

Groupe Journaux de l'Ouest Dimanche



Lecture Dernière Période

| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| ENSEMBLE | 2129 | 100.0% | 4.1% | 1071 | 100.0% | 4.3% | 1058 | 100.0% | 3.9% | 504 | 100.0% | 2.9% |
| Sexe | | | | | | | | | | | | |
| Homme | 1071 | 50.3% | 4.3% | 1071 | 100.0% | 4.3% | 0 | 0.0% | 0.0% | 239 | 47.4% | 2.7% |
| Femme | 1058 | 49.7% | 3.9% | 0 | 0.0% | 0.0% | 1058 | 100.0% | 3.9% | 265 | 52.6% | 3.1% |
| Age | | | | | | | | | | | | |
| 15 à 24 ans | 175 | 8.2% | 2.4% | 81 | 7.5% | 2.2% | 94 | 8.9% | 2.6% | 58 | 11.5% | 1.9% |
| 25 à 34 ans | 221 | 10.4% | 2.9% | 116 | 10.8% | 3.1% | 105 | 9.9% | 2.7% | 68 | 13.4% | 2.1% |
| 35 à 49 ans | 456 | 21.4% | 3.7% | 236 | 22.0% | 3.8% | 220 | 20.8% | 3.5% | 225 | 44.7% | 3.6% |
| 50 à 59 ans | 388 | 18.2% | 4.2% | 183 | 17.1% | 4.0% | 206 | 19.4% | 4.4% | 119 | 23.6% | 3.1% |
| 60 ans et plus | 889 | 41.8% | 5.8% | 456 | 42.6% | 6.7% | 433 | 41.0% | 5.0% | 34 | 6.7% | 3.9% |
| Individu | | | | | | | | | | | | |
| Ménagères | 972 | 45.7% | 4.1% | 0 | 0.0% | 0.0% | 972 | 91.9% | 4.1% | 231 | 45.8% | 3.3% |
| Personne de référence | 1247 | 58.6% | 4.4% | 967 | 90.3% | 4.7% | 281 | 26.5% | 3.5% | 250 | 49.6% | 3.0% |
| Responsable des achats | 1494 | 70.2% | 4.1% | 576 | 53.8% | 4.4% | 917 | 86.7% | 4.0% | 348 | 69.0% | 3.2% |
| PCS Individu | | | | | | | | | | | | |
| Agriculteurs | 33 | 1.5% | 6.5% | 21 | 1.9% | 6.0% | 12 | 1.1% | 7.5% | 0 | 0.0% | 0.0% |
| Petits patrons | 50 | 2.4% | 3.1% | 40 | 3.7% | 3.5% | 10 | 1.0% | 2.3% | 45 | 8.9% | 3.1% |
| Affaires et Cadres | 123 | 5.8% | 2.5% | 70 | 6.5% | 2.5% | 53 | 5.0% | 2.6% | 111 | 22.1% | 2.5% |
| Professions intermédiaires | 245 | 11.5% | 3.4% | 113 | 10.6% | 3.2% | 132 | 12.4% | 3.6% | 196 | 38.9% | 3.4% |
| Employés | 279 | 13.1% | 3.3% | 62 | 5.8% | 2.8% | 217 | 20.5% | 3.5% | 68 | 13.5% | 3.7% |
| Ouvriers | 326 | 15.3% | 5.1% | 249 | 23.3% | 5.0% | 77 | 7.2% | 5.7% | 19 | 3.7% | 5.4% |
| Retraités | 766 | 36.0% | 6.0% | 424 | 39.5% | 6.9% | 342 | 32.4% | 5.2% | 6 | 1.2% | 2.9% |
| Autres inactifs | 308 | 14.5% | 3.0% | 93 | 8.7% | 2.5% | 215 | 20.3% | 3.2% | 59 | 11.7% | 1.8% |
| PCS Personne de référence | | | | | | | | | | | | |
| Agriculteurs | 56 | 2.6% | 7.4% | 27 | 2.5% | 6.6% | 29 | 2.7% | 8.4% | 0 | 0.0% | 0.0% |
| Petits patrons | 69 | 3.2% | 2.6% | 38 | 3.5% | 2.8% | 31 | 2.9% | 2.4% | 69 | 13.6% | 2.6% |
| Affaires et Cadres | 161 | 7.5% | 2.3% | 80 | 7.5% | 2.3% | 80 | 7.6% | 2.4% | 161 | 31.8% | 2.3% |
| Professions intermédiaires | 275 | 12.9% | 3.5% | 121 | 11.3% | 3.0% | 154 | 14.5% | 4.0% | 275 | 54.5% | 3.5% |
| Employés | 157 | 7.4% | 2.9% | 72 | 6.7% | 3.0% | 85 | 8.0% | 2.8% | 0 | 0.0% | 0.0% |
| Ouvriers | 415 | 19.5% | 4.4% | 252 | 23.6% | 5.0% | 163 | 15.4% | 3.7% | 0 | 0.0% | 0.0% |
| Retraités | 833 | 39.1% | 5.6% | 443 | 41.3% | 6.6% | 390 | 36.9% | 4.8% | 0 | 0.0% | 0.0% |
| Autres inactifs | 164 | 7.7% | 3.9% | 38 | 3.5% | 2.4% | 126 | 11.9% | 4.8% | 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 | 415 | 19.5% | 4.1% | 220 | 20.5% | 5.0% | 195 | 18.5% | 3.5% | 55 | 10.9% | 3.0% |
| 2 personnes | 917 | 43.1% | 5.1% | 452 | 42.2% | 5.2% | 465 | 44.0% | 4.9% | 112 | 22.2% | 2.7% |
| 3 personnes | 304 | 14.3% | 3.3% | 160 | 15.0% | 3.5% | 143 | 13.6% | 3.1% | 117 | 23.2% | 3.0% |
| 4 personnes | 291 | 13.7% | 3.1% | 153 | 14.3% | 3.3% | 138 | 13.0% | 3.0% | 123 | 24.4% | 2.5% |
| 5 personnes et + | 202 | 9.5% | 3.7% | 86 | 8.0% | 3.2% | 116 | 11.0% | 4.1% | 97 | 19.3% | 3.8% |
| Présence d'enfants de moins de 15 ans | | | | | | | | | | | | |
| Oui | 527 | 24.7% | 3.4% | 247 | 23.0% | 3.3% | 280 | 26.4% | 3.4% | 242 | 48.0% | 3.1% |
| Non | 1603 | 75.3% | 4.4% | 824 | 77.0% | 4.7% | 778 | 73.6% | 4.1% | 262 | 52.0% | 2.7% |
| Habitat | | | | | | | | | | | | |
| Communes rurales | 699 | 32.8% | 5.9% | 364 | 34.0% | 6.4% | 335 | 31.7% | 5.4% | 134 | 26.6% | 4.1% |
| Agglo. - 20 000 hab | 650 | 30.5% | 7.2% | 308 | 28.7% | 7.3% | 343 | 32.4% | 7.1% | 140 | 27.7% | 5.5% |
| Agglo. 20 000 à 100 000 hab | 315 | 14.8% | 4.5% | 166 | 15.5% | 4.9% | 149 | 14.1% | 4.2% | 72 | 14.3% | 3.9% |
| Agglo. + 100 000 hab | 435 | 20.4% | 2.8% | 216 | 20.1% | 2.9% | 219 | 20.7% | 2.7% | 150 | 29.8% | 2.6% |
| Agglo. Paris | 30 | 1.4% | 0.3% | 18 | 1.7% | 0.4% | 12 | 1.1% | 0.3% | 8 | 1.5% | 0.2% |
| Régions INSEE | | | | | | | | | | | | |
| Ile de France | 33 | 1.6% | 0.3% | 20 | 1.9% | 0.4% | 13 | 1.2% | 0.3% | 10 | 1.9% | 0.2% |
| Nord Pas de Calais | 8 | 0.4% | 0.3% | 4 | 0.4% | 0.3% | 4 | 0.4% | 0.3% | 3 | 0.6% | 0.3% |
| Alsace | 3 | 0.1% | 0.2% | 3 | 0.3% | 0.4% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% |
| Champagne Ardennes | 1 | 0.0% | 0.1% | 1 | 0.1% | 0.2% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% |
| Picardie | 3 | 0.2% | 0.2% | 3 | 0.3% | 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 | 14 | 0.6% | 0.9% | 9 | 0.8% | 1.3% | 5 | 0.4% | 0.6% | 1 | 0.2% | 0.2% |
| Basse Normandie | 321 | 15.1% | 26.5% | 163 | 15.2% | 28.1% | 158 | 14.9% | 25.1% | 60 | 11.9% | 18.5% |
| Centre | 8 | 0.4% | 0.4% | 1 | 0.1% | 0.1% | 8 | 0.7% | 0.7% | 2 | 0.5% | 0.4% |
| Pays de Loire | 894 | 42.0% | 30.0% | 437 | 40.8% | 30.4% | 456 | 43.1% | 29.6% | 226 | 44.8% | 24.3% |
| Bretagne | 762 | 35.8% | 28.4% | 387 | 36.2% | 30.0% | 375 | 35.4% | 27.0% | 172 | 34.1% | 22.8% |
| Poitou Charentes | 72 | 3.4% | 4.8% | 35 | 3.3% | 4.9% | 37 | 3.5% | 4.7% | 23 | 4.6% | 6.3% |
| Aquitaine | 3 | 0.1% | 0.1% | 3 | 0.2% | 0.2% | 0 | 0.0% | 0.0% | 2 | 0.5% | 0.3% |
| Limousin | 2 | 0.1% | 0.4% | 1 | 0.1% | 0.4% | 1 | 0.1% | 0.3% | 1 | 0.2% | 0.5% |
| Rhône Alpes | 1 | 0.0% | 0.0% | 0 | 0.0% | 0.0% | 1 | 0.1% | 0.0% | 0 | 0.0% | 0.0% |
| Languedoc Roussillon | 2 | 0.1% | 0.1% | 2 | 0.2% | 0.2% | 0 | 0.0% | 0.0% | 2 | 0.4% | 0.3% |
| Provence Alpes Côte d'Azur. Corse | 1 | 0.0% | 0.0% | 1 | 0.1% | 0.0% | 0 | 0.0% | 0.0% | 1 | 0.1% | 0.1% |

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| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Habitudes de connexion à Internet | | | | | | | | | | | | |
| Tous les jours | 1201 | 56.4% | 3.5% | 604 | 56.3% | 3.5% | 597 | 56.4% | 3.4% | 408 | 81.0% | 2.8% |
| Presque tous les jours | 250 | 11.8% | 4.2% | 116 | 10.9% | 4.3% | 134 | 12.7% | 4.2% | 62 | 12.3% | 3.4% |
| 1 à 2 fois par semaine | 95 | 4.5% | 3.7% | 36 | 3.4% | 3.3% | 59 | 5.6% | 3.9% | 16 | 3.1% | 3.0% |
| 1 à 3 fois par mois | 22 | 1.0% | 4.6% | 8 | 0.8% | 4.4% | 14 | 1.3% | 4.8% | 2 | 0.4% | 3.2% |
| Moins souvent | 45 | 2.1% | 6.2% | 31 | 2.9% | 8.6% | 14 | 1.3% | 3.8% | 1 | 0.3% | 2.8% |
| Jamais | 4 | 0.2% | 5.8% | 4 | 0.4% | 10.0% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% |
| Revenus du foyer | | | | | | | | | | | | |
| Moins de 9 000 euros par an | 67 | 3.2% | 3.7% | 27 | 2.5% | 3.6% | 40 | 3.8% | 3.7% | 6 | 1.1% | 3.0% |
| De 9 000 à moins de 12 000 euros par an | 89 | 4.2% | 3.0% | 29 | 2.7% | 2.5% | 60 | 5.7% | 3.3% | 4 | 0.8% | 1.7% |
| De 12 000 à moins de 18 000 euros par an | 277 | 13.0% | 5.0% | 145 | 13.5% | 6.0% | 132 | 12.5% | 4.2% | 16 | 3.2% | 2.5% |
| De 18 000 à moins de 24 000 euros par an | 313 | 14.7% | 4.6% | 168 | 15.7% | 5.7% | 144 | 13.7% | 3.8% | 43 | 8.4% | 3.2% |
| De 24 000 à moins de 36 000 euros par an | 507 | 23.8% | 4.4% | 259 | 24.1% | 4.8% | 248 | 23.5% | 4.1% | 123 | 24.3% | 3.5% |
| De 36 000 à moins de 45 000 euros par an | 337 | 15.8% | 4.7% | 183 | 17.1% | 4.9% | 153 | 14.5% | 4.4% | 104 | 20.7% | 3.5% |
| De 45 000 à moins de 65 000 euros par an | 248 | 11.7% | 3.4% | 103 | 9.6% | 2.5% | 145 | 13.7% | 4.5% | 127 | 25.1% | 3.1% |
| 65 000 euros et plus par an | 89 | 4.2% | 2.2% | 52 | 4.9% | 2.3% | 37 | 3.5% | 2.2% | 57 | 11.3% | 2.1% |
| Refus | 118 | 5.6% | 3.5% | 55 | 5.1% | 3.8% | 63 | 6.0% | 3.3% | 14 | 2.9% | 1.3% |
| Ne sait pas | 85 | 4.0% | 5.1% | 50 | 4.7% | 6.8% | 35 | 3.3% | 3.8% | 11 | 2.2% | 1.9% |