

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
ENSEMBLE	2926	100.0%	5.6%	1397	100.0%	5.6%	1528	100.0%	5.6%	722	100.0%	4.0%
Sexe												
Homme	1397	47.8%	5.6%	1397	100.0%	5.6%	0	0.0%	0.0%	388	53.7%	4.2%
Femme	1528	52.2%	5.6%	0	0.0%	0.0%	1528	100.0%	5.6%	334	46.3%	3.8%
Age												
15 à 24 ans	253	8.6%	3.4%	120	8.6%	3.2%	133	8.7%	3.6%	76	10.5%	2.4%
25 à 34 ans	242	8.3%	3.2%	116	8.3%	3.1%	126	8.3%	3.2%	100	13.8%	3.1%
35 à 49 ans	616	21.1%	4.9%	312	22.3%	5.0%	304	19.9%	4.7%	256	35.5%	4.1%
50 à 59 ans	535	18.3%	6.2%	239	17.1%	5.7%	297	19.4%	6.7%	202	28.0%	5.6%
60 ans et plus	1280	43.7%	7.9%	612	43.8%	8.4%	668	43.7%	7.5%	88	12.2%	5.5%
Individu												
Ménagères	1376	47.0%	5.9%	0	0.0%	0.0%	1376	90.1%	5.9%	290	40.2%	4.1%
Personne de référence	1609	55.0%	5.7%	1253	89.6%	6.1%	356	23.3%	4.8%	409	56.6%	4.6%
Responsable des achats	2072	70.8%	5.8%	711	50.9%	5.5%	1361	89.1%	5.9%	483	66.9%	4.3%
PCS Individu												
Agriculteurs	54	1.9%	10.5%	37	2.7%	11.6%	17	1.1%	8.8%	0	0.1%	1.4%
Petits patrons	72	2.4%	4.4%	53	3.8%	4.4%	18	1.2%	4.4%	63	8.7%	4.2%
Affaires et Cadres	196	6.7%	3.9%	116	8.3%	4.0%	80	5.2%	3.7%	165	22.9%	3.7%
Professions intermédiaires	377	12.9%	5.1%	200	14.3%	5.4%	177	11.6%	4.8%	302	41.8%	5.0%
Employés	431	14.7%	5.0%	83	6.0%	3.7%	348	22.8%	5.5%	86	12.0%	4.9%
Ouvriers	336	11.5%	5.2%	250	17.9%	4.9%	86	5.6%	6.6%	20	2.7%	4.4%
Retraités	1102	37.7%	8.5%	551	39.5%	9.2%	551	36.0%	8.0%	13	1.8%	5.9%
Autres inactifs	358	12.2%	3.6%	106	7.6%	2.9%	252	16.5%	4.0%	73	10.1%	2.2%
PCS Personne de référence												
Agriculteurs	75	2.6%	9.6%	37	2.6%	10.2%	38	2.5%	9.2%	0	0.0%	0.0%
Petits patrons	100	3.4%	3.7%	56	4.0%	3.9%	44	2.9%	3.6%	100	13.8%	3.7%
Affaires et Cadres	256	8.8%	3.6%	135	9.6%	3.8%	121	7.9%	3.4%	256	35.4%	3.6%
Professions intermédiaires	366	12.5%	4.5%	197	14.1%	4.7%	170	11.1%	4.3%	366	50.7%	4.5%
Employés	243	8.3%	4.4%	90	6.4%	3.9%	153	10.0%	4.7%	0	0.0%	0.0%
Ouvriers	517	17.7%	5.3%	269	19.2%	5.2%	248	16.2%	5.5%	0	0.0%	0.0%
Retraités	1256	42.9%	8.4%	575	41.1%	8.7%	681	44.6%	8.1%	0	0.0%	0.0%
Autres inactifs	113	3.9%	3.2%	39	2.8%	2.6%	74	4.8%	3.6%	0	0.0%	0.0%

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Taille du foyer												
1 personne	506	17.3%	5.2%	232	16.6%	5.4%	275	18.0%	5.0%	88	12.2%	3.8%
2 personnes	1319	45.1%	7.2%	623	44.6%	7.0%	696	45.5%	7.4%	186	25.7%	4.4%
3 personnes	418	14.3%	4.5%	199	14.2%	4.2%	219	14.4%	4.8%	148	20.5%	3.8%
4 personnes	427	14.6%	4.5%	222	15.9%	4.7%	205	13.4%	4.4%	182	25.2%	3.9%
5 personnes et +	255	8.7%	4.6%	122	8.7%	4.7%	134	8.8%	4.4%	118	16.3%	4.5%
Présence d'enfants de moins de 15 ans												
Oui	688	23.5%	4.4%	309	22.1%	4.3%	379	24.8%	4.5%	304	42.1%	4.1%
Non	2238	76.5%	6.1%	1088	77.9%	6.1%	1150	75.2%	6.1%	418	57.9%	4.0%
Habitat												
Communes rurales	942	32.2%	7.9%	449	32.1%	7.9%	492	32.2%	7.9%	197	27.3%	5.9%
Agglo. - 20 000 hab	789	27.0%	8.8%	380	27.2%	8.8%	409	26.8%	8.8%	183	25.4%	6.7%
Agglo. 20 000 à 100 000 hab	445	15.2%	6.4%	191	13.6%	5.8%	255	16.7%	6.9%	102	14.2%	4.8%
Agglo. + 100 000 hab	696	23.8%	4.4%	344	24.6%	4.5%	353	23.1%	4.3%	211	29.3%	3.8%
Agglo. Paris	54	1.8%	0.6%	34	2.5%	0.8%	19	1.3%	0.4%	28	3.9%	0.7%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	61	2.1%	0.6%	37	2.6%	0.8%	25	1.6%	0.5%	32	4.4%	0.7%
Nord Pas de Calais	2	0.1%	0.1%	1	0.1%	0.1%	1	0.1%	0.1%	1	0.1%	0.1%
Lorraine	2	0.1%	0.1%	2	0.1%	0.2%	0	0.0%	0.0%	0	0.1%	0.1%
Alsace	0	0.0%	0.0%	0	0.0%	0.1%	0	0.0%	0.0%	0	0.0%	0.0%
Champagne Ardennes	1	0.0%	0.1%	1	0.0%	0.1%	0	0.0%	0.0%	0	0.0%	0.0%
Picardie	5	0.2%	0.3%	3	0.2%	0.4%	2	0.1%	0.3%	3	0.4%	0.6%
Bourgogne	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Haute Normandie	23	0.8%	1.5%	8	0.6%	1.2%	15	1.0%	1.9%	6	0.9%	1.4%
Basse Normandie	418	14.3%	34.5%	180	12.9%	31.5%	237	15.5%	37.2%	108	15.0%	30.0%
Centre	20	0.7%	1.0%	12	0.9%	1.3%	8	0.5%	0.7%	11	1.5%	1.7%
Pays de Loire	1295	44.3%	42.8%	635	45.4%	44.1%	660	43.2%	41.6%	298	41.3%	33.1%
Bretagne	1015	34.7%	37.8%	477	34.1%	36.6%	538	35.2%	38.8%	237	32.8%	30.4%
Poitou Charentes	64	2.2%	4.3%	28	2.0%	4.0%	35	2.3%	4.5%	17	2.4%	4.2%
Aquitaine	7	0.2%	0.2%	6	0.4%	0.4%	1	0.1%	0.1%	3	0.5%	0.4%
Midi Pyrénées	1	0.0%	0.0%	0	0.0%	0.0%	1	0.1%	0.1%	0	0.0%	0.0%
Limousin	2	0.1%	0.3%	2	0.1%	0.5%	0	0.0%	0.0%	1	0.1%	0.3%
Auvergne	2	0.1%	0.2%	2	0.1%	0.3%	1	0.0%	0.1%	0	0.1%	0.1%
Rhône Alpes	3	0.1%	0.1%	0	0.0%	0.0%	3	0.2%	0.1%	2	0.2%	0.1%
Languedoc Roussillon	2	0.1%	0.1%	2	0.1%	0.1%	1	0.0%	0.0%	2	0.3%	0.3%
Provence Alpes Côte d'Azur. Corse	2	0.1%	0.0%	2	0.1%	0.1%	0	0.0%	0.0%	0	0.1%	0.0%
Habitudes de connexion à Internet												
Tous les jours	2329	79.6%	5.4%	1180	84.4%	5.6%	1149	75.2%	5.2%	640	88.7%	4.0%
Presque tous les jours	344	11.8%	5.6%	119	8.6%	4.3%	225	14.7%	6.7%	50	6.9%	3.6%
1 à 2 fois par semaine	230	7.9%	7.6%	81	5.8%	6.5%	149	9.7%	8.4%	26	3.5%	5.0%
1 à 3 fois par mois	22	0.7%	5.5%	16	1.2%	8.7%	6	0.4%	2.7%	6	0.8%	9.7%
Moins souvent	1	0.0%	0.5%	0	0.0%	1.3%	0	0.0%	0.1%	1	0.1%	2.5%

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	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Revenus du foyer												
Moins de 9 000 euros par an	31	1.1%	2.3%	14	1.0%	2.3%	17	1.1%	2.2%	5	0.7%	2.3%
De 9 000 à moins de 12 000 euros par an	90	3.1%	4.5%	42	3.0%	5.4%	49	3.2%	4.0%	4	0.6%	1.6%
De 12 000 à moins de 18 000 euros par an	265	9.0%	5.3%	116	8.3%	5.7%	149	9.7%	5.0%	23	3.1%	2.9%
De 18 000 à moins de 24 000 euros par an	478	16.3%	6.9%	203	14.5%	6.9%	275	18.0%	7.0%	60	8.2%	4.0%
De 24 000 à moins de 36 000 euros par an	743	25.4%	6.0%	335	24.0%	5.9%	407	26.7%	6.2%	143	19.9%	4.1%
De 36 000 à moins de 45 000 euros par an	500	17.1%	6.5%	252	18.0%	6.5%	248	16.2%	6.5%	157	21.7%	5.4%
De 45 000 à moins de 65 000 euros par an	448	15.3%	5.8%	243	17.4%	5.6%	205	13.4%	6.0%	193	26.7%	5.0%
65 000 euros et plus par an	165	5.7%	3.9%	111	7.9%	4.3%	54	3.6%	3.1%	90	12.5%	3.1%
Refus	161	5.5%	4.5%	60	4.3%	3.9%	102	6.7%	5.0%	32	4.4%	2.4%
Ne sait pas	45	1.5%	2.8%	22	1.5%	2.9%	23	1.5%	2.8%	16	2.2%	2.4%