

Dimanche Ouest France



A.C.P.M. - ONE -

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	1657	100.0%	3.2%	833	100.0%	3.3%	825	100.0%	3.0%	436	100.0%	2.5%
Sexe												
Homme	833	50.2%	3.3%	833	100.0%	3.3%	0	0.0%	0.0%	224	51.5%	2.5%
Femme	825	49.8%	3.0%	0	0.0%	0.0%	825	100.0%	3.0%	212	48.5%	2.5%
Age												
15 à 24 ans	145	8.8%	2.0%	65	7.8%	1.8%	81	9.8%	2.2%	51	11.8%	1.7%
25 à 34 ans	157	9.5%	2.1%	73	8.7%	2.0%	84	10.2%	2.2%	55	12.7%	1.7%
35 à 49 ans	380	22.9%	3.0%	228	27.4%	3.7%	152	18.4%	2.4%	174	39.8%	2.7%
50 à 59 ans	303	18.3%	3.4%	149	17.9%	3.3%	154	18.7%	3.4%	118	27.0%	3.1%
60 ans et plus	672	40.5%	4.3%	318	38.2%	4.6%	354	42.9%	4.0%	38	8.8%	3.8%
Individu												
Ménagères	763	46.0%	3.2%	0	0.0%	0.0%	763	92.5%	3.2%	183	42.0%	2.6%
Personne de référence	954	57.6%	3.4%	740	88.8%	3.6%	214	26.0%	2.7%	242	55.5%	2.8%
Responsable des achats	1168	70.5%	3.2%	438	52.6%	3.3%	730	88.5%	3.2%	299	68.6%	2.7%
PCS Individu												
Agriculteurs	38	2.3%	7.7%	32	3.8%	9.4%	7	0.8%	4.0%	1	0.2%	3.1%
Petits patrons	31	1.9%	1.9%	24	2.9%	2.1%	6	0.8%	1.5%	27	6.2%	1.9%
Affaires et Cadres	108	6.5%	2.2%	67	8.0%	2.4%	41	5.0%	2.0%	94	21.5%	2.1%
Professions intermédiaires	226	13.6%	3.1%	125	15.0%	3.5%	101	12.2%	2.8%	193	44.2%	3.3%
Employés	230	13.9%	2.8%	53	6.4%	2.4%	177	21.4%	2.9%	60	13.9%	3.3%
Ouvriers	232	14.0%	3.7%	182	21.8%	3.6%	50	6.1%	3.9%	18	4.0%	5.0%
Retraités	562	33.9%	4.4%	270	32.5%	4.5%	292	35.4%	4.3%	6	1.5%	3.1%
Autres inactifs	231	13.9%	2.2%	79	9.5%	2.2%	151	18.3%	2.3%	38	8.6%	1.1%
PCS Personne de référence												
Agriculteurs	55	3.3%	7.3%	37	4.4%	9.3%	18	2.2%	5.2%	0	0.0%	0.0%
Petits patrons	53	3.2%	2.0%	25	3.0%	1.8%	28	3.4%	2.2%	53	12.2%	2.0%
Affaires et Cadres	145	8.8%	2.1%	71	8.5%	2.1%	74	9.0%	2.1%	145	33.3%	2.1%
Professions intermédiaires	238	14.4%	3.0%	128	15.4%	3.1%	110	13.3%	2.9%	238	54.6%	3.0%
Employés	136	8.2%	2.5%	66	7.9%	2.8%	70	8.5%	2.3%	0	0.0%	0.0%
Ouvriers	296	17.9%	3.1%	178	21.4%	3.5%	117	14.2%	2.7%	0	0.0%	0.0%
Retraités	601	36.3%	4.0%	286	34.3%	4.3%	315	38.2%	3.8%	0	0.0%	0.0%
Autres inactifs	134	8.1%	3.3%	42	5.0%	2.8%	92	11.1%	3.6%	0	0.0%	0.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du foyer												
1 personne	328	19.8%	3.3%	161	19.3%	3.7%	167	20.3%	2.9%	44	10.1%	2.3%
2 personnes	664	40.1%	3.7%	324	38.9%	3.7%	340	41.3%	3.6%	103	23.7%	2.5%
3 personnes	251	15.2%	2.7%	137	16.5%	2.9%	114	13.9%	2.6%	112	25.7%	2.8%
4 personnes	254	15.3%	2.7%	134	16.0%	3.0%	120	14.6%	2.5%	96	21.9%	2.0%
5 personnes et +	160	9.7%	2.9%	78	9.3%	2.9%	83	10.0%	2.9%	81	18.6%	3.2%
Présence d'enfants de moins de 15 ans												
Oui	443	26.7%	2.8%	225	27.0%	3.0%	218	26.5%	2.6%	190	43.5%	2.5%
Non	1214	73.3%	3.3%	608	73.0%	3.5%	606	73.5%	3.2%	246	56.5%	2.5%
Habitat												
Communes rurales	531	32.1%	4.4%	266	31.9%	4.6%	265	32.2%	4.3%	135	31.0%	4.2%
Agglo. - 20 000 hab	505	30.5%	5.6%	232	27.9%	5.4%	273	33.2%	5.8%	94	21.5%	3.6%
Agglo. 20 000 à 100 000 hab	255	15.4%	3.7%	119	14.2%	3.5%	137	16.6%	3.8%	66	15.0%	3.2%
Agglo. + 100 000 hab	328	19.8%	2.1%	190	22.8%	2.5%	138	16.8%	1.7%	124	28.4%	2.2%
Agglo. Paris	37	2.3%	0.4%	26	3.2%	0.6%	11	1.3%	0.2%	18	4.1%	0.4%
Régions INSEE												
Ile de France	48	2.9%	0.5%	28	3.4%	0.6%	20	2.4%	0.4%	22	5.0%	0.5%
Nord Pas de Calais	3	0.2%	0.1%	3	0.3%	0.2%	1	0.1%	0.0%	3	0.7%	0.3%
Champagne Ardennes	1	0.0%	0.1%	1	0.1%	0.1%	0	0.0%	0.0%	0	0.0%	0.0%
Picardie	3	0.2%	0.2%	3	0.3%	0.4%	0	0.0%	0.0%	3	0.7%	0.7%
Bourgogne	1	0.0%	0.0%	0	0.0%	0.0%	1	0.1%	0.1%	0	0.1%	0.1%
Haute Normandie	15	0.9%	1.0%	6	0.7%	0.8%	9	1.1%	1.2%	1	0.2%	0.2%
Basse Normandie	232	14.0%	19.3%	97	11.7%	17.1%	134	16.3%	21.3%	73	16.8%	20.6%
Centre	14	0.8%	0.7%	2	0.3%	0.2%	11	1.4%	1.0%	5	1.2%	0.8%
Pays de Loire	612	36.9%	20.5%	324	38.9%	22.5%	288	35.0%	18.6%	160	36.8%	18.0%
Bretagne	707	42.7%	26.4%	361	43.3%	28.1%	347	42.0%	24.9%	162	37.2%	22.9%
Poitou Charentes	17	1.1%	1.2%	5	0.6%	0.7%	12	1.5%	1.6%	2	0.5%	0.6%
Aquitaine	3	0.2%	0.1%	3	0.4%	0.2%	0	0.0%	0.0%	3	0.6%	0.3%
Limousin	1	0.0%	0.1%	0	0.0%	0.1%	0	0.0%	0.0%	0	0.1%	0.2%
Rhône Alpes	1	0.1%	0.0%	0	0.0%	0.0%	1	0.2%	0.0%	0	0.0%	0.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Habitudes de connexion à Internet												
Tous les jours	1071	64.6%	2.9%	556	66.8%	3.0%	515	62.5%	2.7%	357	81.9%	2.4%
Presque tous les jours	171	10.3%	3.1%	81	9.7%	3.2%	91	11.0%	3.0%	43	9.8%	2.7%
1 à 2 fois par semaine	87	5.2%	3.2%	28	3.4%	2.4%	59	7.1%	3.7%	14	3.2%	2.7%
1 à 3 fois par mois	24	1.4%	4.7%	8	1.0%	3.6%	15	1.9%	5.6%	13	3.1%	16.2%
Moins souvent	30	1.8%	5.3%	22	2.6%	7.7%	8	1.0%	2.9%	2	0.6%	4.6%
Jamais	7	0.4%	9.9%	7	0.9%	13.8%	0	0.0%	0.0%	0	0.0%	0.0%
Revenus du foyer												
Moins de 9 000 euros par an	42	2.5%	2.5%	20	2.4%	2.8%	22	2.6%	2.3%	2	0.3%	0.9%
De 9 000 à moins de 12 000 euros par an	68	4.1%	2.5%	28	3.3%	2.6%	40	4.9%	2.4%	5	1.1%	1.9%
De 12 000 à moins de 18 000 euros par an	171	10.3%	3.2%	86	10.3%	3.8%	85	10.3%	2.7%	9	2.0%	1.3%
De 18 000 à moins de 24 000 euros par an	265	16.0%	3.9%	129	15.4%	4.4%	136	16.5%	3.6%	42	9.7%	3.0%
De 24 000 à moins de 36 000 euros par an	403	24.3%	3.4%	201	24.1%	3.6%	202	24.5%	3.3%	103	23.6%	2.9%
De 36 000 à moins de 45 000 euros par an	249	15.0%	3.4%	138	16.5%	3.7%	111	13.5%	3.1%	89	20.4%	3.1%
De 45 000 à moins de 65 000 euros par an	245	14.8%	3.5%	118	14.1%	3.0%	127	15.4%	4.1%	114	26.2%	3.1%
65 000 euros et plus par an	68	4.1%	1.6%	42	5.0%	1.7%	27	3.2%	1.5%	36	8.3%	1.3%
Refus	112	6.8%	2.7%	54	6.4%	3.0%	59	7.1%	2.4%	30	6.9%	2.0%
Ne sait pas	35	2.1%	3.3%	19	2.3%	4.0%	16	1.9%	2.7%	6	1.5%	1.6%