

Groupe Journaux de l'Ouest Dimanche

Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	2129	100.0%	4.1%	1071	100.0%	4.3%	1058	100.0%	3.9%	504	100.0%	2.9%
Sexe												
Homme	1071	50.3%	4.3%	1071	100.0%	4.3%	0	0.0%	0.0%	239	47.4%	2.7%
Femme	1058	49.7%	3.9%	0	0.0%	0.0%	1058	100.0%	3.9%	265	52.6%	3.1%
Age												
15 à 24 ans	175	8.2%	2.4%	81	7.5%	2.2%	94	8.9%	2.6%	58	11.5%	1.9%
25 à 34 ans	221	10.4%	2.9%	116	10.8%	3.1%	105	9.9%	2.7%	68	13.4%	2.1%
35 à 49 ans	456	21.4%	3.7%	236	22.0%	3.8%	220	20.8%	3.5%	225	44.7%	3.6%
50 à 59 ans	388	18.2%	4.2%	183	17.1%	4.0%	206	19.4%	4.4%	119	23.6%	3.1%
60 ans et plus	889	41.8%	5.8%	456	42.6%	6.7%	433	41.0%	5.0%	34	6.7%	3.9%
Individu												
Ménagères	972	45.7%	4.1%	0	0.0%	0.0%	972	91.9%	4.1%	231	45.8%	3.3%
Personne de référence	1247	58.6%	4.4%	967	90.3%	4.7%	281	26.5%	3.5%	250	49.6%	3.0%
Responsable des achats	1494	70.2%	4.1%	576	53.8%	4.4%	917	86.7%	4.0%	348	69.0%	3.2%
PCS Individu												
Agriculteurs	33	1.5%	6.5%	21	1.9%	6.0%	12	1.1%	7.5%	0	0.0%	0.0%
Petits patrons	50	2.4%	3.1%	40	3.7%	3.5%	10	1.0%	2.3%	45	8.9%	3.1%
Affaires et Cadres	123	5.8%	2.5%	70	6.5%	2.5%	53	5.0%	2.6%	111	22.1%	2.5%
Professions intermédiaires	245	11.5%	3.4%	113	10.6%	3.2%	132	12.4%	3.6%	196	38.9%	3.4%
Employés	279	13.1%	3.3%	62	5.8%	2.8%	217	20.5%	3.5%	68	13.5%	3.7%
Ouvriers	326	15.3%	5.1%	249	23.3%	5.0%	77	7.2%	5.7%	19	3.7%	5.4%
Retraités	766	36.0%	6.0%	424	39.5%	6.9%	342	32.4%	5.2%	6	1.2%	2.9%
Autres inactifs	308	14.5%	3.0%	93	8.7%	2.5%	215	20.3%	3.2%	59	11.7%	1.8%
PCS Personne de référence												
Agriculteurs	56	2.6%	7.4%	27	2.5%	6.6%	29	2.7%	8.4%	0	0.0%	0.0%
Petits patrons	69	3.2%	2.6%	38	3.5%	2.8%	31	2.9%	2.4%	69	13.6%	2.6%
Affaires et Cadres	161	7.5%	2.3%	80	7.5%	2.3%	80	7.6%	2.4%	161	31.8%	2.3%
Professions intermédiaires	275	12.9%	3.5%	121	11.3%	3.0%	154	14.5%	4.0%	275	54.5%	3.5%
Employés	157	7.4%	2.9%	72	6.7%	3.0%	85	8.0%	2.8%	0	0.0%	0.0%
Ouvriers	415	19.5%	4.4%	252	23.6%	5.0%	163	15.4%	3.7%	0	0.0%	0.0%
Retraités	833	39.1%	5.6%	443	41.3%	6.6%	390	36.9%	4.8%	0	0.0%	0.0%
Autres inactifs	164	7.7%	3.9%	38	3.5%	2.4%	126	11.9%	4.8%	0	0.0%	0.0%

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Taille du foyer												
1 personne	415	19.5%	4.1%	220	20.5%	5.0%	195	18.5%	3.5%	55	10.9%	3.0%
2 personnes	917	43.1%	5.1%	452	42.2%	5.2%	465	44.0%	4.9%	112	22.2%	2.7%
3 personnes	304	14.3%	3.3%	160	15.0%	3.5%	143	13.6%	3.1%	117	23.2%	3.0%
4 personnes	291	13.7%	3.1%	153	14.3%	3.3%	138	13.0%	3.0%	123	24.4%	2.5%
5 personnes et +	202	9.5%	3.7%	86	8.0%	3.2%	116	11.0%	4.1%	97	19.3%	3.8%
Présence d'enfants de moins de 15 ans												
Oui	527	24.7%	3.4%	247	23.0%	3.3%	280	26.4%	3.4%	242	48.0%	3.1%
Non	1603	75.3%	4.4%	824	77.0%	4.7%	778	73.6%	4.1%	262	52.0%	2.7%
Habitat												
Communes rurales	699	32.8%	5.9%	364	34.0%	6.4%	335	31.7%	5.4%	134	26.6%	4.1%
Agglo. - 20 000 hab	650	30.5%	7.2%	308	28.7%	7.3%	343	32.4%	7.1%	140	27.7%	5.5%
Agglo. 20 000 à 100 000 hab	315	14.8%	4.5%	166	15.5%	4.9%	149	14.1%	4.2%	72	14.3%	3.9%
Agglo. + 100 000 hab	435	20.4%	2.8%	216	20.1%	2.9%	219	20.7%	2.7%	150	29.8%	2.6%
Agglo. Paris	30	1.4%	0.3%	18	1.7%	0.4%	12	1.1%	0.3%	8	1.5%	0.2%
Régions INSEE												
Ile de France	33	1.6%	0.3%	20	1.9%	0.4%	13	1.2%	0.3%	10	1.9%	0.2%
Nord Pas de Calais	8	0.4%	0.3%	4	0.4%	0.3%	4	0.4%	0.3%	3	0.6%	0.3%
Alsace	3	0.1%	0.2%	3	0.3%	0.4%	0	0.0%	0.0%	0	0.0%	0.0%
Champagne Ardennes	1	0.0%	0.1%	1	0.1%	0.2%	0	0.0%	0.0%	0	0.0%	0.0%
Picardie	3	0.2%	0.2%	3	0.3%	0.5%	0	0.0%	0.0%	0	0.0%	0.0%
Bourgogne	1	0.0%	0.0%	0	0.0%	0.0%	1	0.1%	0.1%	1	0.1%	0.2%
Haute Normandie	14	0.6%	0.9%	9	0.8%	1.3%	5	0.4%	0.6%	1	0.2%	0.2%
Basse Normandie	321	15.1%	26.5%	163	15.2%	28.1%	158	14.9%	25.1%	60	11.9%	18.5%
Centre	8	0.4%	0.4%	1	0.1%	0.1%	8	0.7%	0.7%	2	0.5%	0.4%
Pays de Loire	894	42.0%	30.0%	437	40.8%	30.4%	456	43.1%	29.6%	226	44.8%	24.3%
Bretagne	762	35.8%	28.4%	387	36.2%	30.0%	375	35.4%	27.0%	172	34.1%	22.8%
Poitou Charentes	72	3.4%	4.8%	35	3.3%	4.9%	37	3.5%	4.7%	23	4.6%	6.3%
Aquitaine	3	0.1%	0.1%	3	0.2%	0.2%	0	0.0%	0.0%	2	0.5%	0.3%
Limousin	2	0.1%	0.4%	1	0.1%	0.4%	1	0.1%	0.3%	1	0.2%	0.5%
Rhône Alpes	1	0.0%	0.0%	0	0.0%	0.0%	1	0.1%	0.0%	0	0.0%	0.0%
Languedoc Roussillon	2	0.1%	0.1%	2	0.2%	0.2%	0	0.0%	0.0%	2	0.4%	0.3%
Provence Alpes Côte d'Azur. Corse	1	0.0%	0.0%	1	0.1%	0.0%	0	0.0%	0.0%	1	0.1%	0.1%

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Habitudes de connection à Internet												
Tous les jours	1201	56.4%	3.5%	604	56.3%	3.5%	597	56.4%	3.4%	408	81.0%	2.8%
Presque tous les jours	250	11.8%	4.2%	116	10.9%	4.3%	134	12.7%	4.2%	62	12.3%	3.4%
1 à 2 fois par semaine	95	4.5%	3.7%	36	3.4%	3.3%	59	5.6%	3.9%	16	3.1%	3.0%
1 à 3 fois par mois	22	1.0%	4.6%	8	0.8%	4.4%	14	1.3%	4.8%	2	0.4%	3.2%
Moins souvent	45	2.1%	6.2%	31	2.9%	8.6%	14	1.3%	3.8%	1	0.3%	2.8%
Jamais	4	0.2%	5.8%	4	0.4%	10.0%	0	0.0%	0.0%	0	0.0%	0.0%
Revenus du foyer												
Moins de 9 000 euros par an	67	3.2%	3.7%	27	2.5%	3.6%	40	3.8%	3.7%	6	1.1%	3.0%
De 9 000 à moins de 12 000 euros par an	89	4.2%	3.0%	29	2.7%	2.5%	60	5.7%	3.3%	4	0.8%	1.7%
De 12 000 à moins de 18 000 euros par an	277	13.0%	5.0%	145	13.5%	6.0%	132	12.5%	4.2%	16	3.2%	2.5%
De 18 000 à moins de 24 000 euros par an	313	14.7%	4.6%	168	15.7%	5.7%	144	13.7%	3.8%	43	8.4%	3.2%
De 24 000 à moins de 36 000 euros par an	507	23.8%	4.4%	259	24.1%	4.8%	248	23.5%	4.1%	123	24.3%	3.5%
De 36 000 à moins de 45 000 euros par an	337	15.8%	4.7%	183	17.1%	4.9%	153	14.5%	4.4%	104	20.7%	3.5%
De 45 000 à moins de 65 000 euros par an	248	11.7%	3.4%	103	9.6%	2.5%	145	13.7%	4.5%	127	25.1%	3.1%
65 000 euros et plus par an	89	4.2%	2.2%	52	4.9%	2.3%	37	3.5%	2.2%	57	11.3%	2.1%
Refus	118	5.6%	3.5%	55	5.1%	3.8%	63	6.0%	3.3%	14	2.9%	1.3%
Ne sait pas	85	4.0%	5.1%	50	4.7%	6.8%	35	3.3%	3.8%	11	2.2%	1.9%