

Groupe Journaux de l'Ouest



LNM

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	2925	100.0%	5.6%	1431	100.0%	5.7%	1495	100.0%	5.5%	699	100.0%	4.0%
Sexe												
Homme	1431	48.9%	5.7%	1431	100.0%	5.7%	0	0.0%	0.0%	361	51.7%	4.1%
Femme	1495	51.1%	5.5%	0	0.0%	0.0%	1495	100.0%	5.5%	338	48.3%	3.9%
Age												
15 à 24 ans	237	8.1%	3.2%	121	8.4%	3.3%	116	7.8%	3.2%	90	12.8%	2.9%
25 à 34 ans	294	10.1%	3.9%	155	10.8%	4.2%	139	9.3%	3.6%	110	15.7%	3.4%
35 à 49 ans	593	20.3%	4.8%	305	21.3%	4.9%	289	19.3%	4.6%	270	38.7%	4.3%
50 à 59 ans	521	17.8%	5.6%	238	16.7%	5.2%	283	18.9%	6.1%	178	25.5%	4.6%
60 ans et plus	1281	43.8%	8.3%	612	42.8%	9.0%	669	44.7%	7.7%	50	7.2%	5.8%
Individu												
Ménagères	1381	47.2%	5.9%	0	0.0%	0.0%	1381	92.4%	5.9%	293	41.9%	4.2%
Personne de référence	1737	59.4%	6.1%	1288	90.0%	6.3%	449	30.0%	5.6%	367	52.5%	4.4%
Responsable des achats	2066	70.6%	5.7%	742	51.9%	5.7%	1324	88.6%	5.8%	462	66.2%	4.2%
PCS Individu												
Agriculteurs	70	2.4%	14.0%	47	3.3%	13.7%	23	1.6%	14.7%	0	0.0%	0.0%
Petits patrons	71	2.4%	4.4%	59	4.2%	5.2%	12	0.8%	2.6%	67	9.6%	4.6%
Affaires et Cadres	177	6.0%	3.6%	100	7.0%	3.5%	76	5.1%	3.7%	157	22.5%	3.6%
Professions intermédiaires	345	11.8%	4.8%	165	11.5%	4.7%	180	12.1%	4.9%	276	39.5%	4.7%
Employés	361	12.3%	4.3%	77	5.4%	3.5%	283	18.9%	4.6%	77	11.1%	4.2%
Ouvriers	381	13.0%	6.0%	286	20.0%	5.7%	94	6.3%	7.1%	23	3.3%	6.7%
Retraités	1117	38.2%	8.7%	574	40.1%	9.3%	543	36.3%	8.2%	8	1.2%	4.0%
Autres inactifs	404	13.8%	3.9%	122	8.5%	3.3%	283	18.9%	4.2%	89	12.8%	2.7%
PCS Personne de référence												
Agriculteurs	94	3.2%	12.5%	52	3.6%	12.6%	42	2.8%	12.3%	0	0.0%	0.0%
Petits patrons	103	3.5%	3.9%	60	4.2%	4.5%	43	2.9%	3.3%	103	14.8%	3.9%
Affaires et Cadres	230	7.9%	3.4%	120	8.4%	3.5%	110	7.3%	3.2%	230	32.9%	3.4%
Professions intermédiaires	365	12.5%	4.6%	180	12.6%	4.5%	185	12.4%	4.8%	365	52.3%	4.6%
Employés	199	6.8%	3.7%	83	5.8%	3.5%	116	7.7%	3.8%	0	0.0%	0.0%
Ouvriers	515	17.6%	5.4%	287	20.0%	5.6%	229	15.3%	5.2%	0	0.0%	0.0%
Retraités	1215	41.5%	8.2%	599	41.9%	8.9%	616	41.2%	7.6%	0	0.0%	0.0%
Autres inactifs	203	7.0%	4.8%	49	3.4%	3.1%	155	10.4%	5.9%	0	0.0%	0.0%

Groupe Journaux de l'Ouest



LNM

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du foyer												
1 personne	615	21.0%	6.1%	286	20.0%	6.5%	329	22.0%	5.8%	80	11.5%	4.4%
2 personnes	1299	44.4%	7.2%	621	43.4%	7.2%	679	45.4%	7.2%	179	25.6%	4.3%
3 personnes	370	12.6%	4.0%	188	13.1%	4.1%	182	12.2%	4.0%	152	21.7%	3.9%
4 personnes	402	13.7%	4.3%	225	15.7%	4.9%	176	11.8%	3.8%	180	25.8%	3.7%
5 personnes et +	240	8.2%	4.4%	111	7.7%	4.1%	129	8.6%	4.6%	107	15.4%	4.2%
Présence d'enfants de moins de 15 ans												
Oui	639	21.8%	4.1%	306	21.4%	4.1%	333	22.2%	4.1%	293	41.9%	3.8%
Non	2287	78.2%	6.3%	1124	78.6%	6.4%	1162	77.8%	6.1%	406	58.1%	4.2%
Habitat												
Communes rurales	1011	34.6%	8.5%	520	36.4%	9.1%	491	32.9%	7.9%	185	26.5%	5.6%
Agglo. - 20 000 hab	855	29.2%	9.4%	390	27.3%	9.2%	464	31.1%	9.6%	180	25.8%	7.1%
Agglo. 20 000 à 100 000 hab	426	14.6%	6.1%	207	14.5%	6.1%	219	14.6%	6.1%	96	13.7%	5.2%
Agglo. + 100 000 hab	601	20.5%	3.9%	291	20.4%	3.9%	309	20.7%	3.9%	221	31.7%	3.9%
Agglo. Paris	32	1.1%	0.4%	21	1.5%	0.5%	11	0.7%	0.2%	16	2.3%	0.4%
Régions INSEE												
Ile de France	40	1.4%	0.4%	27	1.9%	0.6%	14	0.9%	0.3%	20	2.8%	0.4%
Nord Pas de Calais	2	0.1%	0.1%	0	0.0%	0.0%	2	0.1%	0.1%	0	0.1%	0.0%
Lorraine	0	0.0%	0.0%	0	0.0%	0.0%	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%
Champagne Ardennes	2	0.1%	0.1%	0	0.0%	0.1%	1	0.1%	0.2%	1	0.2%	0.4%
Picardie	3	0.1%	0.2%	3	0.2%	0.4%	0	0.0%	0.0%	1	0.2%	0.3%
Bourgogne	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.1%	0	0.1%	0.1%
Haute Normandie	13	0.5%	0.9%	9	0.6%	1.2%	5	0.3%	0.6%	5	0.8%	1.2%
Basse Normandie	432	14.8%	35.6%	212	14.8%	36.5%	220	14.7%	34.9%	90	12.9%	27.8%
Centre	9	0.3%	0.4%	5	0.3%	0.5%	4	0.3%	0.4%	5	0.6%	0.7%
Pays de Loire	1300	44.5%	43.7%	596	41.7%	41.5%	704	47.1%	45.7%	294	42.0%	31.5%
Bretagne	1020	34.9%	38.1%	522	36.5%	40.5%	499	33.4%	35.9%	253	36.1%	33.4%
Poitou Charentes	92	3.1%	6.1%	50	3.5%	7.0%	42	2.8%	5.4%	22	3.1%	6.0%
Aquitaine	3	0.1%	0.1%	3	0.2%	0.2%	1	0.0%	0.0%	2	0.3%	0.3%
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%	0.2%	0	0.0%	0.2%	1	0.1%	0.3%	1	0.1%	0.6%
Rhône Alpes	3	0.1%	0.1%	1	0.1%	0.0%	2	0.2%	0.1%	2	0.4%	0.1%
Languedoc Roussillon	2	0.1%	0.1%	2	0.1%	0.1%	0	0.0%	0.0%	0	0.0%	0.0%
Provence Alpes Côte d'Azur. Corse	2	0.1%	0.0%	2	0.1%	0.1%	0	0.0%	0.0%	2	0.2%	0.1%

Groupe Journaux de l'Ouest



LNM

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Habitudes de connection à Internet												
Tous les jours	1598	54.6%	4.6%	827	57.8%	4.8%	772	51.6%	4.4%	587	84.0%	4.0%
Presque tous les jours	327	11.2%	5.5%	144	10.0%	5.3%	183	12.2%	5.7%	77	11.0%	4.2%
1 à 2 fois par semaine	118	4.0%	4.6%	48	3.4%	4.4%	69	4.6%	4.7%	18	2.6%	3.5%
1 à 3 fois par mois	26	0.9%	5.4%	9	0.6%	4.8%	17	1.1%	5.7%	3	0.4%	4.2%
Moins souvent	45	1.5%	6.2%	25	1.7%	6.8%	21	1.4%	5.7%	0	0.0%	0.0%
Jamais	7	0.2%	10.1%	4	0.3%	10.0%	3	0.2%	10.2%	0	0.0%	0.0%
Revenus du foyer												
Moins de 9 000 euros par an	114	3.9%	6.2%	43	3.0%	5.7%	71	4.8%	6.6%	7	1.0%	3.6%
De 9 000 à moins de 12 000 euros par an	125	4.3%	4.2%	32	2.2%	2.8%	93	6.2%	5.1%	5	0.7%	2.0%
De 12 000 à moins de 18 000 euros par an	409	14.0%	7.4%	190	13.3%	7.8%	218	14.6%	7.0%	22	3.1%	3.5%
De 18 000 à moins de 24 000 euros par an	447	15.3%	6.6%	223	15.6%	7.5%	225	15.0%	5.9%	69	9.9%	5.1%
De 24 000 à moins de 36 000 euros par an	677	23.1%	5.9%	343	24.0%	6.4%	334	22.3%	5.5%	168	24.0%	4.8%
De 36 000 à moins de 45 000 euros par an	406	13.9%	5.7%	213	14.9%	5.7%	194	13.0%	5.6%	131	18.8%	4.4%
De 45 000 à moins de 65 000 euros par an	339	11.6%	4.6%	183	12.8%	4.5%	156	10.4%	4.8%	166	23.8%	4.1%
65 000 euros et plus par an	128	4.4%	3.2%	77	5.4%	3.4%	51	3.4%	3.0%	88	12.6%	3.2%
Refus	176	6.0%	5.2%	75	5.2%	5.1%	101	6.7%	5.2%	31	4.4%	2.7%
Ne sait pas	105	3.6%	6.3%	53	3.7%	7.2%	52	3.5%	5.7%	12	1.7%	2.0%