

# Groupe Journaux du Sud Ouest



LNM

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	1375	100.0%	2.7%	682	100.0%	2.8%	693	100.0%	2.6%	350	100.0%	2.0%
<b>Sexe</b>												
<b>Homme</b>	682	49.6%	2.8%	682	100.0%	2.8%	0	0.0%	0.0%	180	51.4%	2.0%
<b>Femme</b>	693	50.4%	2.6%	0	0.0%	0.0%	693	100.0%	2.6%	170	48.6%	2.0%
<b>Age</b>												
<b>15 à 24 ans</b>	101	7.4%	1.4%	55	8.0%	1.5%	47	6.7%	1.3%	29	8.3%	0.9%
<b>25 à 34 ans</b>	136	9.9%	1.8%	70	10.2%	1.9%	67	9.6%	1.7%	52	14.8%	1.6%
<b>35 à 49 ans</b>	284	20.7%	2.3%	150	22.0%	2.4%	134	19.4%	2.1%	121	34.7%	2.0%
<b>50 à 59 ans</b>	268	19.5%	2.9%	153	22.4%	3.3%	115	16.6%	2.5%	102	29.0%	2.6%
<b>60 ans et plus</b>	585	42.5%	3.9%	255	37.4%	3.9%	330	47.6%	3.9%	46	13.3%	4.7%
<b>Individu</b>												
<b>Ménagères</b>	614	44.7%	2.6%	0	0.0%	0.0%	614	88.6%	2.6%	151	43.0%	2.1%
<b>Personne de référence</b>	787	57.2%	2.8%	587	86.1%	2.9%	199	28.7%	2.6%	185	52.7%	2.2%
<b>Responsable des achats</b>	967	70.3%	2.7%	341	50.0%	2.7%	626	90.3%	2.7%	247	70.6%	2.3%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	27	2.0%	5.2%	24	3.5%	6.3%	4	0.5%	2.4%	1	0.3%	5.6%
<b>Petits patrons</b>	50	3.7%	3.1%	36	5.2%	3.2%	15	2.1%	2.8%	41	11.6%	2.8%
<b>Affaires et Cadres</b>	96	6.9%	1.9%	66	9.7%	2.3%	29	4.2%	1.4%	81	23.3%	1.8%
<b>Professions intermédiaires</b>	156	11.4%	2.3%	77	11.3%	2.3%	79	11.4%	2.3%	117	33.5%	2.1%
<b>Employés</b>	218	15.8%	2.6%	56	8.2%	2.6%	162	23.3%	2.6%	41	11.6%	2.2%
<b>Ouvriers</b>	149	10.9%	2.3%	122	17.9%	2.4%	27	3.9%	2.0%	8	2.2%	1.9%
<b>Retraités</b>	501	36.4%	4.0%	242	35.5%	4.1%	259	37.3%	3.9%	24	6.7%	9.5%
<b>Autres inactifs</b>	178	12.9%	1.7%	59	8.6%	1.6%	119	17.1%	1.8%	38	10.8%	1.2%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	44	3.2%	5.4%	22	3.2%	5.2%	22	3.2%	5.7%	0	0.0%	0.0%
<b>Petits patrons</b>	76	5.5%	2.9%	35	5.1%	2.7%	41	6.0%	3.1%	76	21.8%	2.9%
<b>Affaires et Cadres</b>	124	9.0%	1.7%	70	10.3%	2.0%	54	7.8%	1.5%	124	35.5%	1.7%
<b>Professions intermédiaires</b>	150	10.9%	2.0%	75	11.0%	1.9%	75	10.8%	2.0%	150	42.7%	2.0%
<b>Employés</b>	128	9.3%	2.4%	62	9.1%	2.7%	66	9.5%	2.1%	0	0.0%	0.0%
<b>Ouvriers</b>	194	14.1%	2.0%	112	16.4%	2.2%	82	11.8%	1.8%	0	0.0%	0.0%
<b>Retraités</b>	553	40.2%	3.8%	265	38.9%	4.0%	287	41.5%	3.7%	0	0.0%	0.0%
<b>Autres inactifs</b>	107	7.7%	2.6%	41	6.1%	2.6%	65	9.4%	2.6%	0	0.0%	0.0%

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<b>Taille du foyer</b>												
1 personne	270	19.6%	2.7%	108	15.8%	2.5%	162	23.4%	2.9%	29	8.4%	1.7%
2 personnes	587	42.7%	3.3%	299	43.9%	3.4%	288	41.5%	3.1%	107	30.6%	2.4%
3 personnes	258	18.7%	2.8%	146	21.4%	3.2%	112	16.1%	2.4%	85	24.3%	2.2%
4 personnes	193	14.0%	2.1%	88	12.9%	1.9%	105	15.1%	2.2%	98	28.0%	2.0%
5 personnes et +	68	5.0%	1.3%	41	6.1%	1.6%	27	3.9%	1.0%	31	8.8%	1.2%
<b>Présence d'enfants de moins de 15 ans</b>												
Oui	292	21.2%	1.9%	147	21.6%	2.1%	145	20.9%	1.7%	142	40.6%	1.8%
Non	1084	78.8%	3.0%	535	78.4%	3.0%	548	79.1%	2.9%	208	59.4%	2.1%
<b>Habitat</b>												
Communes rurales	425	30.9%	3.6%	205	30.1%	3.7%	220	31.7%	3.5%	93	26.4%	2.8%
Agglo. - 20 000 hab	244	17.7%	2.7%	131	19.3%	3.1%	112	16.2%	2.4%	52	14.7%	2.0%
Agglo. 20 000 à 100 000 hab	191	13.9%	2.7%	92	13.5%	2.8%	99	14.2%	2.7%	30	8.5%	1.6%
Agglo. + 100 000 hab	508	36.9%	3.3%	249	36.5%	3.3%	259	37.3%	3.3%	172	49.1%	3.0%
Agglo. Paris	8	0.6%	0.1%	5	0.7%	0.1%	4	0.5%	0.1%	4	1.2%	0.1%
<b>Régions INSEE</b>												
Ile de France	9	0.7%	0.1%	5	0.8%	0.1%	4	0.5%	0.1%	4	1.2%	0.1%
Nord Pas de Calais	1	0.0%	0.0%	1	0.1%	0.0%	0	0.0%	0.0%	1	0.2%	0.1%
Lorraine	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Picardie	1	0.1%	0.1%	1	0.1%	0.1%	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%
Centre	1	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Pays de Loire	4	0.3%	0.1%	3	0.5%	0.2%	1	0.2%	0.1%	1	0.4%	0.2%
Bretagne	1	0.1%	0.0%	1	0.1%	0.1%	0	0.0%	0.0%	0	0.1%	0.0%
Poitou Charentes	298	21.6%	20.0%	140	20.5%	19.6%	158	22.8%	20.4%	75	21.3%	18.0%
Aquitaine	1016	73.9%	36.9%	506	74.2%	38.6%	510	73.5%	35.3%	254	72.5%	29.1%
Midi Pyrénées	33	2.4%	1.3%	18	2.7%	1.5%	15	2.1%	1.2%	10	2.8%	1.3%
Limousin	2	0.2%	0.4%	1	0.2%	0.4%	1	0.2%	0.4%	0	0.1%	0.2%
Auvergne	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Rhône Alpes	4	0.3%	0.1%	4	0.6%	0.2%	0	0.0%	0.0%	4	1.1%	0.2%
Languedoc Roussillon	1	0.1%	0.0%	1	0.1%	0.1%	0	0.0%	0.0%	1	0.2%	0.1%
Provence Alpes Côte d'Azur. Corse	4	0.3%	0.1%	0	0.0%	0.0%	4	0.6%	0.2%	0	0.0%	0.0%

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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	829	60.3%	2.5%	441	64.6%	2.7%	388	56.0%	2.3%	294	84.0%	2.0%
Presque tous les jours	132	9.6%	2.2%	56	8.2%	2.0%	76	11.0%	2.4%	27	7.8%	1.4%
1 à 2 fois par semaine	61	4.5%	2.4%	30	4.4%	2.6%	32	4.6%	2.3%	15	4.2%	2.3%
1 à 3 fois par mois	6	0.5%	1.2%	1	0.1%	0.3%	6	0.8%	1.9%	1	0.3%	1.6%
Moins souvent	15	1.1%	1.8%	9	1.4%	2.6%	6	0.8%	1.2%	1	0.2%	1.0%
Jamais	2	0.1%	1.6%	1	0.1%	0.9%	1	0.2%	3.1%	0	0.0%	0.0%
<b>Revenus du foyer</b>												
Moins de 9 000 euros par an	42	3.1%	2.3%	22	3.3%	2.8%	20	2.9%	1.9%	4	1.1%	2.7%
De 9 000 à moins de 12 000 euros par an	78	5.6%	2.7%	25	3.7%	2.4%	52	7.6%	2.9%	3	0.9%	1.2%
De 12 000 à moins de 18 000 euros par an	156	11.3%	2.6%	62	9.1%	2.4%	94	13.6%	2.7%	25	7.2%	3.4%
De 18 000 à moins de 24 000 euros par an	198	14.4%	3.0%	93	13.6%	3.0%	105	15.2%	3.0%	30	8.5%	2.2%
De 24 000 à moins de 36 000 euros par an	312	22.7%	2.8%	170	24.9%	3.2%	142	20.5%	2.5%	76	21.7%	2.3%
De 36 000 à moins de 45 000 euros par an	181	13.2%	2.6%	100	14.6%	2.7%	82	11.8%	2.5%	62	17.7%	2.0%
De 45 000 à moins de 65 000 euros par an	168	12.2%	2.4%	108	15.8%	3.0%	61	8.7%	1.9%	74	21.1%	1.9%
De 65 000 à moins de 80 000 euros par an	57	4.1%	2.9%	31	4.5%	2.7%	26	3.8%	3.1%	26	7.3%	2.0%
De 80 000 à moins de 115 000 euros par an	22	1.6%	1.8%	15	2.2%	2.0%	7	1.1%	1.5%	16	4.4%	1.7%
115 000 euros et plus par an	14	1.0%	2.3%	9	1.4%	2.6%	5	0.6%	2.0%	10	3.0%	2.1%
Refus	84	6.1%	2.5%	28	4.0%	2.0%	56	8.1%	2.9%	10	2.9%	1.0%
Ne sait pas	63	4.6%	2.8%	20	3.0%	2.1%	43	6.2%	3.2%	15	4.3%	1.6%