

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
ENSEMBLE	2308	100.0%	4.4%	1077	100.0%	4.3%	1231	100.0%	4.5%	573	100.0%	3.2%
Sexe												
Homme	1077	46.7%	4.3%	1077	100.0%	4.3%	0	0.0%	0.0%	301	52.6%	3.3%
Femme	1231	53.3%	4.5%	0	0.0%	0.0%	1231	100.0%	4.5%	272	47.4%	3.1%
Age												
15 à 24 ans	209	9.1%	2.8%	99	9.2%	2.7%	110	8.9%	3.0%	68	11.9%	2.1%
25 à 34 ans	267	11.6%	3.5%	114	10.6%	3.1%	153	12.4%	3.9%	91	15.8%	2.8%
35 à 49 ans	536	23.2%	4.2%	271	25.2%	4.3%	264	21.5%	4.1%	218	38.0%	3.5%
50 à 59 ans	425	18.4%	4.9%	195	18.1%	4.7%	230	18.7%	5.2%	134	23.3%	3.7%
60 ans et plus	871	37.7%	5.4%	397	36.9%	5.5%	474	38.5%	5.3%	62	10.9%	3.9%
Individu												
Ménagères	1108	48.0%	4.7%	0	0.0%	0.0%	1108	90.0%	4.7%	235	41.1%	3.3%
Personne de référence	1264	54.8%	4.5%	959	89.0%	4.7%	306	24.8%	4.1%	324	56.5%	3.7%
Responsable des achats	1624	70.4%	4.5%	515	47.9%	4.0%	1108	90.0%	4.8%	359	62.7%	3.2%
PCS Individu												
Agriculteurs	29	1.3%	5.7%	19	1.7%	5.9%	11	0.9%	5.5%	4	0.8%	11.9%
Petits patrons	42	1.8%	2.5%	32	3.0%	2.6%	9	0.8%	2.3%	36	6.3%	2.4%
Affaires et Cadres	151	6.5%	3.0%	86	8.0%	3.0%	65	5.3%	3.0%	128	22.3%	2.8%
Professions intermédiaires	287	12.4%	3.9%	160	14.9%	4.3%	126	10.3%	3.4%	237	41.4%	3.9%
Employés	445	19.3%	5.2%	85	7.9%	3.8%	360	29.3%	5.7%	90	15.8%	5.1%
Ouvriers	323	14.0%	5.0%	257	23.9%	5.0%	66	5.4%	5.1%	11	1.9%	2.5%
Retraités	744	32.2%	5.8%	349	32.4%	5.8%	395	32.1%	5.7%	7	1.3%	3.3%
Autres inactifs	287	12.4%	2.9%	89	8.2%	2.4%	198	16.1%	3.1%	59	10.3%	1.8%
PCS Personne de référence												
Agriculteurs	55	2.4%	7.1%	20	1.9%	5.5%	35	2.9%	8.6%	0	0.0%	0.0%
Petits patrons	87	3.8%	3.2%	33	3.1%	2.3%	54	4.4%	4.4%	87	15.2%	3.2%
Affaires et Cadres	185	8.0%	2.6%	92	8.6%	2.6%	93	7.5%	2.6%	185	32.3%	2.6%
Professions intermédiaires	301	13.0%	3.7%	176	16.3%	4.2%	125	10.2%	3.2%	301	52.5%	3.7%
Employés	237	10.3%	4.2%	106	9.9%	4.6%	130	10.6%	4.0%	0	0.0%	0.0%
Ouvriers	502	21.8%	5.2%	254	23.6%	4.9%	249	20.2%	5.5%	0	0.0%	0.0%
Retraités	839	36.4%	5.6%	363	33.8%	5.5%	476	38.7%	5.7%	0	0.0%	0.0%
Autres inactifs	101	4.4%	2.9%	32	3.0%	2.1%	69	5.6%	3.4%	0	0.0%	0.0%

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Taille du foyer												
1 personne	391	16.9%	4.0%	172	15.9%	4.0%	219	17.8%	4.0%	67	11.7%	2.8%
2 personnes	934	40.5%	5.1%	434	40.3%	4.9%	500	40.6%	5.3%	147	25.7%	3.5%
3 personnes	367	15.9%	3.9%	175	16.2%	3.7%	193	15.7%	4.2%	139	24.2%	3.5%
4 personnes	349	15.1%	3.7%	168	15.6%	3.6%	181	14.7%	3.9%	124	21.7%	2.7%
5 personnes et +	266	11.5%	4.8%	129	11.9%	5.0%	138	11.2%	4.5%	95	16.6%	3.6%
Présence d'enfants de moins de 15 ans												
Oui	656	28.4%	4.2%	297	27.6%	4.1%	360	29.2%	4.3%	246	43.0%	3.3%
Non	1651	71.6%	4.5%	780	72.4%	4.4%	871	70.8%	4.6%	326	57.0%	3.2%
Habitat												
Communes rurales	865	37.5%	7.2%	408	37.9%	7.1%	457	37.1%	7.3%	192	33.5%	5.8%
Agglo. - 20 000 hab	589	25.5%	6.6%	285	26.5%	6.6%	304	24.7%	6.5%	160	27.9%	5.8%
Agglo. 20 000 à 100 000 hab	374	16.2%	5.4%	146	13.6%	4.4%	227	18.5%	6.2%	79	13.9%	3.7%
Agglo. + 100 000 hab	194	8.4%	1.2%	102	9.5%	1.3%	92	7.5%	1.1%	44	7.7%	0.8%
Agglo. Paris	286	12.4%	3.3%	135	12.6%	3.2%	151	12.2%	3.3%	97	17.0%	2.4%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	448	19.4%	4.6%	211	19.6%	4.6%	237	19.2%	4.6%	146	25.5%	3.3%
Nord Pas de Calais	33	1.4%	1.0%	22	2.0%	1.4%	11	0.9%	0.7%	4	0.6%	0.4%
Lorraine	2	0.1%	0.1%	2	0.2%	0.2%	0	0.0%	0.0%	0	0.0%	0.0%
Alsace	11	0.5%	0.7%	3	0.2%	0.3%	8	0.7%	1.0%	0	0.0%	0.0%
Franche-Comté	56	2.4%	5.8%	22	2.1%	4.7%	34	2.7%	6.8%	16	2.7%	5.5%
Champagne Ardennes	3	0.1%	0.3%	3	0.3%	0.5%	0	0.0%	0.0%	0	0.0%	0.0%
Picardie	102	4.4%	6.6%	44	4.1%	5.9%	58	4.7%	7.3%	9	1.6%	2.1%
Bourgogne	8	0.3%	0.6%	6	0.6%	0.9%	2	0.1%	0.2%	1	0.1%	0.2%
Haute Normandie	362	15.7%	24.4%	169	15.7%	23.9%	193	15.7%	24.9%	77	13.4%	16.7%
Basse Normandie	311	13.5%	25.6%	140	13.0%	24.4%	171	13.9%	26.8%	92	16.1%	25.5%
Centre	21	0.9%	1.0%	11	1.0%	1.1%	10	0.8%	1.0%	5	0.9%	0.8%
Pays de Loire	369	16.0%	12.2%	162	15.0%	11.2%	207	16.8%	13.0%	85	14.9%	9.5%
Bretagne	400	17.3%	14.9%	191	17.7%	14.6%	209	17.0%	15.1%	99	17.3%	12.7%
Poitou Charentes	7	0.3%	0.5%	6	0.6%	0.9%	1	0.1%	0.1%	1	0.1%	0.2%
Aquitaine	82	3.5%	2.9%	49	4.6%	3.7%	32	2.6%	2.2%	15	2.6%	1.6%
Midi Pyrénées	56	2.4%	2.3%	26	2.4%	2.1%	30	2.5%	2.4%	17	2.9%	1.9%
Limousin	3	0.1%	0.4%	3	0.2%	0.9%	0	0.0%	0.0%	1	0.1%	0.4%
Auvergne	17	0.7%	1.5%	8	0.7%	1.4%	9	0.7%	1.5%	6	1.1%	2.1%
Rhône Alpes	5	0.2%	0.1%	0	0.0%	0.0%	5	0.4%	0.2%	0	0.0%	0.0%
Languedoc Roussillon	4	0.2%	0.2%	0	0.0%	0.0%	3	0.3%	0.3%	0	0.0%	0.0%
Provence Alpes Côte d'Azur. Corse	11	0.5%	0.2%	1	0.1%	0.0%	10	0.8%	0.4%	1	0.1%	0.0%
Habitudes de connexion à Internet												
Tous les jours	1837	79.6%	4.3%	890	82.7%	4.3%	947	76.9%	4.3%	498	86.9%	3.1%
Presque tous les jours	248	10.8%	4.1%	109	10.1%	4.0%	140	11.3%	4.2%	49	8.6%	3.6%
1 à 2 fois par semaine	193	8.4%	6.4%	60	5.5%	4.7%	133	10.8%	7.5%	25	4.3%	4.8%
1 à 3 fois par mois	24	1.1%	6.1%	13	1.2%	7.0%	12	0.9%	5.4%	0	0.0%	0.0%
Moins souvent	5	0.2%	4.8%	5	0.5%	13.9%	0	0.0%	0.0%	1	0.3%	6.4%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Revenus du foyer												
Moins de 9 000 euros par an	43	1.9%	3.1%	13	1.2%	2.1%	30	2.4%	4.0%	5	0.9%	2.4%
De 9 000 à moins de 12 000 euros par an	96	4.2%	4.8%	23	2.2%	3.0%	73	5.9%	5.9%	2	0.3%	0.7%
De 12 000 à moins de 18 000 euros par an	204	8.8%	4.1%	91	8.4%	4.4%	113	9.2%	3.8%	23	3.9%	2.9%
De 18 000 à moins de 24 000 euros par an	375	16.3%	5.5%	170	15.8%	5.7%	206	16.7%	5.2%	60	10.5%	4.0%
De 24 000 à moins de 36 000 euros par an	653	28.3%	5.3%	250	23.3%	4.4%	403	32.7%	6.1%	118	20.6%	3.4%
De 36 000 à moins de 45 000 euros par an	361	15.6%	4.7%	205	19.1%	5.3%	155	12.6%	4.1%	117	20.4%	4.0%
De 45 000 à moins de 65 000 euros par an	317	13.7%	4.1%	176	16.3%	4.1%	141	11.4%	4.1%	140	24.4%	3.7%
65 000 euros et plus par an	120	5.2%	2.8%	89	8.3%	3.5%	31	2.5%	1.8%	66	11.5%	2.3%
Refus	121	5.3%	3.4%	54	5.0%	3.5%	68	5.5%	3.3%	37	6.5%	2.8%
Ne sait pas	17	0.7%	1.1%	5	0.5%	0.7%	12	1.0%	1.4%	5	0.9%	0.7%