9%	39.1%	246	16.5%	39.1%	128	16.1%	36.1%
Centre	15	0.5%	0.7%	9	0.6%	0.9%	5	0.4%	0.5%	9	1.2%	1.6%
Pays de Loire	1297	43.1%	43.9%	679	44.6%	47.6%	618	41.5%	40.5%	315	39.6%	33.3%
Bretagne	1060	35.2%	39.9%	533	34.9%	41.6%	527	35.4%	38.2%	284	35.7%	34.3%
Poitou Charentes	95	3.1%	6.4%	43	2.8%	6.0%	52	3.5%	6.7%	29	3.6%	7.0%
Aquitaine	4	0.1%	0.1%	4	0.2%	0.3%	0	0.0%	0.0%	0	0.0%	0.0%
Midi Pyrénées	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Limousin	1	0.0%	0.2%	1	0.1%	0.5%	0	0.0%	0.0%	1	0.2%	0.9%
Auvergne	1	0.0%	0.1%	1	0.0%	0.1%	0	0.0%	0.0%	1	0.1%	0.2%
Rhône Alpes	5	0.2%	0.1%	1	0.1%	0.0%	4	0.3%	0.1%	4	0.5%	0.2%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Habitudes de connection à Internet</b>												
Tous les jours	1644	54.6%	5.0%	873	57.3%	5.3%	771	51.8%	4.6%	663	83.4%	4.6%
Presque tous les jours	292	9.7%	5.0%	148	9.7%	5.4%	144	9.7%	4.6%	81	10.2%	4.2%
1 à 2 fois par semaine	146	4.8%	5.7%	72	4.7%	6.2%	74	5.0%	5.3%	30	3.8%	4.7%
1 à 3 fois par mois	25	0.8%	4.8%	12	0.8%	5.7%	13	0.9%	4.2%	3	0.3%	4.5%
Moins souvent	47	1.5%	5.7%	16	1.1%	4.6%	30	2.0%	6.4%	2	0.2%	1.9%
Jamais	11	0.4%	8.6%	8	0.6%	9.7%	2	0.2%	6.2%	3	0.4%	35.3%
<b>Revenus du foyer</b>												
Moins de 9 000 euros par an	77	2.5%	4.1%	37	2.4%	4.7%	40	2.7%	3.7%	6	0.8%	4.6%
De 9 000 à moins de 12 000 euros par an	185	6.1%	6.5%	50	3.3%	4.7%	134	9.0%	7.5%	14	1.7%	5.3%
De 12 000 à moins de 18 000 euros par an	386	12.8%	6.3%	192	12.6%	7.3%	194	13.0%	5.6%	31	3.8%	4.1%
De 18 000 à moins de 24 000 euros par an	457	15.2%	6.9%	200	13.1%	6.5%	256	17.2%	7.3%	60	7.5%	4.4%
De 24 000 à moins de 36 000 euros par an	736	24.4%	6.7%	380	24.9%	7.2%	357	24.0%	6.2%	181	22.7%	5.4%
De 36 000 à moins de 45 000 euros par an	403	13.4%	5.7%	238	15.6%	6.4%	165	11.1%	5.0%	141	17.8%	4.6%
De 45 000 à moins de 65 000 euros par an	361	12.0%	5.2%	217	14.2%	6.0%	144	9.7%	4.4%	184	23.2%	4.8%
De 65 000 à moins de 80 000 euros par an	68	2.3%	3.5%	29	1.9%	2.6%	39	2.6%	4.7%	41	5.1%	3.1%
De 80 000 à moins de 115 000 euros par an	33	1.1%	2.6%	20	1.3%	2.7%	13	0.9%	2.5%	26	3.2%	2.8%
115 000 euros et plus par an	20	0.7%	3.4%	16	1.1%	4.4%	4	0.3%	1.7%	17	2.1%	3.3%
Refus	206	6.8%	6.2%	101	6.6%	7.2%	105	7.1%	5.4%	58	7.3%	5.4%
Ne sait pas	82	2.7%	3.6%	45	2.9%	4.7%	37	2.5%	2.8%	37	4.7%	4.0%