

Dimanche Ouest France



A.C.P.M. - ONE -

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	1743	100.0%	3.3%	785	100.0%	3.1%	959	100.0%	3.5%	446	100.0%	2.5%
Sexe												
Homme	785	45.0%	3.1%	785	100.0%	3.1%	0	0.0%	0.0%	232	52.1%	2.5%
Femme	959	55.0%	3.5%	0	0.0%	0.0%	959	100.0%	3.5%	213	47.9%	2.5%
Age												
15 à 24 ans	159	9.1%	2.2%	75	9.6%	2.0%	84	8.8%	2.3%	65	14.5%	2.0%
25 à 34 ans	112	6.4%	1.5%	52	6.7%	1.4%	60	6.2%	1.5%	52	11.7%	1.6%
35 à 49 ans	377	21.6%	3.0%	209	26.6%	3.3%	168	17.5%	2.6%	143	32.0%	2.3%
50 à 59 ans	327	18.7%	3.8%	141	18.0%	3.4%	185	19.3%	4.2%	134	30.0%	3.7%
60 ans et plus	769	44.1%	4.8%	307	39.1%	4.2%	462	48.2%	5.2%	53	11.8%	3.3%
Individu												
Ménagères	881	50.5%	3.8%	0	0.0%	0.0%	881	91.9%	3.8%	176	39.4%	2.5%
Personne de référence	907	52.0%	3.2%	699	89.1%	3.4%	208	21.7%	2.8%	250	56.1%	2.8%
Responsable des achats	1241	71.2%	3.5%	390	49.7%	3.0%	851	88.7%	3.7%	288	64.6%	2.6%
PCS Individu												
Agriculteurs	35	2.0%	6.8%	24	3.0%	7.4%	11	1.2%	5.9%	1	0.2%	2.1%
Petits patrons	20	1.2%	1.2%	15	2.0%	1.3%	5	0.5%	1.1%	14	3.2%	1.0%
Affaires et Cadres	97	5.5%	1.9%	62	7.9%	2.1%	35	3.6%	1.6%	81	18.1%	1.8%
Professions intermédiaires	251	14.4%	3.4%	151	19.3%	4.1%	100	10.4%	2.7%	214	48.0%	3.5%
Employés	263	15.1%	3.1%	58	7.4%	2.6%	205	21.4%	3.2%	59	13.2%	3.3%
Ouvriers	193	11.1%	3.0%	136	17.3%	2.6%	58	6.0%	4.4%	16	3.5%	3.6%
Retraités	681	39.0%	5.3%	280	35.6%	4.7%	401	41.8%	5.8%	12	2.7%	5.3%
Autres inactifs	203	11.6%	2.0%	59	7.5%	1.6%	144	15.1%	2.3%	50	11.2%	1.5%
PCS Personne de référence												
Agriculteurs	54	3.1%	6.9%	24	3.1%	6.7%	29	3.1%	7.1%	0	0.0%	0.0%
Petits patrons	39	2.2%	1.4%	15	1.9%	1.0%	24	2.5%	1.9%	39	8.6%	1.4%
Affaires et Cadres	155	8.9%	2.2%	69	8.8%	2.0%	86	8.9%	2.4%	155	34.7%	2.2%
Professions intermédiaires	252	14.5%	3.1%	149	18.9%	3.5%	104	10.8%	2.6%	252	56.6%	3.1%
Employés	135	7.7%	2.4%	62	7.9%	2.7%	73	7.6%	2.2%	0	0.0%	0.0%
Ouvriers	306	17.6%	3.2%	154	19.6%	3.0%	153	15.9%	3.4%	0	0.0%	0.0%
Retraités	740	42.4%	4.9%	292	37.2%	4.4%	448	46.7%	5.3%	0	0.0%	0.0%
Autres inactifs	64	3.6%	1.8%	20	2.6%	1.4%	43	4.5%	2.1%	0	0.0%	0.0%

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Taille du foyer												
1 personne	306	17.5%	3.1%	135	17.2%	3.2%	170	17.8%	3.1%	49	11.0%	2.1%
2 personnes	780	44.7%	4.3%	322	41.0%	3.6%	458	47.7%	4.8%	115	25.8%	2.7%
3 personnes	255	14.6%	2.7%	122	15.5%	2.6%	133	13.9%	2.9%	120	26.8%	3.0%
4 personnes	240	13.8%	2.5%	132	16.8%	2.8%	108	11.3%	2.3%	91	20.5%	1.9%
5 personnes et +	164	9.4%	2.9%	74	9.5%	2.9%	90	9.3%	3.0%	71	15.9%	2.7%
Présence d'enfants de moins de 15 ans												
Oui	410	23.5%	2.6%	196	24.9%	2.7%	214	22.4%	2.5%	164	36.8%	2.2%
Non	1333	76.5%	3.6%	589	75.1%	3.3%	744	77.6%	3.9%	282	63.2%	2.7%
Habitat												
Communes rurales	557	31.9%	4.6%	258	32.9%	4.5%	299	31.1%	4.8%	131	29.4%	3.9%
Agglo. - 20 000 hab	492	28.2%	5.5%	213	27.2%	4.9%	279	29.1%	6.0%	114	25.5%	4.1%
Agglo. 20 000 à 100 000 hab	303	17.4%	4.3%	118	15.1%	3.6%	184	19.2%	5.0%	72	16.1%	3.4%
Agglo. + 100 000 hab	363	20.8%	2.3%	173	22.0%	2.3%	191	19.9%	2.3%	115	25.8%	2.1%
Agglo. Paris	29	1.6%	0.3%	22	2.8%	0.5%	6	0.7%	0.1%	14	3.2%	0.4%
Régions INSEE												
Ile de France	41	2.3%	0.4%	23	3.0%	0.5%	18	1.8%	0.3%	18	4.0%	0.4%
Nord Pas de Calais	2	0.1%	0.1%	2	0.3%	0.1%	0	0.0%	0.0%	2	0.5%	0.2%
Lorraine	3	0.1%	0.1%	2	0.2%	0.2%	1	0.1%	0.1%	1	0.2%	0.2%
Picardie	4	0.2%	0.2%	4	0.5%	0.5%	0	0.0%	0.0%	4	0.8%	0.8%
Bourgogne	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Haute Normandie	28	1.6%	1.9%	9	1.1%	1.2%	19	2.0%	2.5%	7	1.5%	1.5%
Basse Normandie	247	14.2%	20.4%	112	14.3%	19.5%	135	14.1%	21.2%	69	15.4%	19.0%
Centre	11	0.6%	0.5%	3	0.4%	0.3%	7	0.8%	0.7%	8	1.9%	1.3%
Pays de Loire	633	36.3%	20.9%	285	36.3%	19.8%	348	36.3%	22.0%	163	36.6%	18.1%
Bretagne	758	43.5%	28.2%	336	42.8%	25.8%	422	44.0%	30.4%	169	37.9%	21.6%
Poitou Charentes	11	0.6%	0.7%	3	0.4%	0.5%	7	0.8%	0.9%	3	0.7%	0.7%
Limousin	2	0.1%	0.3%	2	0.3%	0.7%	0	0.0%	0.0%	0	0.1%	0.1%
Rhône Alpes	2	0.1%	0.0%	1	0.1%	0.0%	1	0.1%	0.1%	0	0.0%	0.0%
Languedoc Roussillon	1	0.1%	0.1%	1	0.2%	0.1%	0	0.0%	0.0%	1	0.3%	0.2%
Provence Alpes Côte d'Azur. Corse	1	0.0%	0.0%	1	0.1%	0.0%	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
Habitudes de connection à Internet												
Tous les jours	1388	79.6%	3.2%	663	84.5%	3.2%	725	75.6%	3.3%	388	87.1%	2.4%
Presque tous les jours	250	14.4%	4.1%	79	10.1%	2.9%	171	17.9%	5.1%	33	7.5%	2.4%
1 à 2 fois par semaine	88	5.1%	2.9%	29	3.7%	2.3%	59	6.1%	3.3%	15	3.4%	3.0%
1 à 3 fois par mois	16	0.9%	4.0%	12	1.6%	6.6%	4	0.4%	1.7%	7	1.6%	12.1%
Moins souvent	1	0.1%	1.4%	1	0.2%	3.9%	0	0.0%	0.0%	1	0.3%	6.4%
Revenus du foyer												
Moins de 9 000 euros par an	13	0.8%	1.0%	5	0.7%	0.9%	8	0.8%	1.1%	0	0.0%	0.0%
De 9 000 à moins de 12 000 euros par an	53	3.1%	2.7%	31	4.0%	4.0%	22	2.3%	1.8%	3	0.7%	1.2%
De 12 000 à moins de 18 000 euros par an	130	7.5%	2.6%	53	6.8%	2.6%	77	8.1%	2.6%	9	2.0%	1.1%
De 18 000 à moins de 24 000 euros par an	270	15.5%	3.9%	95	12.2%	3.2%	174	18.2%	4.4%	49	10.9%	3.3%
De 24 000 à moins de 36 000 euros par an	462	26.5%	3.7%	197	25.1%	3.4%	265	27.6%	4.0%	89	19.9%	2.5%
De 36 000 à moins de 45 000 euros par an	304	17.4%	4.0%	158	20.2%	4.1%	145	15.2%	3.8%	114	25.6%	3.9%
De 45 000 à moins de 65 000 euros par an	279	16.0%	3.6%	145	18.5%	3.4%	134	14.0%	3.9%	104	23.2%	2.7%
65 000 euros et plus par an	92	5.3%	2.1%	51	6.5%	2.0%	41	4.3%	2.4%	52	11.7%	1.8%
Refus	104	6.0%	2.9%	27	3.5%	1.8%	77	8.0%	3.8%	16	3.7%	1.2%
Ne sait pas	36	2.1%	2.3%	22	2.7%	2.9%	15	1.5%	1.7%	10	2.3%	1.5%