

# Groupe Sipa Ouest-France hebdos



A.C.P.M. - ONE -

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	2271	100.0%	4.4%	1039	100.0%	4.2%	1232	100.0%	4.5%	552	100.0%	3.2%
<b>Sexe</b>												
<b>Homme</b>	1039	45.8%	4.2%	1039	100.0%	4.2%	0	0.0%	0.0%	290	52.5%	3.3%
<b>Femme</b>	1232	54.2%	4.5%	0	0.0%	0.0%	1232	100.0%	4.5%	262	47.5%	3.1%
<b>Age</b>												
<b>15 à 24 ans</b>	204	9.0%	2.8%	101	9.7%	2.8%	103	8.3%	2.9%	65	11.8%	2.1%
<b>25 à 34 ans</b>	258	11.3%	3.4%	129	12.4%	3.5%	129	10.5%	3.3%	105	18.9%	3.3%
<b>35 à 49 ans</b>	479	21.1%	3.8%	249	24.0%	4.0%	230	18.7%	3.6%	229	41.5%	3.6%
<b>50 à 59 ans</b>	444	19.6%	4.9%	208	20.1%	4.6%	236	19.1%	5.3%	121	21.8%	3.2%
<b>60 ans et plus</b>	887	39.0%	5.6%	352	33.9%	5.1%	535	43.4%	6.0%	33	5.9%	3.3%
<b>Individu</b>												
<b>Ménagères</b>	1122	49.4%	4.8%	0	0.0%	0.0%	1122	91.1%	4.8%	232	42.0%	3.3%
<b>Personne de référence</b>	1293	56.9%	4.6%	902	86.7%	4.4%	392	31.8%	5.0%	295	53.4%	3.5%
<b>Responsable des achats</b>	1644	72.4%	4.6%	546	52.5%	4.2%	1098	89.1%	4.8%	363	65.8%	3.3%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	33	1.4%	6.5%	26	2.5%	7.7%	7	0.5%	4.0%	3	0.6%	12.6%
<b>Petits patrons</b>	63	2.8%	3.9%	46	4.5%	4.0%	17	1.3%	3.8%	55	9.9%	3.8%
<b>Affaires et Cadres</b>	145	6.4%	3.0%	77	7.4%	2.7%	68	5.5%	3.2%	121	21.9%	2.8%
<b>Professions intermédiaires</b>	270	11.9%	3.8%	136	13.1%	3.8%	134	10.9%	3.7%	222	40.3%	3.8%
<b>Employés</b>	369	16.2%	4.4%	73	7.1%	3.3%	296	24.0%	4.8%	70	12.7%	3.9%
<b>Ouvriers</b>	314	13.8%	5.0%	249	23.9%	4.9%	65	5.3%	5.1%	18	3.2%	5.0%
<b>Retraités</b>	716	31.5%	5.6%	311	30.0%	5.1%	405	32.8%	6.0%	5	1.0%	2.6%
<b>Autres inactifs</b>	361	15.9%	3.5%	120	11.5%	3.3%	242	19.6%	3.6%	57	10.3%	1.7%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	55	2.4%	7.3%	32	3.0%	7.9%	23	1.9%	6.5%	0	0.0%	0.0%
<b>Petits patrons</b>	98	4.3%	3.7%	51	4.9%	3.7%	47	3.8%	3.8%	98	17.8%	3.7%
<b>Affaires et Cadres</b>	175	7.7%	2.6%	93	8.9%	2.7%	83	6.7%	2.4%	175	31.8%	2.6%
<b>Professions intermédiaires</b>	278	12.3%	3.5%	146	14.1%	3.6%	132	10.7%	3.5%	278	50.4%	3.5%
<b>Employés</b>	177	7.8%	3.3%	78	7.5%	3.3%	99	8.0%	3.2%	0	0.0%	0.0%
<b>Ouvriers</b>	490	21.6%	5.2%	253	24.3%	5.0%	237	19.3%	5.4%	0	0.0%	0.0%
<b>Retraités</b>	798	35.1%	5.4%	326	31.4%	4.9%	471	38.3%	5.7%	0	0.0%	0.0%
<b>Autres inactifs</b>	200	8.8%	4.9%	61	5.9%	4.0%	139	11.3%	5.4%	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>Taille du foyer</b>												
<b>1 personne</b>	496	21.8%	4.9%	206	19.9%	4.8%	290	23.5%	5.1%	55	9.9%	2.8%
<b>2 personnes</b>	850	37.4%	4.7%	392	37.8%	4.5%	457	37.1%	4.9%	117	21.2%	2.8%
<b>3 personnes</b>	361	15.9%	3.9%	155	14.9%	3.3%	205	16.7%	4.6%	144	26.1%	3.6%
<b>4 personnes</b>	343	15.1%	3.7%	169	16.2%	3.7%	174	14.2%	3.7%	130	23.5%	2.7%
<b>5 personnes et +</b>	222	9.8%	4.0%	116	11.2%	4.4%	105	8.6%	3.7%	106	19.2%	4.1%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	634	27.9%	4.0%	291	28.0%	3.9%	342	27.8%	4.1%	268	48.6%	3.5%
<b>Non</b>	1638	72.1%	4.5%	748	72.0%	4.3%	890	72.2%	4.7%	284	51.4%	2.9%
<b>Habitat</b>												
<b>Communes rurales</b>	849	37.4%	7.1%	380	36.5%	6.6%	469	38.1%	7.5%	181	32.7%	5.6%
<b>Agglo. - 20 000 hab</b>	641	28.2%	7.1%	298	28.7%	6.9%	344	27.9%	7.2%	160	29.0%	6.2%
<b>Agglo. 20 000 à 100 000 hab</b>	350	15.4%	5.0%	161	15.5%	4.8%	189	15.4%	5.2%	87	15.8%	4.3%
<b>Agglo. + 100 000 hab</b>	163	7.2%	1.1%	77	7.4%	1.0%	86	7.0%	1.1%	43	7.7%	0.8%
<b>Agglo. Paris</b>	268	11.8%	3.1%	124	11.9%	3.0%	143	11.6%	3.2%	81	14.7%	2.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Régions INSEE</b>												
<b>Ile de France</b>	439	19.3%	4.6%	201	19.3%	4.4%	238	19.3%	4.7%	130	23.6%	3.0%
<b>Nord Pas de Calais</b>	39	1.7%	1.2%	27	2.6%	1.7%	12	1.0%	0.7%	5	0.9%	0.5%
<b>Lorraine</b>	1	0.0%	0.0%	1	0.1%	0.1%	0	0.0%	0.0%	1	0.1%	0.1%
<b>Alsace</b>	6	0.3%	0.4%	0	0.0%	0.0%	6	0.5%	0.8%	0	0.0%	0.0%
<b>Franche-Comté</b>	60	2.7%	6.3%	31	3.0%	6.8%	29	2.4%	5.9%	17	3.1%	6.9%
<b>Champagne Ardennes</b>	3	0.1%	0.3%	3	0.3%	0.6%	0	0.0%	0.0%	0	0.0%	0.0%
<b>Picardie</b>	80	3.5%	5.2%	30	2.9%	4.0%	50	4.0%	6.2%	9	1.6%	2.0%
<b>Bourgogne</b>	6	0.2%	0.4%	5	0.4%	0.7%	1	0.1%	0.1%	1	0.1%	0.2%
<b>Haute Normandie</b>	330	14.5%	22.1%	150	14.4%	21.1%	180	14.6%	23.1%	83	15.1%	18.4%
<b>Basse Normandie</b>	316	13.9%	26.4%	141	13.6%	25.0%	175	14.2%	27.7%	90	16.3%	25.3%
<b>Centre</b>	23	1.0%	1.1%	15	1.5%	1.5%	7	0.6%	0.7%	7	1.3%	1.1%
<b>Pays de Loire</b>	386	17.0%	12.9%	169	16.3%	11.7%	218	17.7%	14.1%	88	15.9%	9.9%
<b>Bretagne</b>	383	16.9%	14.3%	175	16.9%	13.7%	208	16.9%	15.0%	89	16.1%	12.5%
<b>Poitou Charentes</b>	4	0.2%	0.3%	3	0.3%	0.4%	1	0.1%	0.2%	1	0.2%	0.3%
<b>Aquitaine</b>	92	4.1%	3.3%	54	5.2%	4.1%	38	3.1%	2.6%	11	2.0%	1.3%
<b>Midi Pyrénées</b>	72	3.2%	2.9%	23	2.2%	1.9%	49	4.0%	3.9%	13	2.3%	1.6%
<b>Limousin</b>	1	0.0%	0.2%	0	0.0%	0.1%	1	0.1%	0.2%	1	0.2%	0.6%
<b>Auvergne</b>	21	0.9%	1.9%	8	0.8%	1.5%	13	1.1%	2.3%	4	0.7%	1.2%
<b>Rhône Alpes</b>	2	0.1%	0.0%	2	0.2%	0.1%	0	0.0%	0.0%	2	0.4%	0.1%
<b>Languedoc Roussillon</b>	4	0.2%	0.2%	0	0.0%	0.0%	4	0.3%	0.3%	0	0.0%	0.0%
<b>Provence Alpes Côte d'Azur. Corse</b>	1	0.0%	0.0%	1	0.1%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
<b>Habitudes de connexion à Internet</b>												
<b>Tous les jours</b>	1418	62.4%	3.8%	718	69.0%	3.9%	700	56.8%	3.7%	476	86.2%	3.2%
<b>Presque tous les jours</b>	215	9.5%	3.9%	95	9.1%	3.7%	120	9.8%	4.0%	43	7.7%	2.7%
<b>1 à 2 fois par semaine</b>	168	7.4%	6.2%	59	5.7%	5.1%	109	8.9%	6.9%	25	4.5%	4.8%
<b>1 à 3 fois par mois</b>	26	1.1%	5.0%	7	0.6%	2.9%	19	1.5%	6.8%	1	0.1%	0.8%
<b>Moins souvent</b>	53	2.3%	9.4%	19	1.8%	6.6%	34	2.8%	12.2%	0	0.0%	0.0%
<b>Jamais</b>	1	0.0%	0.9%	0	0.0%	0.0%	1	0.1%	3.2%	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	76	3.3%	4.5%	25	2.4%	3.5%	50	4.1%	5.3%	0	0.0%	0.0%
De 9 000 à moins de 12 000 euros par an	133	5.9%	4.9%	51	4.9%	4.8%	83	6.7%	5.0%	4	0.8%	1.6%
De 12 000 à moins de 18 000 euros par an	343	15.1%	6.4%	142	13.7%	6.3%	200	16.3%	6.4%	27	4.9%	3.9%
De 18 000 à moins de 24 000 euros par an	285	12.5%	4.2%	112	10.8%	3.8%	173	14.0%	4.6%	46	8.3%	3.2%
De 24 000 à moins de 36 000 euros par an	564	24.8%	4.8%	247	23.8%	4.4%	317	25.7%	5.2%	126	22.8%	3.6%
De 36 000 à moins de 45 000 euros par an	297	13.1%	4.0%	148	14.3%	4.0%	149	12.1%	4.1%	103	18.7%	3.6%
De 45 000 à moins de 65 000 euros par an	253	11.1%	3.6%	157	15.1%	4.0%	96	7.8%	3.1%	132	23.9%	3.6%
65 000 euros et plus par an	105	4.6%	2.5%	66	6.3%	2.7%	39	3.2%	2.2%	63	11.4%	2.2%
Refus	190	8.3%	4.5%	80	7.7%	4.5%	109	8.9%	4.4%	46	8.3%	3.1%
Ne sait pas	26	1.1%	2.4%	11	1.1%	2.3%	15	1.2%	2.6%	5	0.9%	1.3%