

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1831	100.0%	3.6%	970	100.0%	4.0%	861	100.0%	3.2%	547	100.0%	3.3%
Sexe												
Homme	970	53.0%	4.0%	970	100.0%	4.0%	0	-	100.0%	327	59.9%	3.7%
Femme	861	47.0%	3.2%	0	-	100.0%	861	100.0%	3.2%	219	40.1%	2.7%
Age												
15 à 24 ans	191	10.4%	2.6%	113	11.6%	3.0%	78	9.0%	2.1%	75	13.6%	2.5%
25 à 34 ans	247	13.5%	3.2%	128	13.2%	3.4%	119	13.8%	3.1%	90	16.4%	2.6%
35 à 49 ans	451	24.6%	3.5%	264	27.2%	4.2%	187	21.7%	2.9%	201	36.8%	3.3%
50 à 64 ans	561	30.6%	4.6%	277	28.6%	4.7%	284	32.9%	4.5%	178	32.6%	4.3%
65 ans et plus	381	20.8%	3.5%	188	19.3%	4.1%	194	22.5%	3.1%	3	0.6%	1.3%
Individu												
Ménagère	802	43.8%	3.5%	0	-	100.0%	802	93.1%	3.5%	198	36.2%	3.0%
Personne de Référence	1017	55.5%	3.6%	830	85.6%	4.1%	186	21.6%	2.4%	306	56.0%	3.6%
Responsable des achats	892	48.7%	3.7%	284	29.2%	3.7%	608	70.6%	3.7%	270	49.3%	3.2%
PCS Individu												
Agriculteurs	28	1.5%	5.2%	16	1.7%	4.7%	11	1.3%	6.3%	0	-	-
Petits patrons	73	4.0%	4.7%	59	6.1%	5.4%	13	1.5%	3.0%	65	11.9%	4.6%
Affaires et Cadres	120	6.6%	2.6%	82	8.5%	2.8%	38	4.4%	2.2%	109	19.9%	2.5%
Professions intermédiaires	242	13.2%	3.6%	151	15.6%	4.3%	91	10.6%	2.8%	202	36.9%	3.6%
Employés	327	17.9%	3.9%	94	9.7%	4.8%	233	27.1%	3.6%	69	12.7%	3.9%
Ouvriers	296	16.2%	4.6%	216	22.2%	4.3%	81	9.3%	5.8%	10	1.9%	3.0%
Retraités	512	27.9%	4.2%	264	27.2%	4.5%	248	28.7%	3.9%	22	4.1%	10.1%
Autres inactifs	234	12.8%	2.3%	87	9.0%	2.5%	147	17.0%	2.2%	69	12.5%	2.2%
PCS Personne de Référence												
Agriculteurs	48	2.6%	6.2%	19	2.0%	5.1%	29	3.4%	7.3%	0	-	100.0%
Petits patrons	98	5.4%	3.9%	65	6.7%	4.8%	33	3.9%	2.9%	98	18.0%	3.9%
Affaires et Cadres	175	9.5%	2.6%	104	10.7%	3.0%	71	8.2%	2.2%	175	31.9%	2.6%
Professions intermédiaires	274	15.0%	3.6%	159	16.4%	4.0%	115	13.4%	3.2%	274	50.1%	3.6%
Employés	160	8.7%	3.0%	77	8.0%	3.6%	83	9.6%	2.6%	0	-	100.0%
Ouvriers	406	22.2%	4.2%	213	22.0%	4.2%	193	22.4%	4.2%	0	-	100.0%
Retraités	588	32.1%	4.1%	295	30.4%	4.5%	293	34.0%	3.7%	0	-	100.0%
Autres inactifs	82	4.5%	2.2%	38	3.9%	2.8%	44	5.1%	1.8%	0	-	100.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	294	16.1%	3.2%	171	17.6%	4.3%	123	14.3%	2.3%	49	8.9%	2.8%
2 personnes	748	40.9%	4.2%	362	37.3%	4.2%	387	44.9%	4.2%	166	30.4%	3.9%
3 personnes	307	16.7%	3.3%	164	16.9%	3.5%	143	16.6%	3.0%	120	22.0%	3.2%
4 personnes	294	16.0%	3.2%	170	17.5%	3.7%	124	14.4%	2.7%	124	22.7%	2.7%
5 personnes et +	188	10.3%	3.6%	104	10.7%	4.2%	85	9.8%	3.0%	87	16.0%	3.5%
Présence d'enfants de moins de 15 ans												
Oui	515	28.1%	3.3%	274	28.3%	3.8%	241	28.0%	2.9%	231	42.2%	3.1%
Non	1316	71.9%	3.7%	696	71.7%	4.1%	620	72.0%	3.4%	316	57.8%	3.4%
Habitat												
Communes rurales	686	37.5%	5.3%	354	36.5%	5.7%	332	38.6%	5.0%	188	34.4%	5.2%
Agglo. - 20 000 hab	528	28.9%	6.2%	277	28.6%	6.8%	251	29.2%	5.6%	141	25.8%	5.7%
Agglo. 20 000 à 100 000 hab	189	10.3%	2.8%	100	10.4%	3.1%	89	10.3%	2.6%	63	11.5%	3.2%
Agglo. + 100 000 hab	400	21.8%	2.8%	215	22.2%	3.1%	184	21.4%	2.4%	130	23.8%	2.7%
Agglo. Paris	28	1.5%	0.3%	23	2.4%	0.6%	5	0.6%	0.1%	25	4.6%	0.6%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	32	1.7%	0.3%	27	2.8%	0.6%	5	0.6%	0.1%	25	4.6%	0.6%
Nord-Pas-de-Calais	1	0.0%	0.0%	0	-	-	1	0.1%	0.0%	1	0.1%	0.1%
Lorraine	0	-	-	0	-	-	0	-	-	0	-	-
Alsace	0	-	-	0	-	-	0	-	-	0	-	-
Franche-Comté	1	0.0%	0.1%	0	-	-	1	0.1%	0.2%	0	-	-
Champagne-Ardenne	1	0.1%	0.1%	0	0.0%	0.1%	1	0.1%	0.1%	0	0.1%	0.2%
Picardie	3	0.2%	0.2%	1	0.1%	0.2%	2	0.2%	0.2%	1	0.1%	0.2%
Bourgogne	1	0.1%	0.1%	1	0.1%	0.2%	0	-	-	1	0.2%	0.4%
Haute-Normandie	4	0.2%	0.3%	4	0.4%	0.6%	0	-	-	1	0.2%	0.2%
Basse-Normandie	274	15.0%	22.8%	150	15.5%	26.1%	124	14.4%	19.8%	81	14.9%	25.9%
Centre	4	0.2%	0.2%	4	0.4%	0.4%	0	0.1%	0.0%	1	0.2%	0.1%
Pays de la Loire	681	37.2%	23.9%	375	38.7%	27.3%	306	35.5%	20.7%	197	36.0%	22.5%
Bretagne	815	44.5%	31.5%	397	40.9%	32.0%	418	48.5%	31.1%	232	42.4%	30.4%
Poitou-Charentes	5	0.3%	0.3%	2	0.2%	0.3%	3	0.3%	0.4%	3	0.5%	0.7%
Aquitaine	0	0.0%	0.0%	0	0.0%	0.0%	0	-	-	0	-	-
Midi-Pyrénées	0	-	-	0	-	-	0	-	-	0	-	-
Limousin	0	-	-	0	-	-	0	-	-	0	-	-
Auvergne	0	0.0%	0.0%	0	0.0%	0.1%	0	-	-	0	0.1%	0.1%
Rhône-Alpes	3	0.2%	0.1%	2	0.2%	0.1%	1	0.2%	0.1%	1	0.1%	0.0%
Languedoc-Roussillon	0	-	-	0	-	-	0	-	-	0	-	-
Provence-Alpes-Côte-d'Azur-Corse	5	0.3%	0.1%	5	0.5%	0.2%	0	-	-	3	0.6%	0.2%
Habitudes de connexion Internet												
Tous les jours	962	52.5%	3.6%	532	54.9%	3.9%	429	49.8%	3.3%	421	77.0%	3.3%
Presque tous les jours	180	9.8%	3.0%	91	9.4%	3.3%	89	10.3%	2.7%	57	10.3%	2.3%
1 à 2 fois par semaine	142	7.7%	4.4%	59	6.1%	4.2%	83	9.6%	4.6%	33	6.1%	3.7%
1 à 3 fois par mois	25	1.3%	2.9%	18	1.9%	4.7%	6	0.7%	1.3%	8	1.5%	4.3%
Moins souvent	36	2.0%	2.5%	17	1.7%	2.7%	19	2.2%	2.4%	0	-	-
Jamais	15	0.8%	6.0%	7	0.8%	5.3%	8	0.9%	7.0%	0	-	-

Dimanche Ouest France

E7QR, Lecture Dernière Période

	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	89	4.9%	3.7%	48	5.0%	5.0%	41	4.8%	2.8%	13	2.3%	6.6%
De 9 000 à moins de 12 000 euros par an	110	6.0%	3.4%	33	3.4%	3.1%	77	9.0%	3.5%	10	1.9%	3.7%
De 12 000 à moins de 18 000 euros par an	252	13.8%	3.7%	142	14.6%	4.7%	110	12.8%	2.9%	19	3.5%	2.4%
De 18 000 à moins de 24 000 euros par an	276	15.0%	3.8%	142	14.7%	4.2%	133	15.5%	3.4%	53	9.7%	3.4%
De 24 000 à moins de 36 000 euros par an	449	24.5%	4.1%	223	23.0%	4.0%	226	26.3%	4.1%	139	25.4%	3.8%
De 36 000 à moins de 45 000 euros par an	252	13.8%	4.0%	147	15.1%	4.5%	105	12.2%	3.5%	103	18.8%	3.6%
De 45 000 à moins de 65 000 euros par an	187	10.2%	3.3%	121	12.5%	3.8%	66	7.7%	2.7%	105	19.2%	3.0%
65 000 euros et plus	77	4.2%	2.7%	56	5.7%	3.2%	22	2.5%	1.9%	66	12.1%	3.0%
Refus	120	6.6%	3.2%	48	5.0%	3.1%	72	8.4%	3.3%	30	5.5%	2.3%
Ne sait pas	18	1.0%	1.2%	11	1.1%	1.6%	8	0.9%	0.9%	9	1.6%	1.6%