

# 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>	1402	100.0%	2.7%	718	100.0%	2.9%	684	100.0%	2.5%	324	100.0%	1.9%
<b>Sexe</b>												
<b>Homme</b>	718	51.2%	2.9%	718	100.0%	2.9%	0	0.0%	0.0%	177	54.5%	2.0%
<b>Femme</b>	684	48.8%	2.5%	0	0.0%	0.0%	684	100.0%	2.5%	147	45.5%	1.7%
<b>Age</b>												
<b>15 à 24 ans</b>	115	8.2%	1.6%	49	6.8%	1.3%	66	9.7%	1.8%	38	11.7%	1.2%
<b>25 à 34 ans</b>	126	9.0%	1.7%	83	11.6%	2.2%	43	6.3%	1.1%	60	18.5%	1.8%
<b>35 à 49 ans</b>	284	20.3%	2.3%	151	21.1%	2.5%	133	19.4%	2.1%	109	33.7%	1.7%
<b>50 à 59 ans</b>	261	18.6%	2.8%	136	18.9%	2.9%	125	18.3%	2.7%	105	32.3%	2.7%
<b>60 ans et plus</b>	616	44.0%	4.0%	299	41.7%	4.4%	317	46.4%	3.7%	12	3.8%	1.4%
<b>Individu</b>												
<b>Ménagères</b>	591	42.2%	2.5%	0	0.0%	0.0%	591	86.5%	2.5%	126	38.8%	1.8%
<b>Personne de référence</b>	827	59.0%	2.9%	633	88.1%	3.1%	194	28.4%	2.4%	180	55.4%	2.1%
<b>Responsable des achats</b>	968	69.1%	2.7%	389	54.2%	3.0%	579	84.7%	2.5%	195	60.2%	1.8%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	34	2.4%	6.8%	26	3.6%	7.5%	8	1.2%	5.3%	0	0.0%	0.0%
<b>Petits patrons</b>	37	2.6%	2.3%	22	3.1%	1.9%	15	2.1%	3.2%	29	9.1%	2.0%
<b>Affaires et Cadres</b>	89	6.4%	1.8%	53	7.4%	1.9%	36	5.3%	1.8%	74	22.8%	1.7%
<b>Professions intermédiaires</b>	160	11.4%	2.2%	86	11.9%	2.4%	74	10.9%	2.0%	131	40.5%	2.3%
<b>Employés</b>	189	13.5%	2.3%	51	7.0%	2.3%	138	20.2%	2.3%	36	11.0%	1.9%
<b>Ouvriers</b>	155	11.0%	2.4%	126	17.5%	2.5%	29	4.2%	2.2%	5	1.6%	1.5%
<b>Retraités</b>	515	36.7%	4.0%	271	37.7%	4.4%	244	35.8%	3.7%	3	0.9%	1.4%
<b>Autres inactifs</b>	224	16.0%	2.1%	85	11.8%	2.3%	139	20.3%	2.1%	45	14.0%	1.4%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	43	3.1%	5.7%	29	4.1%	7.1%	14	2.0%	4.0%	0	0.0%	0.0%
<b>Petits patrons</b>	62	4.4%	2.4%	37	5.2%	2.8%	25	3.6%	1.9%	62	19.2%	2.4%
<b>Affaires et Cadres</b>	113	8.0%	1.6%	60	8.3%	1.7%	53	7.8%	1.6%	113	34.8%	1.6%
<b>Professions intermédiaires</b>	149	10.6%	1.9%	80	11.1%	2.0%	70	10.2%	1.8%	149	46.1%	1.9%
<b>Employés</b>	117	8.4%	2.2%	47	6.6%	2.0%	70	10.2%	2.3%	0	0.0%	0.0%
<b>Ouvriers</b>	201	14.3%	2.1%	120	16.7%	2.4%	81	11.8%	1.8%	0	0.0%	0.0%
<b>Retraités</b>	595	42.4%	4.0%	292	40.7%	4.3%	303	44.3%	3.7%	0	0.0%	0.0%
<b>Autres inactifs</b>	121	8.7%	2.9%	53	7.3%	3.3%	69	10.0%	2.6%	0	0.0%	0.0%

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<b>Taille du foyer</b>												
1 personne	266	19.0%	2.7%	108	15.0%	2.5%	158	23.1%	2.8%	34	10.6%	1.9%
2 personnes	636	45.3%	3.5%	330	46.0%	3.8%	305	44.7%	3.2%	93	28.8%	2.3%
3 personnes	211	15.1%	2.3%	110	15.3%	2.4%	102	14.8%	2.2%	60	18.5%	1.5%
4 personnes	210	15.0%	2.3%	122	17.0%	2.7%	88	12.9%	1.9%	104	32.1%	2.1%
5 personnes et +	79	5.6%	1.4%	49	6.8%	1.8%	31	4.5%	1.1%	33	10.0%	1.3%
<b>Présence d'enfants de moins de 15 ans</b>												
Oui	282	20.1%	1.8%	171	23.8%	2.3%	112	16.4%	1.4%	117	36.1%	1.5%
Non	1120	79.9%	3.1%	548	76.2%	3.1%	572	83.6%	3.0%	207	63.9%	2.2%
<b>Habitat</b>												
Communes rurales	466	33.3%	3.9%	241	33.5%	4.2%	226	33.0%	3.6%	81	25.0%	2.5%
Agglo. - 20 000 hab	269	19.2%	3.0%	129	18.0%	3.1%	140	20.4%	2.9%	51	15.7%	2.0%
Agglo. 20 000 à 100 000 hab	169	12.1%	2.4%	87	12.1%	2.6%	83	12.1%	2.3%	42	12.9%	2.3%
Agglo. + 100 000 hab	483	34.4%	3.1%	256	35.6%	3.4%	227	33.2%	2.8%	143	44.2%	2.5%
Agglo. Paris	15	1.1%	0.2%	6	0.9%	0.2%	9	1.2%	0.2%	7	2.2%	0.2%
<b>Régions INSEE</b>												
Ile de France	15	1.1%	0.2%	6	0.9%	0.1%	9	1.2%	0.2%	7	2.2%	0.2%
Champagne Ardennes	1	0.0%	0.0%	0	0.0%	0.0%	1	0.1%	0.1%	0	0.0%	0.0%
Picardie	1	0.1%	0.1%	1	0.1%	0.1%	1	0.1%	0.1%	0	0.0%	0.0%
Centre	2	0.2%	0.1%	1	0.1%	0.1%	1	0.2%	0.1%	1	0.3%	0.1%
Pays de Loire	3	0.2%	0.1%	2	0.3%	0.2%	1	0.1%	0.0%	0	0.1%	0.0%
Bretagne	4	0.3%	0.1%	4	0.5%	0.3%	0	0.0%	0.0%	2	0.5%	0.2%
Poitou Charentes	340	24.3%	22.8%	172	23.9%	24.0%	168	24.6%	21.7%	78	24.1%	21.3%
Aquitaine	989	70.5%	35.5%	504	70.2%	37.9%	485	70.9%	33.2%	222	68.5%	26.3%
Midi Pyrénées	32	2.3%	1.3%	18	2.6%	1.5%	14	2.0%	1.1%	10	3.0%	1.2%
Limousin	4	0.3%	0.7%	3	0.4%	1.0%	1	0.2%	0.5%	1	0.4%	0.8%
Auvergne	6	0.4%	0.5%	6	0.8%	1.1%	0	0.0%	0.0%	0	0.0%	0.0%
Rhône Alpes	5	0.3%	0.1%	1	0.1%	0.0%	4	0.6%	0.1%	3	0.8%	0.1%
Languedoc Roussillon	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.1%	0.0%
<b>Habitudes de connexion à Internet</b>												
Tous les jours	843	60.1%	2.4%	448	62.4%	2.6%	395	57.7%	2.3%	291	89.7%	2.0%
Presque tous les jours	142	10.1%	2.4%	76	10.6%	2.8%	66	9.6%	2.0%	27	8.2%	1.4%
1 à 2 fois par semaine	61	4.4%	2.4%	21	2.9%	1.9%	41	6.0%	2.7%	5	1.6%	1.0%
1 à 3 fois par mois	17	1.2%	3.5%	10	1.3%	5.0%	7	1.1%	2.5%	2	0.5%	2.3%
Moins souvent	16	1.1%	2.2%	14	2.0%	4.0%	2	0.2%	0.4%	0	0.0%	0.0%
Jamais	5	0.4%	7.3%	5	0.7%	12.7%	0	0.0%	0.0%	0	0.0%	0.0%

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	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Revenus du foyer</b>												
Moins de 9 000 euros par an	47	3.3%	2.6%	25	3.5%	3.3%	22	3.2%	2.0%	5	1.4%	2.4%
De 9 000 à moins de 12 000 euros par an	99	7.1%	3.3%	52	7.3%	4.5%	47	6.9%	2.6%	9	2.8%	3.8%
De 12 000 à moins de 18 000 euros par an	168	12.0%	3.0%	65	9.0%	2.7%	103	15.1%	3.3%	14	4.2%	2.2%
De 18 000 à moins de 24 000 euros par an	231	16.4%	3.4%	111	15.5%	3.7%	119	17.4%	3.1%	36	11.0%	2.7%
De 24 000 à moins de 36 000 euros par an	338	24.1%	3.0%	152	21.1%	2.8%	187	27.3%	3.1%	73	22.5%	2.1%
De 36 000 à moins de 45 000 euros par an	182	13.0%	2.5%	107	14.9%	2.9%	75	10.9%	2.2%	47	14.5%	1.6%
De 45 000 à moins de 65 000 euros par an	155	11.1%	2.1%	96	13.4%	2.4%	59	8.6%	1.8%	69	21.4%	1.7%
65 000 euros et plus par an	78	5.6%	2.0%	51	7.1%	2.2%	27	4.0%	1.6%	44	13.7%	1.6%
Refus	62	4.4%	1.8%	34	4.7%	2.3%	28	4.2%	1.5%	20	6.1%	1.8%
Ne sait pas	42	3.0%	2.5%	25	3.5%	3.4%	17	2.4%	1.8%	7	2.2%	1.2%