

# 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>	2979	100.0%	5.8%	1455	100.0%	5.9%	1524	100.0%	5.7%	748	100.0%	4.3%
<b>Sexe</b>												
<b>Homme</b>	1455	48.8%	5.9%	1455	100.0%	5.9%	0	0.0%	0.0%	389	52.0%	4.4%
<b>Femme</b>	1524	51.2%	5.7%	0	0.0%	0.0%	1524	100.0%	5.7%	359	48.0%	4.2%
<b>Age</b>												
<b>15 à 24 ans</b>	286	9.6%	3.9%	147	10.1%	4.0%	139	9.1%	3.9%	99	13.2%	3.1%
<b>25 à 34 ans</b>	283	9.5%	3.7%	146	10.1%	3.9%	136	8.9%	3.5%	109	14.5%	3.3%
<b>35 à 49 ans</b>	615	20.6%	4.9%	307	21.1%	5.0%	308	20.2%	4.9%	277	37.1%	4.5%
<b>50 à 59 ans</b>	556	18.7%	6.0%	284	19.6%	6.2%	272	17.8%	5.9%	207	27.7%	5.5%
<b>60 ans et plus</b>	1239	41.6%	8.2%	570	39.2%	8.6%	669	43.9%	7.8%	56	7.5%	5.7%
<b>Individu</b>												
<b>Ménagères</b>	1389	46.6%	6.0%	0	0.0%	0.0%	1389	91.1%	6.0%	315	42.1%	4.5%
<b>Personne de référence</b>	1742	58.5%	6.2%	1294	89.0%	6.4%	448	29.4%	5.8%	380	50.8%	4.6%
<b>Responsable des achats</b>	2095	70.3%	5.9%	745	51.2%	5.7%	1349	88.5%	5.9%	494	66.1%	4.5%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	53	1.8%	10.1%	38	2.6%	10.3%	15	1.0%	9.5%	0	0.0%	0.0%
<b>Petits patrons</b>	83	2.8%	5.1%	58	4.0%	5.1%	25	1.6%	5.0%	78	10.5%	5.4%
<b>Affaires et Cadres</b>	168	5.6%	3.3%	99	6.8%	3.3%	69	4.5%	3.3%	149	19.9%	3.2%
<b>Professions intermédiaires</b>	366	12.3%	5.3%	189	13.0%	5.7%	177	11.6%	4.9%	297	39.7%	5.4%
<b>Employés</b>	395	13.2%	4.8%	94	6.4%	4.3%	301	19.7%	4.9%	88	11.8%	4.9%
<b>Ouvriers</b>	373	12.5%	5.8%	292	20.0%	5.7%	81	5.3%	6.1%	24	3.3%	5.7%
<b>Retraités</b>	1072	36.0%	8.5%	548	37.7%	9.1%	524	34.4%	8.0%	17	2.3%	6.9%
<b>Autres inactifs</b>	470	15.8%	4.6%	138	9.5%	3.7%	332	21.8%	5.1%	95	12.6%	2.8%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	74	2.5%	9.1%	41	2.8%	10.1%	33	2.1%	8.0%	0	0.0%	0.0%
<b>Petits patrons</b>	135	4.5%	5.1%	63	4.3%	4.8%	72	4.7%	5.5%	135	18.1%	5.1%
<b>Affaires et Cadres</b>	223	7.5%	3.1%	121	8.3%	3.3%	102	6.7%	2.9%	223	29.8%	3.1%
<b>Professions intermédiaires</b>	389	13.1%	5.1%	205	14.1%	5.3%	184	12.1%	4.9%	389	52.1%	5.1%
<b>Employés</b>	229	7.7%	4.2%	98	6.7%	4.2%	131	8.6%	4.3%	0	0.0%	0.0%
<b>Ouvriers</b>	522	17.5%	5.5%	292	20.0%	5.7%	231	15.1%	5.2%	0	0.0%	0.0%
<b>Retraités</b>	1181	39.6%	8.2%	570	39.2%	8.7%	611	40.1%	7.8%	0	0.0%	0.0%
<b>Autres inactifs</b>	225	7.5%	5.5%	65	4.5%	4.2%	160	10.5%	6.3%	0	0.0%	0.0%

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<b>Taille du foyer</b>												
<b>1 personne</b>	638	21.4%	6.4%	303	20.8%	6.8%	334	21.9%	6.1%	81	10.8%	4.6%
<b>2 personnes</b>	1290	43.3%	7.2%	624	42.9%	7.2%	666	43.7%	7.2%	204	27.2%	4.8%
<b>3 personnes</b>	354	11.9%	3.9%	181	12.4%	4.0%	174	11.4%	3.8%	155	20.7%	3.9%
<b>4 personnes</b>	445	15.0%	4.8%	240	16.5%	5.2%	205	13.5%	4.4%	199	26.7%	4.0%
<b>5 personnes et +</b>	251	8.4%	4.7%	106	7.3%	4.3%	145	9.5%	5.0%	109	14.6%	4.3%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	675	22.7%	4.4%	318	21.9%	4.5%	357	23.4%	4.3%	306	40.9%	4.0%
<b>Non</b>	2304	77.3%	6.3%	1137	78.1%	6.4%	1167	76.6%	6.3%	442	59.1%	4.5%
<b>Habitat</b>												
<b>Communes rurales</b>	1080	36.3%	9.1%	550	37.8%	9.8%	530	34.7%	8.6%	211	28.2%	6.4%
<b>Agglo. - 20 000 hab</b>	845	28.4%	9.4%	383	26.3%	9.2%	461	30.3%	9.6%	205	27.4%	7.8%
<b>Agglo. 20 000 à 100 000 hab</b>	407	13.7%	5.9%	216	14.8%	6.4%	191	12.5%	5.4%	90	12.0%	5.0%
<b>Agglo. + 100 000 hab</b>	614	20.6%	4.0%	289	19.9%	3.9%	325	21.3%	4.1%	227	30.4%	4.0%
<b>Agglo. Paris</b>	34	1.1%	0.4%	16	1.1%	0.4%	18	1.2%	0.4%	15	2.0%	0.4%

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<b>Régions INSEE</b>												
Ile de France	43	1.4%	0.5%	22	1.5%	0.5%	21	1.4%	0.4%	19	2.6%	0.4%
Nord Pas de Calais	2	0.1%	0.1%	0	0.0%	0.0%	2	0.1%	0.1%	1	0.1%	0.1%
Lorraine	2	0.1%	0.1%	2	0.1%	0.2%	0	0.0%	0.0%	0	0.0%	0.0%
Alsace	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Franche-Comté	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.1%	0	0.1%	0.2%
Champagne Ardennes	2	0.1%	0.1%	0	0.0%	0.0%	1	0.1%	0.2%	1	0.2%	0.4%
Picardie	3	0.1%	0.2%	1	0.1%	0.2%	2	0.1%	0.2%	3	0.4%	0.7%
Haute Normandie	10	0.4%	0.7%	6	0.4%	0.8%	5	0.3%	0.6%	4	0.6%	0.9%
Basse Normandie	468	15.7%	38.8%	223	15.3%	38.5%	245	16.1%	39.1%	100	13.4%	31.1%
Centre	12	0.4%	0.6%	8	0.5%	0.8%	4	0.3%	0.4%	6	0.8%	1.0%
Pays de Loire	1336	44.8%	45.3%	635	43.7%	44.6%	700	45.9%	45.9%	322	43.1%	34.8%
Bretagne	1004	33.7%	37.7%	516	35.5%	40.3%	488	32.0%	35.3%	260	34.8%	32.1%
Poitou Charentes	88	3.0%	6.0%	37	2.5%	5.2%	52	3.4%	6.7%	25	3.4%	6.3%
Aquitaine	3	0.1%	0.1%	3	0.2%	0.2%	0	0.0%	0.0%	1	0.2%	0.1%
Midi Pyrénées	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Limousin	2	0.1%	0.3%	1	0.1%	0.3%	1	0.1%	0.3%	1	0.2%	0.8%
Auvergne	1	0.0%	0.1%	1	0.0%	0.1%	0	0.0%	0.0%	1	0.1%	0.2%
Rhône Alpes	3	0.1%	0.1%	1	0.0%	0.0%	2	0.1%	0.1%	2	0.2%	0.1%
Languedoc Roussillon	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Provence Alpes Côte d'Azur. Corse	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
<b>Habitudes de connexion à Internet</b>												
Tous les jours	1674	56.2%	4.9%	850	58.4%	5.0%	824	54.1%	4.8%	631	84.3%	4.3%
Presque tous les jours	294	9.9%	5.1%	125	8.6%	4.6%	169	11.1%	5.4%	74	9.9%	3.8%
1 à 2 fois par semaine	125	4.2%	5.0%	49	3.4%	4.5%	76	5.0%	5.4%	22	2.9%	4.1%
1 à 3 fois par mois	28	0.9%	5.6%	16	1.1%	7.7%	12	0.8%	4.1%	1	0.1%	1.8%
Moins souvent	45	1.5%	6.1%	21	1.5%	6.2%	23	1.5%	6.1%	1	0.2%	2.6%
Jamais	9	0.3%	10.7%	6	0.4%	9.9%	3	0.2%	12.4%	3	0.4%	49.4%

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<b>Revenus du foyer</b>												
Moins de 9 000 euros par an	113	3.8%	5.9%	46	3.2%	5.9%	67	4.4%	6.0%	9	1.2%	4.8%
De 9 000 à moins de 12 000 euros par an	194	6.5%	6.6%	53	3.7%	4.9%	141	9.2%	7.6%	11	1.5%	4.5%
De 12 000 à moins de 18 000 euros par an	373	12.5%	6.3%	192	13.2%	7.3%	181	11.9%	5.6%	31	4.2%	4.5%
De 18 000 à moins de 24 000 euros par an	430	14.4%	6.5%	206	14.2%	6.8%	224	14.7%	6.3%	68	9.1%	4.9%
De 24 000 à moins de 36 000 euros par an	665	22.3%	6.1%	322	22.1%	6.2%	343	22.5%	5.9%	152	20.3%	4.6%
De 36 000 à moins de 45 000 euros par an	440	14.8%	6.3%	243	16.7%	6.6%	197	12.9%	5.9%	139	18.6%	4.7%
De 45 000 à moins de 65 000 euros par an	337	11.3%	4.7%	181	12.4%	4.6%	156	10.3%	4.7%	175	23.4%	4.4%
De 65 000 à moins de 80 000 euros par an	68	2.3%	3.5%	35	2.4%	3.2%	33	2.2%	3.9%	41	5.5%	3.2%
De 80 000 à moins de 115 000 euros par an	39	1.3%	3.1%	26	1.8%	3.5%	13	0.9%	2.6%	28	3.8%	3.0%
115 000 euros et plus par an	16	0.5%	2.7%	9	0.6%	2.6%	6	0.4%	2.7%	12	1.7%	2.6%
Refus	176	5.9%	5.7%	77	5.3%	5.9%	99	6.5%	5.5%	48	6.4%	4.7%
Ne sait pas	130	4.4%	5.5%	65	4.5%	6.7%	64	4.2%	4.7%	32	4.3%	3.5%