

## Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	1710	100.0%	3.3%	848	100.0%	3.4%	862	100.0%	3.2%	422	100.0%	2.4%
<b>Sexe</b>												
<b>Homme</b>	848	49.6%	3.4%	848	100.0%	3.4%	0	0.0%	0.0%	199	47.1%	2.3%
<b>Femme</b>	862	50.4%	3.2%	0	0.0%	0.0%	862	100.0%	3.2%	223	52.9%	2.6%
<b>Age</b>												
<b>15 à 24 ans</b>	151	8.8%	2.1%	69	8.1%	1.9%	82	9.5%	2.3%	48	11.4%	1.6%
<b>25 à 34 ans</b>	178	10.4%	2.3%	93	11.0%	2.5%	85	9.9%	2.2%	52	12.4%	1.6%
<b>35 à 49 ans</b>	379	22.2%	3.0%	203	23.9%	3.3%	176	20.4%	2.8%	195	46.1%	3.1%
<b>50 à 59 ans</b>	287	16.8%	3.1%	125	14.7%	2.7%	162	18.8%	3.5%	97	22.9%	2.5%
<b>60 ans et plus</b>	715	41.8%	4.6%	358	42.2%	5.3%	357	41.4%	4.1%	30	7.1%	3.4%
<b>Individu</b>												
<b>Ménagères</b>	790	46.2%	3.4%	0	0.0%	0.0%	790	91.7%	3.4%	195	46.1%	2.8%
<b>Personne de référence</b>	998	58.4%	3.5%	763	90.0%	3.7%	235	27.3%	3.0%	213	50.4%	2.5%
<b>Responsable des achats</b>	1183	69.2%	3.3%	440	51.9%	3.3%	744	86.3%	3.2%	289	68.5%	2.6%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	28	1.6%	5.5%	20	2.3%	5.7%	8	0.9%	5.1%	0	0.0%	0.0%
<b>Petits patrons</b>	36	2.1%	2.3%	28	3.3%	2.5%	8	0.9%	1.8%	34	8.0%	2.3%
<b>Affaires et Cadres</b>	105	6.2%	2.2%	64	7.6%	2.3%	41	4.8%	2.0%	97	23.0%	2.2%
<b>Professions intermédiaires</b>	219	12.8%	3.0%	94	11.1%	2.7%	125	14.5%	3.4%	173	41.1%	3.0%
<b>Employés</b>	219	12.8%	2.6%	51	6.0%	2.3%	168	19.4%	2.7%	53	12.5%	2.8%
<b>Ouvriers</b>	243	14.2%	3.8%	192	22.6%	3.8%	51	5.9%	3.8%	14	3.2%	4.0%
<b>Retraités</b>	593	34.7%	4.6%	324	38.2%	5.3%	269	31.2%	4.1%	2	0.5%	1.1%
<b>Autres inactifs</b>	268	15.7%	2.6%	75	8.8%	2.0%	193	22.4%	2.9%	49	11.6%	1.5%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	41	2.4%	5.5%	25	3.0%	6.2%	16	1.9%	4.7%	0	0.0%	0.0%
<b>Petits patrons</b>	60	3.5%	2.3%	29	3.4%	2.1%	31	3.6%	2.4%	60	14.2%	2.3%
<b>Affaires et Cadres</b>	136	8.0%	2.0%	72	8.4%	2.1%	64	7.5%	1.9%	136	32.2%	2.0%
<b>Professions intermédiaires</b>	226	13.2%	2.9%	98	11.6%	2.5%	128	14.8%	3.3%	226	53.6%	2.9%
<b>Employés</b>	133	7.8%	2.5%	61	7.2%	2.6%	72	8.4%	2.4%	0	0.0%	0.0%
<b>Ouvriers</b>	321	18.8%	3.4%	195	23.0%	3.8%	127	14.7%	2.9%	0	0.0%	0.0%
<b>Retraités</b>	655	38.3%	4.4%	339	40.0%	5.0%	316	36.6%	3.9%	0	0.0%	0.0%
<b>Autres inactifs</b>	137	8.0%	3.3%	29	3.4%	1.8%	108	12.5%	4.1%	0	0.0%	0.0%

# Dimanche Ouest France



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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Taille du foyer</b>												
1 personne	331	19.3%	3.3%	163	19.3%	3.7%	167	19.4%	3.0%	51	12.0%	2.8%
2 personnes	706	41.3%	3.9%	347	40.9%	4.0%	360	41.7%	3.8%	90	21.4%	2.2%
3 personnes	245	14.3%	2.7%	128	15.1%	2.8%	116	13.5%	2.5%	90	21.3%	2.3%
4 personnes	252	14.7%	2.7%	133	15.6%	2.9%	119	13.9%	2.6%	106	25.0%	2.1%
5 personnes et +	176	10.3%	3.2%	77	9.1%	2.8%	99	11.5%	3.5%	86	20.3%	3.3%
<b>Présence d'enfants de moins de 15 ans</b>												
Oui	439	25.7%	2.8%	209	24.7%	2.8%	230	26.6%	2.8%	205	48.6%	2.6%
Non	1271	74.3%	3.5%	638	75.3%	3.6%	632	73.4%	3.3%	217	51.4%	2.3%
<b>Habitat</b>												
Communes rurales	555	32.5%	4.6%	282	33.2%	4.9%	273	31.7%	4.4%	107	25.3%	3.2%
Agglo. - 20 000 hab	526	30.7%	5.8%	249	29.4%	5.9%	276	32.0%	5.7%	120	28.5%	4.7%
Agglo. 20 000 à 100 000 hab	270	15.8%	3.9%	137	16.2%	4.0%	133	15.4%	3.7%	62	14.8%	3.4%
Agglo. + 100 000 hab	338	19.7%	2.2%	167	19.7%	2.2%	171	19.8%	2.1%	127	30.0%	2.2%
Agglo. Paris	22	1.3%	0.3%	13	1.6%	0.3%	8	1.0%	0.2%	6	1.4%	0.2%
<b>Régions INSEE</b>												
Ile de France	25	1.5%	0.3%	16	1.9%	0.3%	10	1.1%	0.2%	8	1.9%	0.2%
Nord Pas de Calais	8	0.5%	0.3%	4	0.5%	0.3%	4	0.5%	0.3%	3	0.7%	0.3%
Alsace	3	0.2%	0.2%	3	0.3%	0.4%	0	0.0%	0.0%	0	0.0%	0.0%
Champagne Ardennes	1	0.1%	0.1%	1	0.1%	0.2%	0	0.0%	0.0%	0	0.0%	0.0%
Picardie	3	0.2%	0.2%	3	0.4%	0.5%	0	0.0%	0.0%	0	0.0%	0.0%
Bourgogne	1	0.0%	0.0%	0	0.0%	0.0%	1	0.1%	0.1%	1	0.1%	0.2%
Haute Normandie	13	0.7%	0.8%	8	0.9%	1.1%	5	0.5%	0.6%	1	0.3%	0.2%
Basse Normandie	269	15.8%	22.2%	135	15.9%	23.2%	135	15.6%	21.4%	53	12.5%	16.2%
Centre	7	0.4%	0.4%	1	0.1%	0.1%	7	0.8%	0.6%	1	0.4%	0.2%
Pays de Loire	599	35.1%	20.1%	283	33.4%	19.7%	317	36.7%	20.5%	170	40.2%	18.2%
Bretagne	757	44.3%	28.3%	382	45.1%	29.6%	375	43.5%	27.0%	171	40.6%	22.6%
Poitou Charentes	17	1.0%	1.2%	9	1.0%	1.2%	9	1.0%	1.1%	10	2.4%	2.8%
Aquitaine	3	0.2%	0.1%	3	0.3%	0.2%	0	0.0%	0.0%	2	0.6%	0.3%
Limousin	1	0.1%	0.2%	0	0.0%	0.0%	1	0.1%	0.3%	1	0.2%	0.5%
Rhône Alpes	1	0.1%	0.0%	0	0.0%	0.0%	1	0.1%	0.0%	0	0.0%	0.0%
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
<b>Habitudes de connexion à Internet</b>												
Tous les jours	997	58.3%	2.9%	506	59.7%	2.9%	491	56.9%	2.8%	348	82.5%	2.4%
Presque tous les jours	183	10.7%	3.1%	77	9.1%	2.8%	106	12.3%	3.3%	44	10.5%	2.4%
1 à 2 fois par semaine	80	4.7%	3.1%	34	4.0%	3.1%	46	5.4%	3.1%	12	2.7%	2.2%
1 à 3 fois par mois	18	1.0%	3.7%	7	0.8%	3.6%	11	1.3%	3.7%	2	0.5%	3.2%
Moins souvent	40	2.4%	5.6%	27	3.1%	7.3%	14	1.6%	3.8%	1	0.3%	2.8%
Jamais	4	0.2%	5.8%	4	0.5%	10.0%	0	0.0%	0.0%	0	0.0%	0.0%
<b>Revenus du foyer</b>												
Moins de 9 000 euros par an	48	2.8%	2.6%	22	2.6%	2.9%	26	3.0%	2.4%	4	1.0%	2.3%
De 9 000 à moins de 12 000 euros par an	67	3.9%	2.2%	20	2.3%	1.7%	47	5.4%	2.5%	4	1.0%	1.7%
De 12 000 à moins de 18 000 euros par an	189	11.0%	3.4%	101	11.9%	4.2%	87	10.1%	2.8%	13	3.1%	2.1%
De 18 000 à moins de 24 000 euros par an	273	15.9%	4.0%	144	17.0%	4.8%	129	14.9%	3.4%	35	8.2%	2.6%
De 24 000 à moins de 36 000 euros par an	401	23.5%	3.5%	199	23.4%	3.7%	203	23.5%	3.4%	98	23.3%	2.8%
De 36 000 à moins de 45 000 euros par an	281	16.4%	3.9%	148	17.4%	4.0%	133	15.5%	3.9%	86	20.3%	2.9%
De 45 000 à moins de 65 000 euros par an	204	11.9%	2.8%	85	10.0%	2.1%	119	13.8%	3.7%	105	24.9%	2.6%
65 000 euros et plus par an	82	4.8%	2.1%	48	5.7%	2.1%	34	4.0%	2.0%	52	12.4%	1.9%
Refus	96	5.6%	2.8%	39	4.6%	2.7%	56	6.6%	2.9%	14	3.4%	1.3%
Ne sait pas	70	4.1%	4.2%	42	5.0%	5.8%	27	3.2%	3.0%	10	2.3%	1.7%