

Groupe Sipa Ouest-France hebdos

Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	2099	100.0%	4.1%	1000	100.0%	4.1%	1099	100.0%	4.1%	565	100.0%	3.3%
Sexe												
Homme	1000	47.6%	4.1%	1000	100.0%	4.1%	0	0.0%	0.0%	292	51.7%	3.3%
Femme	1099	52.4%	4.1%	0	0.0%	0.0%	1099	100.0%	4.1%	273	48.3%	3.2%
Age												
15 à 24 ans	163	7.8%	2.2%	79	7.9%	2.1%	84	7.6%	2.3%	82	14.6%	2.6%
25 à 34 ans	271	12.9%	3.5%	142	14.2%	3.8%	129	11.7%	3.3%	87	15.5%	2.6%
35 à 49 ans	492	23.4%	3.9%	240	24.0%	3.9%	252	22.9%	4.0%	196	34.7%	3.2%
50 à 59 ans	455	21.7%	5.0%	219	21.9%	4.8%	236	21.5%	5.2%	158	28.0%	4.1%
60 ans et plus	718	34.2%	4.8%	320	32.0%	5.0%	398	36.2%	4.8%	41	7.3%	4.6%
Individu												
Ménagères	1002	47.8%	4.3%	0	0.0%	0.0%	1002	91.2%	4.3%	231	40.9%	3.3%
Personne de référence	1152	54.9%	4.1%	865	86.5%	4.3%	287	26.1%	3.7%	270	47.7%	3.2%
Responsable des achats	1489	70.9%	4.2%	511	51.1%	4.0%	978	89.0%	4.3%	345	61.0%	3.1%
PCS Individu												
Agriculteurs	42	2.0%	8.0%	28	2.8%	7.2%	14	1.2%	10.1%	0	0.0%	0.0%
Petits patrons	76	3.6%	4.7%	58	5.8%	5.1%	18	1.6%	3.7%	66	11.7%	4.6%
Affaires et Cadres	141	6.7%	2.8%	95	9.5%	3.2%	46	4.1%	2.1%	125	22.2%	2.7%
Professions intermédiaires	223	10.6%	3.3%	114	11.4%	3.3%	109	9.9%	3.2%	178	31.5%	3.2%
Employés	400	19.1%	4.8%	73	7.3%	3.5%	327	29.8%	5.3%	91	16.1%	4.9%
Ouvriers	307	14.6%	4.8%	238	23.8%	4.7%	69	6.3%	5.1%	33	5.9%	8.1%
Retraités	623	29.7%	5.0%	277	27.7%	4.7%	346	31.5%	5.2%	10	1.8%	3.7%
Autres inactifs	287	13.7%	2.8%	116	11.6%	3.1%	170	15.5%	2.6%	61	10.9%	1.9%
PCS Personne de référence												
Agriculteurs	70	3.4%	8.7%	34	3.4%	7.7%	36	3.3%	9.9%	0	0.0%	0.0%
Petits patrons	111	5.3%	4.2%	52	5.2%	3.9%	59	5.3%	4.5%	111	19.6%	4.2%
Affaires et Cadres	199	9.5%	2.8%	118	11.8%	3.3%	81	7.4%	2.2%	199	35.3%	2.8%
Professions intermédiaires	255	12.1%	3.4%	122	12.2%	3.2%	133	12.1%	3.6%	255	45.1%	3.4%
Employés	170	8.1%	3.2%	75	7.5%	3.4%	95	8.7%	3.0%	0	0.0%	0.0%
Ouvriers	448	21.4%	4.7%	221	22.1%	4.3%	227	20.6%	5.2%	0	0.0%	0.0%
Retraités	710	33.8%	4.9%	302	30.2%	4.6%	408	37.2%	5.2%	0	0.0%	0.0%
Autres inactifs	135	6.4%	3.3%	75	7.5%	4.8%	60	5.4%	2.4%	0	0.0%	0.0%

Groupe Sipa Ouest-France hebdos

Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du foyer												
1 personne	370	17.6%	3.7%	152	15.2%	3.6%	218	19.8%	3.8%	43	7.6%	2.3%
2 personnes	848	40.4%	4.7%	397	39.7%	4.6%	451	41.0%	4.9%	141	24.9%	3.3%
3 personnes	301	14.3%	3.3%	153	15.3%	3.3%	148	13.5%	3.3%	100	17.7%	2.7%
4 personnes	344	16.4%	3.7%	166	16.6%	3.6%	178	16.2%	3.8%	165	29.2%	3.5%
5 personnes et +	236	11.2%	4.4%	133	13.3%	5.0%	103	9.4%	3.8%	115	20.4%	4.3%
Présence d'enfants de moins de 15 ans												
Oui	610	29.1%	4.0%	301	30.1%	4.1%	309	28.1%	3.8%	278	49.2%	3.6%
Non	1489	70.9%	4.1%	699	69.9%	4.0%	790	71.9%	4.2%	287	50.8%	3.0%
Habitat												
Communes rurales	824	39.3%	7.0%	379	37.9%	6.7%	445	40.5%	7.3%	199	35.2%	6.1%
Agglo. - 20 000 hab	507	24.2%	5.7%	248	24.8%	5.8%	259	23.6%	5.6%	133	23.5%	5.3%
Agglo. 20 000 à 100 000 hab	356	17.0%	5.1%	137	13.7%	4.2%	219	19.9%	5.9%	87	15.4%	4.6%
Agglo. + 100 000 hab	168	8.0%	1.1%	102	10.2%	1.4%	66	6.0%	0.8%	53	9.4%	0.9%
Agglo. Paris	244	11.6%	2.9%	134	13.4%	3.3%	110	10.0%	2.5%	93	16.5%	2.3%
Régions INSEE												
Ile de France	445	21.2%	4.7%	223	22.3%	4.9%	222	20.2%	4.5%	156	27.7%	3.5%
Nord Pas de Calais	6	0.3%	0.2%	6	0.6%	0.4%	0	0.0%	0.0%	0	0.0%	0.0%
Franche-Comté	1	0.0%	0.1%	1	0.1%	0.1%	0	0.0%	0.0%	1	0.1%	0.2%
Champagne Ardennes	3	0.2%	0.3%	0	0.0%	0.1%	3	0.3%	0.5%	0	0.0%	0.0%
Picardie	82	3.9%	5.3%	45	4.5%	6.1%	37	3.4%	4.7%	21	3.7%	4.7%
Bourgogne	5	0.2%	0.4%	3	0.3%	0.5%	1	0.1%	0.2%	1	0.2%	0.2%
Haute Normandie	399	19.0%	27.0%	183	18.3%	25.8%	216	19.7%	28.0%	93	16.4%	20.3%
Basse Normandie	308	14.7%	25.5%	144	14.4%	24.9%	164	14.9%	26.1%	72	12.7%	20.9%
Centre	17	0.8%	0.8%	9	0.9%	0.9%	7	0.7%	0.7%	3	0.5%	0.5%
Pays de Loire	357	17.0%	12.2%	169	16.9%	11.9%	188	17.1%	12.4%	113	20.1%	11.9%
Bretagne	381	18.1%	14.4%	161	16.1%	12.7%	219	19.9%	16.0%	87	15.4%	11.3%
Poitou Charentes	1	0.0%	0.1%	1	0.1%	0.1%	0	0.0%	0.0%	0	0.0%	0.0%
Aquitaine	86	4.1%	3.1%	51	5.1%	3.9%	35	3.2%	2.4%	16	2.9%	1.9%
Midi Pyrénées	1	0.1%	0.1%	0	0.0%	0.0%	1	0.1%	0.1%	0	0.0%	0.0%
Rhône Alpes	1	0.1%	0.0%	1	0.1%	0.0%	0	0.0%	0.0%	1	0.2%	0.1%
Languedoc Roussillon	2	0.1%	0.1%	2	0.2%	0.2%	0	0.0%	0.0%	0	0.0%	0.0%
Provence Alpes Côte d'Azur. Corse	5	0.2%	0.1%	0	0.0%	0.0%	5	0.4%	0.2%	0	0.0%	0.0%

Groupe Sipa Ouest-France hebdos

ONE
2
0
1
4

Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Habitudes de connection à Internet												
Tous les jours	1163	55.4%	3.6%	581	58.1%	3.6%	582	53.0%	3.6%	455	80.6%	3.2%
Presque tous les jours	216	10.3%	3.7%	96	9.6%	3.4%	121	11.0%	3.9%	63	11.2%	3.2%
1 à 2 fois par semaine	132	6.3%	5.1%	62	6.2%	5.5%	70	6.4%	4.7%	29	5.1%	4.4%
1 à 3 fois par mois	26	1.2%	4.8%	9	0.9%	4.6%	16	1.5%	4.9%	4	0.8%	5.4%
Moins souvent	38	1.8%	4.1%	17	1.7%	4.6%	20	1.8%	3.7%	5	1.0%	7.1%
Revenus du foyer												
Moins de 9 000 euros par an	58	2.8%	3.1%	19	1.9%	2.6%	39	3.6%	3.5%	4	0.7%	2.2%
De 9 000 à moins de 12 000 euros par an	106	5.0%	3.6%	38	3.8%	3.3%	68	6.2%	3.7%	12	2.1%	5.1%
De 12 000 à moins de 18 000 euros par an	247	11.7%	4.2%	104	10.4%	4.2%	143	13.0%	4.2%	17	3.0%	2.6%
De 18 000 à moins de 24 000 euros par an	330	15.7%	4.8%	154	15.4%	4.9%	176	16.0%	4.7%	46	8.1%	3.2%
De 24 000 à moins de 36 000 euros par an	511	24.3%	4.6%	241	24.1%	4.5%	269	24.5%	4.7%	120	21.2%	3.5%
De 36 000 à moins de 45 000 euros par an	322	15.3%	4.6%	177	17.7%	4.9%	144	13.1%	4.4%	128	22.6%	4.2%
De 45 000 à moins de 65 000 euros par an	251	11.9%	3.7%	140	14.0%	3.8%	111	10.1%	3.6%	137	24.3%	3.6%
De 65 000 à moins de 80 000 euros par an	43	2.0%	2.2%	27	2.7%	2.3%	16	1.5%	2.0%	28	4.9%	2.1%
De 80 000 à moins de 115 000 euros par an	17	0.8%	1.4%	11	1.1%	1.5%	6	0.6%	1.3%	9	1.6%	1.0%
115 000 euros et plus par an	11	0.5%	2.1%	6	0.6%	2.0%	5	0.4%	2.2%	9	1.5%	1.9%
Refus	156	7.4%	4.4%	73	7.3%	4.9%	83	7.6%	4.0%	42	7.4%	3.5%
Ne sait pas	49	2.3%	2.7%	12	1.2%	1.5%	38	3.4%	3.6%	15	2.7%	2.0%