

# Groupe Journaux de l'Ouest



A.C.P.M. - ONE -

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	2913	100.0%	5.6%	1439	100.0%	5.8%	1473	100.0%	5.4%	711	100.0%	4.1%
<b>Sexe</b>												
<b>Homme</b>	1439	49.4%	5.8%	1439	100.0%	5.8%	0	0.0%	0.0%	387	54.4%	4.4%
<b>Femme</b>	1473	50.6%	5.4%	0	0.0%	0.0%	1473	100.0%	5.4%	324	45.6%	3.8%
<b>Age</b>												
<b>15 à 24 ans</b>	234	8.0%	3.2%	120	8.4%	3.3%	113	7.7%	3.2%	86	12.1%	2.8%
<b>25 à 34 ans</b>	259	8.9%	3.4%	130	9.0%	3.5%	129	8.8%	3.3%	109	15.3%	3.4%
<b>35 à 49 ans</b>	584	20.0%	4.7%	309	21.4%	5.0%	275	18.7%	4.3%	263	37.1%	4.2%
<b>50 à 59 ans</b>	515	17.7%	5.7%	239	16.6%	5.3%	276	18.7%	6.2%	194	27.3%	5.1%
<b>60 ans et plus</b>	1321	45.4%	8.4%	641	44.6%	9.3%	680	46.1%	7.7%	58	8.2%	5.8%
<b>Individu</b>												
<b>Ménagères</b>	1363	46.8%	5.8%	0	0.0%	0.0%	1363	92.5%	5.8%	284	40.0%	4.1%
<b>Personne de référence</b>	1719	59.0%	6.1%	1286	89.3%	6.3%	433	29.4%	5.5%	393	55.2%	4.6%
<b>Responsable des achats</b>	2079	71.4%	5.8%	748	52.0%	5.7%	1331	90.3%	5.8%	476	66.9%	4.3%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	63	2.2%	12.6%	50	3.4%	14.7%	14	0.9%	8.3%	1	0.1%	2.1%
<b>Petits patrons</b>	73	2.5%	4.6%	54	3.7%	4.6%	20	1.3%	4.5%	64	9.1%	4.5%
<b>Affaires et Cadres</b>	197	6.8%	4.0%	115	8.0%	4.1%	82	5.6%	3.9%	177	24.8%	4.0%
<b>Professions intermédiaires</b>	354	12.2%	4.9%	188	13.0%	5.2%	167	11.3%	4.6%	291	40.9%	4.9%
<b>Employés</b>	374	12.8%	4.5%	83	5.7%	3.7%	291	19.7%	4.8%	71	10.0%	3.9%
<b>Ouvriers</b>	341	11.7%	5.4%	252	17.5%	5.0%	89	6.1%	7.0%	20	2.8%	5.7%
<b>Retraités</b>	1137	39.0%	8.9%	583	40.5%	9.6%	555	37.6%	8.2%	8	1.1%	3.8%
<b>Autres inactifs</b>	373	12.8%	3.6%	116	8.1%	3.2%	257	17.4%	3.8%	79	11.2%	2.4%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	85	2.9%	11.3%	51	3.5%	12.8%	34	2.3%	9.6%	0	0.0%	0.0%
<b>Petits patrons</b>	93	3.2%	3.6%	56	3.9%	4.0%	38	2.6%	3.0%	93	13.1%	3.6%
<b>Affaires et Cadres</b>	259	8.9%	3.8%	138	9.6%	4.0%	121	8.2%	3.5%	259	36.5%	3.8%
<b>Professions intermédiaires</b>	358	12.3%	4.5%	194	13.5%	4.7%	165	11.2%	4.3%	358	50.4%	4.5%
<b>Employés</b>	212	7.3%	3.9%	95	6.6%	4.0%	117	8.0%	3.8%	0	0.0%	0.0%
<b>Ouvriers</b>	495	17.0%	5.2%	267	18.5%	5.3%	229	15.5%	5.2%	0	0.0%	0.0%
<b>Retraités</b>	1243	42.7%	8.3%	602	41.8%	9.0%	641	43.5%	7.8%	0	0.0%	0.0%
<b>Autres inactifs</b>	167	5.7%	4.1%	38	2.6%	2.5%	129	8.8%	5.0%	0	0.0%	0.0%

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<b>Taille du foyer</b>												
<b>1 personne</b>	588	20.2%	5.9%	252	17.5%	5.8%	336	22.8%	5.9%	77	10.8%	4.0%
<b>2 personnes</b>	1300	44.6%	7.2%	652	45.3%	7.5%	648	44.0%	6.9%	176	24.7%	4.3%
<b>3 personnes</b>	390	13.4%	4.2%	188	13.1%	4.0%	201	13.7%	4.5%	165	23.2%	4.1%
<b>4 personnes</b>	411	14.1%	4.4%	225	15.6%	5.0%	186	12.6%	3.9%	177	24.9%	3.7%
<b>5 personnes et +</b>	225	7.7%	4.1%	122	8.4%	4.6%	103	7.0%	3.6%	116	16.3%	4.5%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	653	22.4%	4.1%	321	22.3%	4.3%	332	22.5%	4.0%	306	43.0%	4.0%
<b>Non</b>	2260	77.6%	6.2%	1118	77.7%	6.4%	1142	77.5%	6.1%	405	57.0%	4.2%
<b>Habitat</b>												
<b>Communes rurales</b>	955	32.8%	8.0%	465	32.3%	8.1%	490	33.3%	7.8%	186	26.2%	5.8%
<b>Agglo. - 20 000 hab</b>	840	28.8%	9.3%	415	28.8%	9.6%	425	28.9%	9.0%	165	23.2%	6.4%
<b>Agglo. 20 000 à 100 000 hab</b>	423	14.5%	6.1%	198	13.7%	5.9%	226	15.3%	6.2%	99	13.9%	4.9%
<b>Agglo. + 100 000 hab</b>	641	22.0%	4.1%	330	22.9%	4.4%	311	21.1%	3.9%	235	33.0%	4.2%
<b>Agglo. Paris</b>	54	1.8%	0.6%	32	2.2%	0.8%	21	1.4%	0.5%	26	3.6%	0.7%
<b>Régions INSEE</b>												
<b>Ile de France</b>	58	2.0%	0.6%	33	2.3%	0.7%	25	1.7%	0.5%	27	3.8%	0.6%
<b>Nord Pas de Calais</b>	1	0.0%	0.0%	1	0.1%	0.1%	0	0.0%	0.0%	1	0.2%	0.1%
<b>Champagne Ardennes</b>	1	0.0%	0.1%	0	0.0%	0.1%	0	0.0%	0.1%	0	0.0%	0.0%
<b>Picardie</b>	5	0.2%	0.3%	4	0.3%	0.6%	1	0.1%	0.1%	3	0.4%	0.6%
<b>Bourgogne</b>	1	0.0%	0.0%	0	0.0%	0.0%	1	0.0%	0.1%	0	0.1%	0.1%
<b>Haute Normandie</b>	17	0.6%	1.1%	9	0.6%	1.2%	8	0.6%	1.1%	6	0.9%	1.4%
<b>Basse Normandie</b>	393	13.5%	32.8%	193	13.4%	34.1%	200	13.6%	31.7%	110	15.5%	30.9%
<b>Centre</b>	17	0.6%	0.8%	9	0.7%	0.9%	7	0.5%	0.7%	11	1.5%	1.6%
<b>Pays de Loire</b>	1296	44.5%	43.4%	633	44.0%	43.9%	663	45.0%	42.9%	298	41.9%	33.5%
<b>Bretagne</b>	1019	35.0%	38.1%	497	34.5%	38.7%	522	35.4%	37.5%	231	32.5%	32.6%
<b>Poitou Charentes</b>	89	3.1%	6.0%	49	3.4%	6.8%	40	2.7%	5.2%	15	2.2%	4.1%
<b>Aquitaine</b>	7	0.2%	0.2%	6	0.4%	0.4%	1	0.1%	0.1%	4	0.5%	0.4%
<b>Midi Pyrénées</b>	1	0.0%	0.0%	0	0.0%	0.0%	1	0.0%	0.0%	0	0.0%	0.0%
<b>Limousin</b>	0	0.0%	0.1%	0	0.0%	0.1%	0	0.0%	0.0%	0	0.1%	0.2%
<b>Auvergne</b>	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.1%	0	0.0%	0.0%
<b>Rhône Alpes</b>	3	0.1%	0.1%	0	0.0%	0.0%	3	0.2%	0.1%	2	0.3%	0.1%
<b>Languedoc Roussillon</b>	2	0.1%	0.1%	1	0.1%	0.1%	1	0.0%	0.1%	1	0.1%	0.1%
<b>Provence Alpes Côte d'Azur. Corse</b>	3	0.1%	0.1%	2	0.2%	0.1%	0	0.0%	0.0%	1	0.2%	0.1%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Habitudes de connexion à Internet</b>												
Tous les jours	1767	60.7%	4.8%	939	65.2%	5.1%	828	56.2%	4.4%	597	84.0%	4.0%
Presque tous les jours	286	9.8%	5.1%	128	8.9%	5.0%	158	10.8%	5.2%	69	9.7%	4.4%
1 à 2 fois par semaine	156	5.3%	5.7%	65	4.5%	5.6%	91	6.2%	5.8%	23	3.2%	4.4%
1 à 3 fois par mois	29	1.0%	5.8%	11	0.8%	5.0%	18	1.2%	6.4%	13	1.8%	15.3%
Moins souvent	49	1.7%	8.6%	23	1.6%	8.0%	26	1.8%	9.3%	0	0.0%	0.2%
Jamais	10	0.3%	13.8%	7	0.5%	13.8%	3	0.2%	14.0%	0	0.0%	0.0%
<b>Revenus du foyer</b>												
Moins de 9 000 euros par an	81	2.8%	4.8%	33	2.3%	4.5%	48	3.3%	5.0%	3	0.4%	1.6%
De 9 000 à moins de 12 000 euros par an	93	3.2%	3.4%	23	1.6%	2.2%	70	4.7%	4.2%	6	0.8%	2.3%
De 12 000 à moins de 18 000 euros par an	389	13.3%	7.2%	181	12.5%	8.0%	208	14.1%	6.6%	20	2.9%	3.0%
De 18 000 à moins de 24 000 euros par an	487	16.7%	7.3%	230	16.0%	7.8%	258	17.5%	6.8%	66	9.2%	4.6%
De 24 000 à moins de 36 000 euros par an	675	23.2%	5.8%	343	23.9%	6.2%	331	22.5%	5.4%	171	24.1%	4.9%
De 36 000 à moins de 45 000 euros par an	413	14.2%	5.6%	214	14.9%	5.7%	199	13.5%	5.5%	133	18.8%	4.6%
De 45 000 à moins de 65 000 euros par an	379	13.0%	5.4%	209	14.5%	5.3%	170	11.5%	5.5%	169	23.7%	4.5%
65 000 euros et plus par an	136	4.7%	3.2%	86	6.0%	3.5%	49	3.3%	2.8%	81	11.4%	2.8%
Refus	217	7.4%	5.1%	97	6.8%	5.5%	120	8.1%	4.9%	53	7.4%	3.5%
Ne sait pas	43	1.5%	4.0%	22	1.5%	4.6%	20	1.4%	3.5%	9	1.3%	2.4%