

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	2135	100.0%	4.1%	1041	100.0%	4.2%	1094	100.0%	4.0%	476	100.0%	2.7%
Sexe												
Homme	1041	48.8%	4.2%	1041	100.0%	4.2%	0	0.0%	0.0%	254	53.2%	2.9%
Femme	1094	51.2%	4.0%	0	0.0%	0.0%	1094	100.0%	4.0%	223	46.8%	2.6%
Age												
15 à 24 ans	177	8.3%	2.4%	97	9.3%	2.6%	80	7.4%	2.2%	40	8.5%	1.3%
25 à 34 ans	250	11.7%	3.3%	140	13.5%	3.8%	109	10.0%	2.8%	86	18.1%	2.7%
35 à 49 ans	476	22.3%	3.8%	270	25.9%	4.4%	206	18.9%	3.3%	193	40.5%	3.0%
50 à 59 ans	446	20.9%	4.8%	203	19.5%	4.4%	242	22.2%	5.2%	131	27.5%	3.4%
60 ans et plus	786	36.8%	5.1%	331	31.8%	4.9%	455	41.6%	5.3%	26	5.5%	3.0%
Individu												
Ménagères	1009	47.3%	4.3%	0	0.0%	0.0%	1009	92.2%	4.3%	199	41.8%	2.8%
Personne de référence	1253	58.7%	4.4%	910	87.4%	4.4%	343	31.3%	4.3%	249	52.2%	3.0%
Responsable des achats	1566	73.4%	4.3%	573	55.0%	4.4%	993	90.8%	4.3%	347	72.9%	3.2%
PCS Individu												
Agriculteurs	46	2.2%	9.2%	39	3.7%	11.3%	8	0.7%	4.8%	0	0.0%	0.0%
Petits patrons	52	2.4%	3.2%	36	3.5%	3.1%	16	1.4%	3.5%	48	10.0%	3.3%
Affaires et Cadres	131	6.1%	2.7%	76	7.3%	2.7%	55	5.0%	2.7%	112	23.5%	2.5%
Professions intermédiaires	266	12.5%	3.7%	124	11.9%	3.5%	143	13.1%	3.9%	201	42.2%	3.5%
Employés	315	14.8%	3.8%	102	9.8%	4.6%	213	19.5%	3.5%	47	10.0%	2.6%
Ouvriers	326	15.3%	5.1%	252	24.2%	5.0%	74	6.8%	5.6%	15	3.2%	4.4%
Retraités	675	31.6%	5.3%	307	29.5%	5.0%	367	33.6%	5.5%	4	0.9%	2.0%
Autres inactifs	324	15.2%	3.1%	105	10.1%	2.8%	219	20.0%	3.3%	49	10.2%	1.5%
PCS Personne de référence												
Agriculteurs	54	2.5%	7.2%	41	3.9%	9.9%	13	1.2%	3.8%	0	0.0%	0.0%
Petits patrons	82	3.8%	3.1%	42	4.1%	3.2%	40	3.6%	3.1%	82	17.2%	3.1%
Affaires et Cadres	157	7.3%	2.3%	90	8.6%	2.6%	67	6.1%	2.0%	157	32.9%	2.3%
Professions intermédiaires	238	11.1%	3.0%	121	11.7%	3.0%	116	10.6%	3.0%	238	49.9%	3.0%
Employés	192	9.0%	3.5%	103	9.9%	4.3%	90	8.2%	2.9%	0	0.0%	0.0%
Ouvriers	488	22.9%	5.1%	263	25.3%	5.2%	225	20.5%	5.1%	0	0.0%	0.0%
Retraités	747	35.0%	5.0%	327	31.4%	4.9%	420	38.4%	5.2%	0	0.0%	0.0%
Autres inactifs	177	8.3%	4.2%	53	5.1%	3.4%	124	11.3%	4.7%	0	0.0%	0.0%

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Taille du foyer												
1 personne	429	20.1%	4.3%	179	17.2%	4.1%	250	22.8%	4.4%	45	9.4%	2.5%
2 personnes	866	40.5%	4.8%	419	40.3%	4.8%	447	40.8%	4.7%	127	26.6%	3.1%
3 personnes	347	16.3%	3.8%	174	16.8%	3.8%	173	15.8%	3.8%	111	23.4%	2.9%
4 personnes	314	14.7%	3.4%	175	16.8%	3.8%	140	12.8%	3.0%	123	25.9%	2.5%
5 personnes et +	179	8.4%	3.3%	94	9.0%	3.5%	85	7.8%	3.1%	70	14.7%	2.7%
Présence d'enfants de moins de 15 ans												
Oui	545	25.5%	3.5%	264	25.3%	3.6%	281	25.7%	3.4%	222	46.6%	2.9%
Non	1590	74.5%	4.4%	778	74.7%	4.4%	813	74.3%	4.3%	254	53.4%	2.6%
Habitat												
Communes rurales	779	36.5%	6.5%	378	36.3%	6.6%	401	36.7%	6.4%	153	32.2%	4.7%
Agglo. - 20 000 hab	583	27.3%	6.4%	262	25.2%	6.2%	321	29.4%	6.6%	133	28.0%	5.2%
Agglo. 20 000 à 100 000 hab	382	17.9%	5.5%	195	18.8%	5.8%	186	17.0%	5.2%	94	19.7%	5.1%
Agglo. + 100 000 hab	149	7.0%	1.0%	83	7.9%	1.1%	67	6.1%	0.8%	39	8.2%	0.7%
Agglo. Paris	242	11.3%	2.8%	123	11.8%	3.0%	119	10.9%	2.7%	57	11.9%	1.4%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	430	20.1%	4.5%	210	20.1%	4.6%	220	20.1%	4.4%	108	22.6%	2.5%
Nord Pas de Calais	27	1.3%	0.8%	20	1.9%	1.3%	7	0.6%	0.4%	4	0.8%	0.4%
Lorraine	1	0.0%	0.0%	1	0.1%	0.1%	0	0.0%	0.0%	1	0.2%	0.1%
Franche-Comté	56	2.6%	5.8%	29	2.8%	6.2%	27	2.5%	5.5%	15	3.2%	5.6%
Champagne Ardennes	3	0.1%	0.3%	1	0.1%	0.2%	2	0.2%	0.4%	1	0.3%	0.5%
Picardie	73	3.4%	4.7%	36	3.4%	4.8%	37	3.4%	4.7%	14	2.9%	3.3%
Bourgogne	2	0.1%	0.2%	0	0.0%	0.0%	2	0.2%	0.3%	1	0.3%	0.4%
Haute Normandie	339	15.9%	22.8%	150	14.4%	21.1%	189	17.3%	24.3%	76	16.0%	17.0%
Basse Normandie	328	15.4%	27.1%	146	14.1%	25.2%	182	16.6%	28.9%	63	13.2%	19.4%
Centre	16	0.7%	0.7%	5	0.5%	0.5%	10	1.0%	1.0%	5	1.0%	0.7%
Pays de Loire	348	16.3%	11.7%	175	16.8%	12.2%	173	15.8%	11.3%	77	16.1%	8.2%
Bretagne	352	16.5%	13.1%	189	18.2%	14.7%	163	14.9%	11.7%	83	17.4%	11.0%
Poitou Charentes	3	0.1%	0.2%	2	0.2%	0.3%	1	0.1%	0.1%	1	0.3%	0.3%
Aquitaine	74	3.5%	2.7%	42	4.0%	3.1%	32	3.0%	2.2%	11	2.3%	1.3%
Midi Pyrénées	52	2.4%	2.1%	17	1.7%	1.5%	35	3.2%	2.7%	8	1.6%	1.0%
Limousin	1	0.0%	0.2%	0	0.0%	0.2%	1	0.0%	0.2%	1	0.1%	0.3%
Auvergne	19	0.9%	1.6%	9	0.9%	1.7%	9	0.8%	1.6%	2	0.4%	0.6%
Rhône Alpes	4	0.2%	0.1%	4	0.4%	0.2%	0	0.0%	0.0%	3	0.6%	0.1%
Languedoc Roussillon	6	0.3%	0.3%	3	0.3%	0.3%	3	0.3%	0.3%	3	0.7%	0.5%
Provence Alpes Côte d'Azur. Corse	1	0.1%	0.0%	1	0.1%	0.1%	0	0.0%	0.0%	0	0.1%	0.0%
Habitudes de connection à Internet												
Tous les jours	1266	59.3%	3.6%	678	65.1%	3.9%	587	53.7%	3.4%	416	87.3%	2.8%
Presque tous les jours	209	9.8%	3.5%	100	9.6%	3.6%	110	10.0%	3.4%	30	6.3%	1.6%
1 à 2 fois par semaine	143	6.7%	5.6%	53	5.1%	4.9%	91	8.3%	6.1%	20	4.3%	3.9%
1 à 3 fois par mois	17	0.8%	3.5%	2	0.2%	1.2%	15	1.3%	5.1%	2	0.5%	3.7%
Moins souvent	52	2.4%	7.2%	25	2.4%	6.9%	27	2.5%	7.5%	0	0.0%	0.0%
Jamais	3	0.1%	4.1%	0	0.0%	0.0%	3	0.3%	9.6%	0	0.0%	0.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Revenus du foyer												
Moins de 9 000 euros par an	89	4.2%	4.9%	36	3.5%	4.8%	53	4.9%	4.9%	3	0.6%	1.5%
De 9 000 à moins de 12 000 euros par an	119	5.6%	4.0%	44	4.2%	3.8%	75	6.9%	4.1%	9	1.8%	3.7%
De 12 000 à moins de 18 000 euros par an	296	13.9%	5.3%	135	13.0%	5.6%	161	14.7%	5.1%	21	4.4%	3.4%
De 18 000 à moins de 24 000 euros par an	297	13.9%	4.4%	138	13.3%	4.6%	159	14.6%	4.2%	34	7.2%	2.5%
De 24 000 à moins de 36 000 euros par an	464	21.7%	4.1%	221	21.2%	4.1%	243	22.2%	4.0%	100	21.1%	2.9%
De 36 000 à moins de 45 000 euros par an	282	13.2%	3.9%	144	13.8%	3.9%	138	12.6%	4.0%	86	18.0%	2.9%
De 45 000 à moins de 65 000 euros par an	277	13.0%	3.8%	158	15.2%	3.9%	119	10.9%	3.7%	138	29.0%	3.4%
65 000 euros et plus par an	104	4.9%	2.6%	62	6.0%	2.8%	42	3.8%	2.5%	52	10.8%	1.9%
Refus	140	6.6%	4.1%	58	5.6%	4.0%	82	7.5%	4.2%	25	5.3%	2.2%
Ne sait pas	65	3.1%	3.9%	44	4.2%	6.0%	21	1.9%	2.3%	9	1.8%	1.5%