

# Groupe Journaux de l'Ouest Dimanche



A.C.P.M. - ONE -

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	2080	100.0%	4.0%	1052	100.0%	4.2%	1028	100.0%	3.8%	500	100.0%	2.9%
<b>Sexe</b>												
<b>Homme</b>	1052	50.6%	4.2%	1052	100.0%	4.2%	0	0.0%	0.0%	252	50.5%	2.8%
<b>Femme</b>	1028	49.4%	3.8%	0	0.0%	0.0%	1028	100.0%	3.8%	247	49.5%	2.9%
<b>Age</b>												
<b>15 à 24 ans</b>	176	8.5%	2.4%	82	7.8%	2.2%	94	9.1%	2.6%	58	11.7%	1.9%
<b>25 à 34 ans</b>	200	9.6%	2.6%	103	9.8%	2.8%	97	9.4%	2.5%	62	12.5%	2.0%
<b>35 à 49 ans</b>	462	22.2%	3.7%	264	25.1%	4.3%	198	19.2%	3.1%	202	40.5%	3.2%
<b>50 à 59 ans</b>	385	18.5%	4.3%	177	16.8%	3.9%	208	20.2%	4.7%	136	27.3%	3.6%
<b>60 ans et plus</b>	858	41.2%	5.4%	426	40.5%	6.2%	431	42.0%	4.9%	40	8.1%	4.0%
<b>Individu</b>												
<b>Ménagères</b>	949	45.6%	4.0%	0	0.0%	0.0%	949	92.3%	4.0%	213	42.6%	3.0%
<b>Personne de référence</b>	1190	57.2%	4.2%	928	88.2%	4.5%	262	25.5%	3.3%	268	53.6%	3.2%
<b>Responsable des achats</b>	1484	71.3%	4.1%	565	53.7%	4.3%	918	89.3%	4.0%	346	69.3%	3.1%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	41	2.0%	8.2%	35	3.3%	10.2%	7	0.6%	4.0%	1	0.2%	3.1%
<b>Petits patrons</b>	38	1.8%	2.4%	32	3.0%	2.7%	6	0.6%	1.5%	32	6.4%	2.2%
<b>Affaires et Cadres</b>	125	6.0%	2.5%	73	6.9%	2.6%	52	5.1%	2.5%	109	21.8%	2.5%
<b>Professions intermédiaires</b>	246	11.8%	3.4%	138	13.1%	3.8%	109	10.6%	3.0%	209	41.8%	3.5%
<b>Employés</b>	303	14.6%	3.6%	65	6.2%	2.9%	238	23.2%	3.9%	71	14.2%	3.9%
<b>Ouvriers</b>	309	14.8%	4.9%	246	23.4%	4.9%	63	6.1%	4.9%	18	3.7%	5.2%
<b>Retraités</b>	739	35.5%	5.8%	370	35.2%	6.1%	369	35.9%	5.5%	7	1.4%	3.3%
<b>Autres inactifs</b>	279	13.4%	2.7%	95	9.0%	2.6%	184	17.9%	2.7%	53	10.6%	1.6%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	62	3.0%	8.2%	37	3.6%	9.4%	24	2.4%	6.9%	0	0.0%	0.0%
<b>Petits patrons</b>	59	2.8%	2.3%	30	2.9%	2.2%	29	2.8%	2.3%	59	11.8%	2.3%
<b>Affaires et Cadres</b>	177	8.5%	2.6%	80	7.6%	2.3%	96	9.4%	2.8%	177	35.3%	2.6%
<b>Professions intermédiaires</b>	264	12.7%	3.3%	142	13.5%	3.5%	122	11.9%	3.2%	264	52.8%	3.3%
<b>Employés</b>	178	8.6%	3.3%	82	7.8%	3.5%	96	9.3%	3.1%	0	0.0%	0.0%
<b>Ouvriers</b>	412	19.8%	4.3%	247	23.5%	4.9%	165	16.0%	3.7%	0	0.0%	0.0%
<b>Retraités</b>	790	38.0%	5.3%	390	37.0%	5.8%	400	38.9%	4.9%	0	0.0%	0.0%
<b>Autres inactifs</b>	139	6.7%	3.4%	44	4.2%	2.9%	95	9.3%	3.7%	0	0.0%	0.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Taille du foyer</b>												
1 personne	424	20.4%	4.2%	217	20.6%	5.0%	207	20.2%	3.6%	51	10.2%	2.6%
2 personnes	848	40.7%	4.7%	407	38.7%	4.7%	440	42.8%	4.7%	118	23.6%	2.9%
3 personnes	308	14.8%	3.3%	166	15.7%	3.5%	142	13.8%	3.2%	135	27.0%	3.4%
4 personnes	321	15.4%	3.5%	177	16.8%	3.9%	144	14.0%	3.0%	108	21.5%	2.3%
5 personnes et +	180	8.6%	3.3%	85	8.1%	3.2%	94	9.2%	3.3%	88	17.7%	3.4%
<b>Présence d'enfants de moins de 15 ans</b>												
Oui	534	25.6%	3.4%	268	25.5%	3.6%	265	25.8%	3.2%	219	43.9%	2.9%
Non	1547	74.4%	4.3%	784	74.5%	4.5%	763	74.2%	4.1%	280	56.1%	2.9%
<b>Habitat</b>												
Communes rurales	668	32.1%	5.6%	334	31.8%	5.8%	333	32.4%	5.3%	151	30.3%	4.7%
Agglo. - 20 000 hab	622	29.9%	6.9%	296	28.1%	6.9%	326	31.7%	6.9%	106	21.2%	4.1%
Agglo. 20 000 à 100 000 hab	310	14.9%	4.4%	154	14.6%	4.6%	156	15.2%	4.3%	73	14.6%	3.6%
Agglo. + 100 000 hab	439	21.1%	2.8%	238	22.6%	3.2%	200	19.5%	2.5%	150	30.1%	2.7%
Agglo. Paris	42	2.0%	0.5%	30	2.8%	0.7%	12	1.2%	0.3%	19	3.8%	0.5%
<b>Régions INSEE</b>												
Ile de France	53	2.6%	0.6%	32	3.0%	0.7%	21	2.1%	0.4%	23	4.6%	0.5%
Nord Pas de Calais	3	0.2%	0.1%	3	0.2%	0.2%	1	0.1%	0.0%	3	0.6%	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	0.1%	0.2%	3	0.3%	0.4%	0	0.0%	0.0%	3	0.6%	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	0.7%	1.0%	6	0.5%	0.8%	9	0.9%	1.2%	1	0.2%	0.2%
Basse Normandie	282	13.6%	23.6%	128	12.2%	22.7%	154	15.0%	24.4%	81	16.3%	22.9%
Centre	16	0.8%	0.8%	4	0.4%	0.4%	12	1.2%	1.1%	6	1.2%	0.9%
Pays de Loire	909	43.7%	30.4%	472	44.9%	32.8%	437	42.5%	28.2%	204	40.8%	22.9%
Bretagne	711	34.2%	26.6%	363	34.5%	28.3%	348	33.8%	25.0%	162	32.5%	22.9%
Poitou Charentes	78	3.7%	5.2%	36	3.4%	5.0%	42	4.1%	5.4%	10	2.0%	2.7%
Aquitaine	3	0.1%	0.1%	3	0.3%	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	3	0.1%	0.1%	0	0.0%	0.0%	3	0.3%	0.1%	2	0.3%	0.1%
Languedoc Roussillon	1	0.0%	0.0%	1	0.1%	0.1%	0	0.0%	0.0%	1	0.1%	0.1%
Provence Alpes Côte d'Azur. Corse	1	0.1%	0.0%	1	0.1%	0.1%	0	0.0%	0.0%	0	0.0%	0.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Habitudes de connexion à Internet</b>												
<b>Tous les jours</b>	1316	63.3%	3.5%	681	64.8%	3.7%	635	61.7%	3.4%	412	82.4%	2.7%
<b>Presque tous les jours</b>	216	10.4%	3.9%	98	9.3%	3.8%	118	11.5%	3.9%	48	9.7%	3.1%
<b>1 à 2 fois par semaine</b>	118	5.7%	4.3%	40	3.8%	3.5%	78	7.5%	4.9%	17	3.4%	3.3%
<b>1 à 3 fois par mois</b>	26	1.3%	5.2%	9	0.8%	3.9%	17	1.7%	6.3%	13	2.7%	16.2%
<b>Moins souvent</b>	34	1.7%	6.1%	26	2.5%	9.3%	8	0.8%	2.9%	2	0.5%	4.6%
<b>Jamais</b>	7	0.3%	9.9%	7	0.7%	13.8%	0	0.0%	0.0%	0	0.0%	0.0%
<b>Revenus du foyer</b>												
<b>Moins de 9 000 euros par an</b>	60	2.9%	3.6%	30	2.9%	4.1%	30	2.9%	3.1%	2	0.4%	1.1%
<b>De 9 000 à moins de 12 000 euros par an</b>	76	3.7%	2.8%	28	2.6%	2.6%	49	4.7%	2.9%	5	1.0%	1.9%
<b>De 12 000 à moins de 18 000 euros par an</b>	252	12.1%	4.7%	134	12.7%	5.9%	118	11.5%	3.8%	9	1.8%	1.3%
<b>De 18 000 à moins de 24 000 euros par an</b>	319	15.3%	4.7%	163	15.5%	5.5%	156	15.1%	4.1%	48	9.6%	3.4%
<b>De 24 000 à moins de 36 000 euros par an</b>	510	24.5%	4.4%	256	24.4%	4.6%	254	24.7%	4.2%	114	22.8%	3.3%
<b>De 36 000 à moins de 45 000 euros par an</b>	316	15.2%	4.3%	167	15.9%	4.5%	149	14.5%	4.1%	100	20.0%	3.5%
<b>De 45 000 à moins de 65 000 euros par an</b>	295	14.2%	4.2%	142	13.5%	3.6%	153	14.8%	5.0%	132	26.4%	3.6%
<b>65 000 euros et plus par an</b>	76	3.7%	1.8%	47	4.5%	1.9%	29	2.8%	1.6%	42	8.4%	1.5%
<b>Refus</b>	134	6.5%	3.2%	58	5.6%	3.3%	76	7.4%	3.1%	41	8.2%	2.7%
<b>Ne sait pas</b>	42	2.0%	3.9%	26	2.5%	5.4%	16	1.5%	2.7%	7	1.5%	1.9%