

# Groupe Sipa Ouest-France hebdos



Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	2152	100.0%	4.2%	1064	100.0%	4.3%	1088	100.0%	4.0%	538	100.0%	3.1%
<b>Sexe</b>												
Homme	1064	49.4%	4.3%	1064	100.0%	4.3%	0	0.0%	0.0%	262	48.6%	3.0%
Femme	1088	50.6%	4.0%	0	0.0%	0.0%	1088	100.0%	4.0%	276	51.4%	3.2%
<b>Age</b>												
15 à 24 ans	182	8.5%	2.5%	103	9.7%	2.8%	79	7.2%	2.2%	49	9.1%	1.6%
25 à 34 ans	247	11.5%	3.2%	120	11.2%	3.2%	127	11.7%	3.3%	87	16.3%	2.6%
35 à 49 ans	517	24.0%	4.1%	265	24.9%	4.3%	251	23.1%	4.0%	191	35.4%	3.1%
50 à 59 ans	505	23.5%	5.5%	248	23.3%	5.4%	257	23.6%	5.6%	172	32.0%	4.5%
60 ans et plus	702	32.6%	4.6%	328	30.8%	5.0%	374	34.4%	4.4%	38	7.2%	3.9%
<b>Individu</b>												
Ménagères	1005	46.7%	4.3%	0	0.0%	0.0%	1005	92.4%	4.3%	246	45.8%	3.5%
Personne de référence	1251	58.1%	4.5%	945	88.8%	4.7%	307	28.2%	4.0%	266	49.5%	3.2%
Responsable des achats	1561	72.5%	4.4%	572	53.7%	4.4%	989	90.9%	4.3%	376	69.9%	3.4%
<b>PCS Individu</b>												
Agriculteurs	37	1.7%	7.1%	28	2.6%	7.5%	10	0.9%	6.1%	0	0.0%	0.0%
Petits patrons	66	3.0%	4.0%	40	3.7%	3.5%	26	2.4%	5.2%	60	11.1%	4.1%
Affaires et Cadres	128	6.0%	2.5%	69	6.4%	2.3%	60	5.5%	2.8%	118	21.9%	2.5%
Professions intermédiaires	278	12.9%	4.0%	139	13.0%	4.2%	140	12.8%	3.9%	213	39.6%	3.9%
Employés	389	18.1%	4.7%	112	10.5%	5.1%	278	25.5%	4.5%	62	11.6%	3.4%
Ouvriers	339	15.8%	5.3%	265	24.9%	5.2%	74	6.8%	5.6%	12	2.2%	2.8%
Retraités	620	28.8%	4.9%	308	28.9%	5.1%	312	28.7%	4.7%	7	1.3%	2.7%
Autres inactifs	294	13.7%	2.9%	105	9.9%	2.8%	189	17.4%	2.9%	66	12.4%	2.0%
<b>PCS Personne de référence</b>												
Agriculteurs	55	2.6%	6.8%	26	2.5%	6.5%	29	2.6%	7.1%	0	0.0%	0.0%
Petits patrons	99	4.6%	3.7%	41	3.9%	3.1%	57	5.3%	4.4%	99	18.3%	3.7%
Affaires et Cadres	162	7.5%	2.2%	77	7.3%	2.1%	84	7.7%	2.4%	162	30.1%	2.2%
Professions intermédiaires	278	12.9%	3.7%	143	13.4%	3.7%	135	12.4%	3.6%	278	51.6%	3.7%
Employés	242	11.3%	4.5%	126	11.8%	5.4%	117	10.7%	3.8%	0	0.0%	0.0%
Ouvriers	491	22.8%	5.1%	264	24.8%	5.2%	226	20.8%	5.1%	0	0.0%	0.0%
Retraités	687	31.9%	4.8%	330	31.0%	5.0%	357	32.8%	4.5%	0	0.0%	0.0%
Autres inactifs	139	6.5%	3.4%	56	5.2%	3.6%	83	7.6%	3.3%	0	0.0%	0.0%

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<b>Taille du foyer</b>												
1 personne	436	20.2%	4.4%	205	19.2%	4.6%	231	21.2%	4.2%	51	9.4%	2.9%
2 personnes	829	38.5%	4.6%	404	38.0%	4.7%	424	39.0%	4.6%	154	28.6%	3.6%
3 personnes	351	16.3%	3.9%	183	17.2%	4.1%	168	15.5%	3.6%	114	21.3%	2.9%
4 personnes	354	16.5%	3.8%	181	17.0%	3.9%	174	16.0%	3.7%	144	26.7%	2.9%
5 personnes et +	183	8.5%	3.4%	92	8.7%	3.7%	91	8.3%	3.1%	75	14.0%	3.0%
<b>Présence d'enfants de moins de 15 ans</b>												
Oui	581	27.0%	3.8%	278	26.1%	3.9%	303	27.9%	3.6%	228	42.5%	3.0%
Non	1571	73.0%	4.3%	786	73.9%	4.5%	785	72.1%	4.2%	309	57.5%	3.2%
<b>Habitat</b>												
Communes rurales	840	39.0%	7.1%	433	40.7%	7.7%	406	37.4%	6.6%	190	35.3%	5.8%
Agglo. - 20 000 hab	519	24.1%	5.8%	238	22.4%	5.7%	281	25.9%	5.8%	125	23.3%	4.8%
Agglo. 20 000 à 100 000 hab	380	17.7%	5.5%	186	17.5%	5.5%	194	17.9%	5.4%	85	15.8%	4.7%
Agglo. + 100 000 hab	163	7.6%	1.1%	82	7.7%	1.1%	81	7.5%	1.0%	59	10.9%	1.0%
Agglo. Paris	249	11.6%	2.9%	125	11.7%	3.1%	124	11.4%	2.8%	79	14.8%	2.0%

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<b>Régions INSEE</b>												
Ile de France	418	19.4%	4.4%	197	18.5%	4.3%	222	20.4%	4.4%	111	20.7%	2.5%
Nord Pas de Calais	20	1.0%	0.6%	16	1.5%	1.1%	4	0.4%	0.2%	4	0.7%	0.4%
Alsace	1	0.1%	0.1%	0	0.0%	0.0%	1	0.1%	0.1%	0	0.0%	0.0%
Franche-Comté	55	2.6%	5.8%	26	2.4%	5.5%	30	2.7%	6.0%	16	2.9%	5.9%
Champagne Ardennes	2	0.1%	0.2%	0	0.0%	0.0%	2	0.2%	0.4%	1	0.2%	0.4%
Picardie	99	4.6%	6.5%	52	4.9%	7.0%	47	4.3%	5.9%	22	4.1%	5.2%
Bourgogne	4	0.2%	0.3%	0	0.0%	0.0%	4	0.4%	0.6%	2	0.4%	0.6%
Haute Normandie	353	16.4%	23.7%	161	15.2%	22.7%	192	17.6%	24.7%	78	14.5%	16.7%
Basse Normandie	349	16.2%	28.9%	172	16.2%	29.7%	177	16.3%	28.2%	73	13.6%	22.6%
Centre	20	0.9%	0.9%	8	0.8%	0.8%	11	1.0%	1.0%	7	1.2%	1.1%
Pays de Loire	315	14.6%	10.7%	157	14.7%	11.0%	158	14.6%	10.4%	74	13.7%	7.9%
Bretagne	381	17.7%	14.3%	203	19.1%	15.9%	178	16.3%	12.9%	117	21.7%	14.4%
Poitou Charentes	2	0.1%	0.1%	0	0.0%	0.0%	2	0.1%	0.2%	0	0.0%	0.0%
Aquitaine	55	2.6%	2.0%	29	2.8%	2.2%	26	2.4%	1.8%	13	2.5%	1.6%
Midi Pyrénées	45	2.1%	1.8%	19	1.8%	1.6%	26	2.4%	2.1%	11	2.0%	1.3%
Limousin	1	0.0%	0.1%	0	0.0%	0.2%	0	0.0%	0.1%	0	0.0%	0.0%
Auvergne	18	0.8%	1.6%	11	1.0%	2.0%	7	0.6%	1.2%	3	0.6%	1.0%
Rhône Alpes	3	0.1%	0.1%	3	0.3%	0.1%	0	0.0%	0.0%	0	0.0%	0.0%
Languedoc Roussillon	9	0.4%	0.4%	7	0.7%	0.7%	1	0.1%	0.1%	6	1.0%	0.8%
Provence Alpes Côte d'Azur. Corse	1	0.1%	0.0%	1	0.1%	0.1%	0	0.0%	0.0%	1	0.2%	0.1%
<b>Habitudes de connexion à Internet</b>												
Tous les jours	1266	58.8%	3.7%	632	59.4%	3.7%	634	58.3%	3.7%	440	81.8%	3.0%
Presque tous les jours	238	11.1%	4.1%	124	11.6%	4.6%	114	10.5%	3.6%	45	8.4%	2.3%
1 à 2 fois par semaine	132	6.1%	5.3%	45	4.2%	4.2%	86	7.9%	6.1%	26	4.9%	4.8%
1 à 3 fois par mois	26	1.2%	5.3%	9	0.9%	4.6%	17	1.5%	5.7%	3	0.6%	5.0%
Moins souvent	36	1.7%	5.0%	21	2.0%	6.1%	15	1.4%	3.9%	1	0.2%	1.4%
Jamais	7	0.3%	8.3%	5	0.5%	8.1%	2	0.2%	8.8%	4	0.7%	61.1%

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<b>Revenus du foyer</b>												
Moins de 9 000 euros par an	92	4.3%	4.8%	41	3.9%	5.2%	51	4.7%	4.6%	4	0.8%	2.2%
De 9 000 à moins de 12 000 euros par an	135	6.3%	4.6%	42	4.0%	3.9%	93	8.5%	5.0%	22	4.0%	8.7%
De 12 000 à moins de 18 000 euros par an	297	13.8%	5.0%	148	13.9%	5.6%	148	13.6%	4.6%	12	2.3%	1.8%
De 18 000 à moins de 24 000 euros par an	285	13.2%	4.3%	158	14.8%	5.2%	127	11.7%	3.6%	46	8.6%	3.3%
De 24 000 à moins de 36 000 euros par an	493	22.9%	4.5%	218	20.5%	4.2%	274	25.2%	4.8%	123	23.0%	3.7%
De 36 000 à moins de 45 000 euros par an	290	13.5%	4.1%	169	15.9%	4.6%	122	11.2%	3.6%	88	16.4%	3.0%
De 45 000 à moins de 65 000 euros par an	282	13.1%	3.9%	143	13.4%	3.7%	139	12.8%	4.2%	143	26.5%	3.5%
De 65 000 à moins de 80 000 euros par an	59	2.7%	3.0%	26	2.5%	2.4%	32	3.0%	3.7%	33	6.1%	2.5%
De 80 000 à moins de 115 000 euros par an	33	1.5%	2.6%	24	2.2%	3.2%	9	0.8%	1.8%	20	3.8%	2.2%
115 000 euros et plus par an	8	0.4%	1.4%	4	0.4%	1.1%	4	0.4%	1.7%	3	0.5%	0.6%
Refus	105	4.9%	3.4%	47	4.5%	3.6%	57	5.3%	3.2%	23	4.3%	2.3%
Ne sait pas	74	3.5%	3.2%	44	4.1%	4.4%	31	2.8%	2.3%	20	3.8%	2.2%