

Groupe Journaux de l'Ouest Dimanche



A.C.P.M. - ONE -

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	2197	100.0%	4.2%	1017	100.0%	4.0%	1180	100.0%	4.3%	514	100.0%	2.9%
Sexe												
Homme	1017	46.3%	4.0%	1017	100.0%	4.0%	0	0.0%	0.0%	267	51.9%	2.9%
Femme	1180	53.7%	4.3%	0	0.0%	0.0%	1180	100.0%	4.3%	247	48.1%	2.8%
Age												
15 à 24 ans	207	9.4%	2.8%	92	9.1%	2.5%	115	9.7%	3.1%	73	14.2%	2.3%
25 à 34 ans	161	7.3%	2.1%	91	9.0%	2.5%	70	5.9%	1.8%	64	12.4%	2.0%
35 à 49 ans	454	20.7%	3.6%	251	24.7%	4.0%	203	17.2%	3.2%	164	31.9%	2.6%
50 à 59 ans	418	19.0%	4.8%	182	17.9%	4.4%	236	20.0%	5.3%	153	29.7%	4.2%
60 ans et plus	957	43.6%	5.9%	400	39.3%	5.5%	557	47.2%	6.3%	61	11.9%	3.8%
Individu												
Ménagères	1061	48.3%	4.5%	0	0.0%	0.0%	1061	89.9%	4.5%	203	39.4%	2.9%
Personne de référence	1137	51.8%	4.1%	897	88.2%	4.4%	240	20.4%	3.2%	284	55.2%	3.2%
Responsable des achats	1547	70.4%	4.3%	508	49.9%	3.9%	1039	88.0%	4.5%	343	66.8%	3.1%
PCS Individu												
Agriculteurs	41	1.9%	8.0%	30	2.9%	9.2%	11	1.0%	5.9%	1	0.1%	2.1%
Petits patrons	24	1.1%	1.5%	20	1.9%	1.6%	5	0.4%	1.1%	19	3.6%	1.3%
Affaires et Cadres	112	5.1%	2.2%	71	7.0%	2.5%	41	3.5%	1.9%	95	18.5%	2.1%
Professions intermédiaires	285	13.0%	3.9%	172	16.9%	4.7%	114	9.6%	3.1%	237	46.2%	3.9%
Employés	329	15.0%	3.8%	73	7.2%	3.2%	257	21.7%	4.1%	67	13.1%	3.8%
Ouvriers	273	12.4%	4.2%	209	20.6%	4.1%	64	5.4%	4.9%	16	3.1%	3.6%
Retraités	846	38.5%	6.6%	361	35.5%	6.0%	484	41.0%	7.0%	12	2.4%	5.5%
Autres inactifs	286	13.0%	2.9%	81	8.0%	2.2%	205	17.4%	3.2%	67	13.0%	2.0%
PCS Personne de référence												
Agriculteurs	58	2.6%	7.5%	28	2.7%	7.7%	30	2.6%	7.3%	0	0.0%	0.0%
Petits patrons	48	2.2%	1.8%	20	1.9%	1.4%	28	2.4%	2.3%	48	9.3%	1.8%
Affaires et Cadres	181	8.2%	2.6%	80	7.9%	2.3%	101	8.5%	2.8%	181	35.2%	2.6%
Professions intermédiaires	286	13.0%	3.5%	167	16.4%	4.0%	118	10.0%	3.0%	286	55.6%	3.5%
Employés	179	8.2%	3.2%	79	7.8%	3.4%	100	8.5%	3.1%	0	0.0%	0.0%
Ouvriers	433	19.7%	4.5%	234	23.0%	4.5%	198	16.8%	4.4%	0	0.0%	0.0%
Retraités	941	42.9%	6.3%	382	37.5%	5.8%	560	47.4%	6.7%	0	0.0%	0.0%
Autres inactifs	72	3.3%	2.0%	27	2.6%	1.8%	45	3.8%	2.2%	0	0.0%	0.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du foyer												
1 personne	370	16.9%	3.8%	174	17.1%	4.1%	196	16.6%	3.6%	61	11.9%	2.6%
2 personnes	983	44.7%	5.4%	412	40.5%	4.6%	570	48.3%	6.0%	135	26.2%	3.2%
3 personnes	332	15.1%	3.6%	163	16.0%	3.5%	169	14.3%	3.7%	130	25.3%	3.3%
4 personnes	307	14.0%	3.3%	166	16.3%	3.5%	141	12.0%	3.0%	106	20.6%	2.3%
5 personnes et +	205	9.3%	3.7%	102	10.0%	4.0%	103	8.7%	3.4%	82	16.0%	3.1%
Présence d'enfants de moins de 15 ans												
Oui	519	23.6%	3.3%	251	24.7%	3.5%	267	22.7%	3.2%	193	37.5%	2.6%
Non	1678	76.4%	4.6%	765	75.3%	4.3%	913	77.3%	4.8%	321	62.5%	3.1%
Habitat												
Communes rurales	695	31.6%	5.8%	320	31.5%	5.6%	375	31.7%	6.0%	145	28.2%	4.3%
Agglo. - 20 000 hab	614	27.9%	6.8%	277	27.2%	6.4%	337	28.6%	7.2%	128	25.0%	4.7%
Agglo. 20 000 à 100 000 hab	350	15.9%	5.0%	146	14.4%	4.4%	204	17.3%	5.6%	76	14.8%	3.6%
Agglo. + 100 000 hab	509	23.2%	3.2%	251	24.7%	3.3%	258	21.9%	3.2%	150	29.3%	2.7%
Agglo. Paris	29	1.3%	0.3%	22	2.2%	0.5%	6	0.5%	0.1%	14	2.7%	0.4%
Régions INSEE												
Ile de France	41	1.9%	0.4%	23	2.3%	0.5%	18	1.5%	0.3%	18	3.5%	0.4%
Nord Pas de Calais	2	0.1%	0.1%	2	0.2%	0.1%	0	0.0%	0.0%	2	0.4%	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	0.4%	0.5%	0	0.0%	0.0%	4	0.7%	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	1.3%	1.9%	9	0.9%	1.2%	19	1.6%	2.5%	7	1.3%	1.5%
Basse Normandie	296	13.5%	24.4%	134	13.2%	23.4%	162	13.7%	25.3%	80	15.5%	22.1%
Centre	13	0.6%	0.6%	5	0.5%	0.5%	8	0.7%	0.7%	9	1.8%	1.4%
Pays de Loire	974	44.3%	32.2%	466	45.8%	32.4%	508	43.0%	32.0%	207	40.4%	23.0%
Bretagne	761	34.6%	28.3%	336	33.1%	25.8%	425	36.0%	30.6%	169	32.8%	21.6%
Poitou Charentes	65	3.0%	4.4%	27	2.7%	3.8%	38	3.2%	4.9%	12	2.4%	3.0%
Midi Pyrénées	1	0.1%	0.0%	1	0.1%	0.1%	0	0.0%	0.0%	1	0.2%	0.1%
Limousin	2	0.1%	0.4%	2	0.2%	0.8%	0	0.0%	0.0%	1	0.1%	0.4%
Rhône Alpes	4	0.2%	0.1%	1	0.1%	0.0%	3	0.2%	0.1%	1	0.2%	0.1%
Languedoc Roussillon	2	0.1%	0.1%	2	0.2%	0.2%	0	0.0%	0.0%	1	0.3%	0.2%
Provence Alpes Côte d'Azur. Corse	3	0.1%	0.1%	3	0.3%	0.1%	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	1736	79.0%	4.1%	854	84.0%	4.1%	881	74.7%	4.0%	449	87.4%	2.8%
Presque tous les jours	297	13.5%	4.9%	98	9.7%	3.6%	199	16.8%	5.9%	38	7.4%	2.8%
1 à 2 fois par semaine	145	6.6%	4.8%	50	4.9%	4.0%	96	8.1%	5.4%	18	3.5%	3.5%
1 à 3 fois par mois	17	0.8%	4.4%	13	1.3%	6.9%	5	0.4%	2.2%	7	1.4%	12.1%
Moins souvent	1	0.1%	1.4%	1	0.1%	3.9%	0	0.0%	0.0%	1	0.3%	6.4%
Revenus du foyer												
Moins de 9 000 euros par an	18	0.8%	1.3%	9	0.9%	1.5%	8	0.7%	1.1%	3	0.5%	1.3%
De 9 000 à moins de 12 000 euros par an	65	2.9%	3.2%	32	3.2%	4.2%	32	2.7%	2.6%	4	0.8%	1.6%
De 12 000 à moins de 18 000 euros par an	192	8.7%	3.8%	80	7.9%	3.9%	112	9.5%	3.8%	9	1.7%	1.1%
De 18 000 à moins de 24 000 euros par an	343	15.6%	5.0%	141	13.8%	4.8%	202	17.2%	5.1%	59	11.5%	4.0%
De 24 000 à moins de 36 000 euros par an	597	27.2%	4.8%	268	26.3%	4.7%	329	27.9%	5.0%	98	19.1%	2.8%
De 36 000 à moins de 45 000 euros par an	375	17.1%	4.9%	188	18.5%	4.8%	187	15.9%	4.9%	118	22.9%	4.1%
De 45 000 à moins de 65 000 euros par an	336	15.3%	4.3%	179	17.6%	4.2%	157	13.3%	4.6%	126	24.5%	3.3%
65 000 euros et plus par an	106	4.8%	2.5%	59	5.8%	2.3%	47	4.0%	2.7%	64	12.4%	2.2%
Refus	122	5.6%	3.4%	34	3.3%	2.2%	88	7.5%	4.4%	23	4.4%	1.7%
Ne sait pas	43	1.9%	2.7%	27	2.6%	3.6%	16	1.4%	1.9%	11	2.1%	1.6%