

# Groupe Journaux du Sud 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>	1219	100.0%	2.3%	602	100.0%	2.4%	617	100.0%	2.3%	319	100.0%	1.8%
<b>Sexe</b>												
<b>Homme</b>	602	49.4%	2.4%	602	100.0%	2.4%	0	0.0%	0.0%	158	49.4%	1.7%
<b>Femme</b>	617	50.6%	2.3%	0	0.0%	0.0%	617	100.0%	2.3%	162	50.6%	1.9%
<b>Age</b>												
<b>15 à 24 ans</b>	90	7.4%	1.2%	37	6.1%	1.0%	53	8.6%	1.5%	37	11.7%	1.2%
<b>25 à 34 ans</b>	107	8.8%	1.4%	50	8.3%	1.3%	57	9.3%	1.5%	43	13.4%	1.3%
<b>35 à 49 ans</b>	239	19.6%	1.9%	124	20.7%	2.0%	115	18.6%	1.8%	110	34.5%	1.8%
<b>50 à 59 ans</b>	220	18.0%	2.6%	112	18.6%	2.7%	108	17.5%	2.4%	89	27.9%	2.5%
<b>60 ans et plus</b>	563	46.2%	3.5%	278	46.3%	3.8%	285	46.1%	3.2%	40	12.5%	2.5%
<b>Individu</b>												
<b>Ménagères</b>	554	45.5%	2.4%	0	0.0%	0.0%	554	89.8%	2.4%	135	42.4%	1.9%
<b>Personne de référence</b>	703	57.7%	2.5%	533	88.6%	2.6%	170	27.5%	2.3%	168	52.6%	1.9%
<b>Responsable des achats</b>	860	70.5%	2.4%	314	52.1%	2.4%	546	88.4%	2.4%	211	65.9%	1.9%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	20	1.7%	3.9%	17	2.9%	5.4%	3	0.5%	1.5%	0	0.0%	0.0%
<b>Petits patrons</b>	44	3.6%	2.7%	28	4.6%	2.3%	16	2.6%	3.8%	38	11.8%	2.6%
<b>Affaires et Cadres</b>	76	6.2%	1.5%	46	7.6%	1.6%	30	4.9%	1.4%	66	20.7%	1.5%
<b>Professions intermédiaires</b>	156	12.8%	2.1%	73	12.1%	2.0%	83	13.4%	2.2%	127	39.8%	2.1%
<b>Employés</b>	185	15.2%	2.2%	49	8.2%	2.2%	135	21.9%	2.1%	30	9.4%	1.7%
<b>Ouvriers</b>	135	11.1%	2.1%	106	17.6%	2.1%	29	4.7%	2.2%	11	3.3%	2.4%
<b>Retraités</b>	469	38.5%	3.6%	247	41.0%	4.1%	222	36.0%	3.2%	5	1.6%	2.3%
<b>Autres inactifs</b>	135	11.1%	1.4%	36	6.0%	1.0%	99	16.0%	1.6%	43	13.3%	1.3%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	39	3.2%	5.0%	20	3.4%	5.6%	19	3.0%	4.6%	0	0.0%	0.0%
<b>Petits patrons</b>	51	4.2%	1.9%	31	5.2%	2.1%	20	3.2%	1.6%	51	16.0%	1.9%
<b>Affaires et Cadres</b>	103	8.4%	1.5%	49	8.1%	1.4%	54	8.8%	1.5%	103	32.2%	1.5%
<b>Professions intermédiaires</b>	165	13.6%	2.0%	78	13.0%	1.9%	87	14.2%	2.2%	165	51.8%	2.0%
<b>Employés</b>	114	9.3%	2.0%	52	8.7%	2.3%	62	10.0%	1.9%	0	0.0%	0.0%
<b>Ouvriers</b>	192	15.8%	2.0%	93	15.5%	1.8%	99	16.0%	2.2%	0	0.0%	0.0%
<b>Retraités</b>	501	41.1%	3.3%	252	41.9%	3.8%	249	40.3%	3.0%	0	0.0%	0.0%
<b>Autres inactifs</b>	54	4.4%	1.5%	26	4.3%	1.8%	28	4.5%	1.4%	0	0.0%	0.0%

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<b>Taille du foyer</b>												
1 personne	233	19.1%	2.4%	94	15.6%	2.2%	139	22.6%	2.5%	42	13.1%	1.8%
2 personnes	553	45.4%	3.0%	281	46.7%	3.2%	272	44.1%	2.9%	89	27.9%	2.1%
3 personnes	219	18.0%	2.3%	115	19.1%	2.4%	104	16.8%	2.2%	85	26.5%	2.1%
4 personnes	173	14.2%	1.8%	90	15.0%	1.9%	83	13.4%	1.8%	87	27.3%	1.9%
5 personnes et +	40	3.3%	0.7%	21	3.6%	0.8%	19	3.1%	0.6%	17	5.2%	0.6%
<b>Présence d'enfants de moins de 15 ans</b>												
Oui	247	20.3%	1.6%	109	18.1%	1.5%	138	22.3%	1.6%	124	38.7%	1.6%
Non	972	79.7%	2.6%	493	81.9%	2.8%	479	77.7%	2.5%	196	61.3%	1.9%
<b>Habitat</b>												
Communes rurales	398	32.6%	3.3%	193	32.2%	3.4%	204	33.1%	3.3%	95	29.6%	2.8%
Agglo. - 20 000 hab	219	18.0%	2.4%	118	19.6%	2.7%	101	16.4%	2.2%	50	15.5%	1.8%
Agglo. 20 000 à 100 000 hab	189	15.5%	2.7%	88	14.7%	2.7%	101	16.4%	2.8%	49	15.4%	2.3%
Agglo. + 100 000 hab	398	32.6%	2.5%	193	32.1%	2.5%	205	33.2%	2.5%	119	37.3%	2.1%
Agglo. Paris	15	1.3%	0.2%	9	1.5%	0.2%	6	1.0%	0.1%	7	2.1%	0.2%
<b>Régions INSEE</b>												
Ile de France	20	1.6%	0.2%	9	1.5%	0.2%	11	1.8%	0.2%	7	2.1%	0.2%
Bourgogne	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Haute Normandie	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Centre	2	0.1%	0.1%	0	0.0%	0.0%	1	0.2%	0.1%	2	0.5%	0.2%
Pays de Loire	4	0.3%	0.1%	2	0.3%	0.1%	2	0.4%	0.1%	0	0.1%	0.0%
Poitou Charentes	332	27.2%	22.2%	153	25.4%	21.5%	179	28.9%	23.0%	82	25.6%	19.9%
Aquitaine	824	67.6%	29.4%	417	69.2%	30.8%	407	65.9%	28.0%	212	66.3%	23.5%
Midi Pyrénées	29	2.3%	1.2%	15	2.5%	1.2%	14	2.2%	1.1%	12	3.7%	1.4%
Limousin	5	0.4%	0.8%	4	0.7%	1.4%	1	0.1%	0.2%	1	0.5%	0.8%
Auvergne	1	0.1%	0.1%	0	0.0%	0.0%	1	0.2%	0.2%	1	0.3%	0.4%
Rhône Alpes	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Languedoc Roussillon	2	0.2%	0.1%	1	0.1%	0.1%	2	0.3%	0.1%	2	0.7%	0.3%
Provence Alpes Côte d'Azur. Corse	1	0.1%	0.0%	1	0.1%	0.0%	0	0.0%	0.0%	1	0.2%	0.0%
<b>Habitudes de connexion à Internet</b>												
Tous les jours	937	76.8%	2.2%	486	80.8%	2.3%	450	72.9%	2.1%	276	86.5%	1.7%
Presque tous les jours	181	14.8%	3.0%	73	12.1%	2.6%	108	17.5%	3.2%	26	8.2%	1.9%
1 à 2 fois par semaine	84	6.9%	2.8%	32	5.3%	2.5%	52	8.5%	3.0%	12	3.7%	2.3%
1 à 3 fois par mois	12	0.9%	2.9%	5	0.8%	2.7%	7	1.1%	3.1%	5	1.6%	8.4%
Moins souvent	6	0.5%	5.5%	6	1.0%	16.2%	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>Revenus du foyer</b>												
<b>Moins de 9 000 euros par an</b>	11	0.9%	0.8%	7	1.1%	1.1%	4	0.7%	0.6%	1	0.3%	0.4%
<b>De 9 000 à moins de 12 000 euros par an</b>	44	3.6%	2.2%	8	1.4%	1.1%	36	5.8%	2.9%	2	0.7%	0.9%
<b>De 12 000 à moins de 18 000 euros par an</b>	110	9.0%	2.2%	41	6.8%	2.0%	69	11.1%	2.3%	13	4.1%	1.7%
<b>De 18 000 à moins de 24 000 euros par an</b>	160	13.2%	2.3%	76	12.7%	2.6%	84	13.6%	2.1%	31	9.8%	2.1%
<b>De 24 000 à moins de 36 000 euros par an</b>	312	25.6%	2.5%	164	27.3%	2.9%	148	24.0%	2.2%	66	20.6%	1.9%
<b>De 36 000 à moins de 45 000 euros par an</b>	211	17.3%	2.7%	101	16.7%	2.6%	110	17.9%	2.9%	59	18.6%	2.1%
<b>De 45 000 à moins de 65 000 euros par an</b>	185	15.2%	2.4%	115	19.2%	2.7%	70	11.3%	2.0%	77	24.1%	2.0%
<b>65 000 euros et plus par an</b>	96	7.9%	2.2%	58	9.6%	2.3%	38	6.2%	2.2%	45	14.0%	1.6%
<b>Refus</b>	74	6.1%	2.1%	25	4.1%	1.6%	49	8.0%	2.4%	18	5.6%	1.4%
<b>Ne sait pas</b>	16	1.3%	1.0%	7	1.1%	0.9%	9	1.4%	1.1%	7	2.2%	1.1%