

Groupe Journaux de l'Ouest



LNM

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	3121	100.0%	6.1%	1547	100.0%	6.3%	1574	100.0%	5.9%	743	100.0%	4.3%
Sexe												
Homme	1547	49.6%	6.3%	1547	100.0%	6.3%	0	0.0%	0.0%	420	56.5%	4.7%
Femme	1574	50.4%	5.9%	0	0.0%	0.0%	1574	100.0%	5.9%	324	43.5%	3.9%
Age												
15 à 24 ans	328	10.5%	4.4%	187	12.1%	5.0%	141	8.9%	3.8%	122	16.4%	3.9%
25 à 34 ans	326	10.5%	4.3%	178	11.5%	4.8%	148	9.4%	3.8%	118	15.8%	3.4%
35 à 49 ans	637	20.4%	5.1%	329	21.3%	5.3%	308	19.6%	4.8%	264	35.5%	4.2%
50 à 59 ans	568	18.2%	6.3%	291	18.8%	6.5%	278	17.6%	6.2%	207	27.8%	5.6%
60 ans et plus	1262	40.4%	8.6%	562	36.3%	8.9%	700	44.5%	8.4%	34	4.5%	4.7%
Individu												
Ménagères	1443	46.2%	6.2%	0	0.0%	0.0%	1443	91.7%	6.2%	274	36.9%	4.0%
Personne de référence	1733	55.5%	6.2%	1336	86.4%	6.6%	396	25.2%	5.0%	391	52.7%	4.6%
Responsable des achats	2123	68.0%	6.0%	714	46.1%	5.6%	1409	89.5%	6.1%	440	59.2%	4.0%
PCS Individu												
Agriculteurs	57	1.8%	10.7%	34	2.2%	9.4%	23	1.5%	13.5%	0	0.0%	0.0%
Petits patrons	64	2.0%	3.9%	44	2.8%	3.9%	20	1.3%	4.0%	52	7.1%	3.6%
Affaires et Cadres	196	6.3%	3.9%	135	8.7%	4.4%	61	3.9%	3.2%	171	23.1%	3.8%
Professions intermédiaires	333	10.7%	4.9%	195	12.6%	5.6%	138	8.8%	4.2%	283	38.1%	5.0%
Employés	448	14.4%	5.4%	107	6.9%	5.3%	341	21.7%	5.5%	78	10.5%	4.4%
Ouvriers	405	13.0%	6.3%	311	20.1%	6.3%	94	6.0%	6.4%	23	3.0%	5.1%
Retraités	1147	36.8%	9.1%	553	35.7%	9.2%	594	37.8%	9.0%	12	1.6%	4.9%
Autres inactifs	471	15.1%	4.7%	169	10.9%	4.7%	302	19.2%	4.6%	124	16.6%	3.9%
PCS Personne de référence												
Agriculteurs	114	3.7%	14.1%	47	3.0%	11.1%	68	4.3%	17.2%	0	0.0%	0.0%
Petits patrons	106	3.4%	4.1%	43	2.8%	3.4%	63	4.0%	4.8%	106	14.3%	4.1%
Affaires et Cadres	272	8.7%	3.8%	154	9.9%	4.2%	118	7.5%	3.4%	272	36.5%	3.8%
Professions intermédiaires	365	11.7%	4.9%	222	14.4%	5.6%	143	9.1%	4.0%	365	49.1%	4.9%
Employés	263	8.4%	4.9%	124	8.0%	5.7%	139	8.8%	4.4%	0	0.0%	0.0%
Ouvriers	554	17.8%	6.0%	305	19.7%	6.3%	249	15.8%	5.6%	0	0.0%	0.0%
Retraités	1281	41.0%	8.7%	579	37.4%	8.7%	701	44.6%	8.8%	0	0.0%	0.0%
Autres inactifs	166	5.3%	4.2%	72	4.7%	4.8%	93	5.9%	3.8%	0	0.0%	0.0%

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Taille du foyer												
1 personne	566	18.1%	5.9%	259	16.7%	6.2%	306	19.5%	5.6%	66	8.9%	3.6%
2 personnes	1402	44.9%	7.8%	689	44.5%	7.8%	713	45.3%	7.8%	189	25.4%	4.6%
3 personnes	360	11.5%	3.9%	186	12.0%	4.1%	174	11.0%	3.8%	125	16.8%	3.2%
4 personnes	476	15.3%	5.2%	255	16.5%	5.6%	221	14.0%	4.8%	233	31.4%	4.8%
5 personnes et +	318	10.2%	6.0%	158	10.2%	6.3%	160	10.2%	5.7%	130	17.5%	5.1%
Présence d'enfants de moins de 15 ans												
Oui	775	24.8%	4.9%	402	26.0%	5.5%	373	23.7%	4.5%	344	46.3%	4.4%
Non	2346	75.2%	6.6%	1146	74.0%	6.6%	1201	76.3%	6.5%	399	53.7%	4.2%
Habitat												
Communes rurales	1069	34.3%	9.2%	528	34.1%	9.6%	541	34.4%	8.9%	220	29.5%	6.6%
Agglo. - 20 000 hab	834	26.7%	9.4%	422	27.3%	10.1%	411	26.1%	8.8%	200	26.9%	7.6%
Agglo. 20 000 à 100 000 hab	495	15.9%	7.1%	259	16.7%	7.5%	236	15.0%	6.8%	129	17.3%	6.3%
Agglo. + 100 000 hab	700	22.4%	4.5%	319	20.6%	4.3%	380	24.2%	4.7%	184	24.7%	3.5%
Agglo. Paris	24	0.8%	0.3%	19	1.2%	0.5%	5	0.3%	0.1%	11	1.5%	0.3%

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Régions INSEE												
Ile de France	25	0.8%	0.3%	19	1.2%	0.4%	6	0.4%	0.1%	12	1.6%	0.3%
Nord Pas de Calais	1	-	-	1	0.1%	0.1%	0	0.0%	0.0%	1	0.1%	0.1%
Lorraine	2	0.1%	0.1%	0	-	-	1	0.1%	0.1%	0	-	-
Alsace	1	-	0.1%	1	0.1%	0.1%	0	0.0%	0.0%	1	0.1%	0.2%
Franche-Comté	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Champagne Ardennes	1	-	0.1%	0	0.0%	0.0%	1	0.1%	0.2%	0	0.0%	0.0%
Picardie	2	-	0.1%	1	0.1%	0.1%	0	-	0.1%	2	0.2%	0.4%
Bourgogne	1	-	0.1%	1	-	0.1%	0	0.0%	0.0%	0	0.0%	0.0%
Haute Normandie	9	0.3%	0.6%	5	0.3%	0.7%	4	0.2%	0.5%	3	0.4%	0.7%
Basse Normandie	493	15.8%	40.9%	259	16.7%	44.7%	235	14.9%	37.4%	103	13.9%	32.3%
Centre	11	0.4%	0.5%	7	0.4%	0.7%	5	0.3%	0.4%	3	0.4%	0.5%
Pays de Loire	1360	43.6%	46.9%	656	42.4%	46.9%	704	44.7%	46.9%	321	43.2%	37.4%
Bretagne	1119	35.8%	42.5%	555	35.9%	43.9%	564	35.8%	41.2%	270	36.4%	34.9%
Poitou Charentes	91	2.9%	6.2%	41	2.6%	5.7%	50	3.2%	6.5%	25	3.3%	6.2%
Aquitaine	1	-	-	1	-	0.1%	0	0.0%	0.0%	1	0.1%	0.1%
Midi Pyrénées	1	-	-	1	-	-	0	0.0%	0.0%	0	0.0%	0.0%
Limousin	0	-	0.1%	0	-	-	0	-	0.1%	0	-	0.1%
Auvergne	1	-	0.1%	1	-	0.1%	0	0.0%	0.0%	0	0.0%	0.0%
Rhône Alpes	2	0.1%	-	0	0.0%	0.0%	2	0.1%	0.1%	0	0.0%	0.0%
Languedoc Roussillon	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Provence Alpes Côte d'Azur. Corse	2	0.1%	-	0	0.0%	0.0%	2	0.1%	0.1%	2	0.2%	0.1%
Habitudes de connexion à Internet												
Tous les jours	1523	48.8%	5.3%	814	52.6%	5.6%	709	45.1%	5.0%	574	77.3%	4.3%
Presque tous les jours	369	11.8%	5.8%	190	12.3%	6.3%	179	11.3%	5.3%	97	13.0%	4.2%
1 à 2 fois par semaine	181	5.8%	5.7%	89	5.7%	6.5%	92	5.8%	5.1%	45	6.1%	4.9%
1 à 3 fois par mois	42	1.3%	4.8%	25	1.6%	6.4%	17	1.1%	3.4%	3	0.5%	2.1%
Moins souvent	69	2.2%	5.6%	37	2.4%	6.8%	33	2.1%	4.7%	4	0.6%	3.3%
Jamais	13	0.4%	10.0%	4	0.3%	6.7%	9	0.6%	13.0%	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	104	3.3%	5.1%	51	3.3%	6.2%	54	3.4%	4.3%	8	1.1%	4.4%
De 9 000 à moins de 12 000 euros par an	201	6.5%	6.1%	68	4.4%	5.8%	133	8.5%	6.2%	2	0.3%	0.8%
De 12 000 à moins de 18 000 euros par an	418	13.4%	6.5%	181	11.7%	6.8%	237	15.1%	6.4%	39	5.2%	5.3%
De 18 000 à moins de 24 000 euros par an	470	15.1%	6.5%	220	14.2%	6.5%	250	15.9%	6.6%	50	6.7%	3.3%
De 24 000 à moins de 36 000 euros par an	810	26.0%	7.0%	404	26.1%	7.2%	406	25.8%	6.8%	204	27.5%	5.5%
De 36 000 à moins de 45 000 euros par an	429	13.8%	6.4%	262	16.9%	7.2%	168	10.7%	5.4%	157	21.2%	5.1%
De 45 000 à moins de 65 000 euros par an	318	10.2%	5.1%	199	12.9%	5.6%	119	7.6%	4.4%	165	22.2%	4.5%
De 65 000 à moins de 80 000 euros par an	43	1.4%	2.6%	31	2.0%	3.2%	12	0.7%	1.7%	27	3.6%	2.3%
De 80 000 à moins de 115 000 euros par an	37	1.2%	3.9%	24	1.5%	4.2%	13	0.8%	3.4%	27	3.6%	3.5%
115 000 euros et plus par an	10	0.3%	2.3%	7	0.4%	2.5%	3	0.2%	1.9%	7	1.0%	1.9%
Refus	214	6.9%	6.8%	79	5.1%	6.1%	135	8.6%	7.3%	34	4.5%	2.9%
Ne sait pas	66	2.1%	4.2%	22	1.4%	3.5%	43	2.8%	4.6%	23	3.0%	3.9%