

Groupe Journaux du Sud Ouest



LNM

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	1413	100.0%	2.8%	700	100.0%	2.9%	713	100.0%	2.7%	341	100.0%	2.0%
Sexe												
Homme	700	49.5%	2.9%	700	100.0%	2.9%	0	0.0%	0.0%	191	56.0%	2.1%
Femme	713	50.5%	2.7%	0	0.0%	0.0%	713	100.0%	2.7%	150	44.0%	1.8%
Age												
15 à 24 ans	121	8.5%	1.6%	71	10.1%	1.9%	50	7.0%	1.4%	45	13.1%	1.4%
25 à 34 ans	125	8.9%	1.6%	63	8.9%	1.7%	63	8.8%	1.6%	48	14.0%	1.4%
35 à 49 ans	325	23.0%	2.6%	161	23.0%	2.6%	164	23.0%	2.6%	126	37.1%	2.0%
50 à 59 ans	297	21.0%	3.3%	174	24.8%	3.9%	123	17.3%	2.8%	100	29.3%	2.7%
60 ans et plus	545	38.6%	3.7%	232	33.1%	3.7%	313	43.9%	3.8%	22	6.5%	3.1%
Individu												
Ménagères	663	46.9%	2.8%	0	0.0%	0.0%	663	92.9%	2.8%	131	38.4%	1.9%
Personne de référence	784	55.5%	2.8%	584	83.4%	2.9%	201	28.1%	2.5%	190	55.6%	2.2%
Responsable des achats	1011	71.5%	2.8%	376	53.7%	3.0%	635	89.1%	2.8%	229	66.9%	2.1%
PCS Individu												
Agriculteurs	25	1.8%	4.6%	13	1.9%	3.6%	12	1.6%	6.9%	0	0.0%	0.0%
Petits patrons	38	2.7%	2.3%	31	4.4%	2.8%	7	0.9%	1.3%	33	9.7%	2.3%
Affaires et Cadres	99	7.0%	2.0%	63	9.0%	2.1%	36	5.1%	1.9%	84	24.7%	1.9%
Professions intermédiaires	156	11.0%	2.3%	86	12.3%	2.5%	70	9.8%	2.1%	125	36.6%	2.2%
Employés	245	17.3%	3.0%	79	11.3%	3.9%	166	23.3%	2.7%	38	11.1%	2.1%
Ouvriers	173	12.2%	2.7%	134	19.2%	2.7%	39	5.4%	2.6%	8	2.4%	1.9%
Retraités	496	35.1%	3.9%	228	32.6%	3.8%	267	37.5%	4.1%	10	2.9%	4.0%
Autres inactifs	182	12.9%	1.8%	65	9.3%	1.8%	117	16.4%	1.8%	43	12.5%	1.4%
PCS Personne de référence												
Agriculteurs	36	2.5%	4.4%	18	2.6%	4.3%	18	2.5%	4.5%	0	0.0%	0.0%
Petits patrons	55	3.9%	2.1%	32	4.6%	2.5%	23	3.3%	1.8%	55	16.3%	2.1%
Affaires et Cadres	124	8.8%	1.8%	70	10.0%	1.9%	54	7.6%	1.6%	124	36.4%	1.8%
Professions intermédiaires	162	11.4%	2.1%	89	12.7%	2.2%	72	10.1%	2.0%	162	47.3%	2.1%
Employés	143	10.1%	2.7%	63	8.9%	2.9%	81	11.3%	2.6%	0	0.0%	0.0%
Ouvriers	249	17.6%	2.7%	132	18.8%	2.7%	117	16.4%	2.6%	0	0.0%	0.0%
Retraités	561	39.7%	3.8%	252	36.1%	3.8%	309	43.3%	3.9%	0	0.0%	0.0%
Autres inactifs	83	5.9%	2.1%	44	6.3%	3.0%	39	5.4%	1.6%	0	0.0%	0.0%

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Taille du foyer												
1 personne	265	18.7%	2.8%	128	18.3%	3.1%	137	19.2%	2.5%	37	10.9%	2.0%
2 personnes	597	42.3%	3.3%	300	42.8%	3.4%	297	41.7%	3.2%	102	30.0%	2.5%
3 personnes	242	17.2%	2.6%	125	17.8%	2.7%	118	16.5%	2.6%	73	21.4%	1.9%
4 personnes	214	15.1%	2.3%	101	14.5%	2.2%	112	15.8%	2.4%	93	27.3%	1.9%
5 personnes et +	95	6.7%	1.8%	46	6.6%	1.9%	49	6.8%	1.7%	35	10.4%	1.4%
Présence d'enfants de moins de 15 ans												
Oui	334	23.6%	2.1%	154	22.0%	2.1%	180	25.2%	2.2%	135	39.7%	1.7%
Non	1080	76.4%	3.0%	546	78.0%	3.2%	534	74.8%	2.9%	206	60.3%	2.2%
Habitat												
Communes rurales	455	32.2%	3.9%	234	33.4%	4.2%	221	31.0%	3.6%	93	27.4%	2.8%
Agglo. - 20 000 hab	268	19.0%	3.0%	124	17.7%	3.0%	144	20.2%	3.1%	57	16.6%	2.2%
Agglo. 20 000 à 100 000 hab	195	13.8%	2.8%	97	13.9%	2.8%	98	13.7%	2.8%	37	10.8%	1.8%
Agglo. + 100 000 hab	489	34.6%	3.2%	243	34.7%	3.3%	246	34.4%	3.1%	152	44.6%	2.9%
Agglo. Paris	7	0.5%	0.1%	3	0.4%	0.1%	4	0.6%	0.1%	2	0.6%	0.1%

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Régions INSEE												
Ile de France	8	0.6%	0.1%	4	0.5%	0.1%	4	0.6%	0.1%	3	0.9%	0.1%
Nord Pas de Calais	1	0.1%	-	0	-	-	1	0.1%	-	0	-	-
Lorraine	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Alsace	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
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%	0.1%	0	-	-	1	0.1%	0.1%	0	0.1%	0.1%
Picardie	0	-	-	0	0.0%	0.0%	0	-	-	0	0.1%	0.1%
Bourgogne	0	-	-	0	0.1%	0.1%	0	0.0%	0.0%	0	0.0%	0.0%
Haute Normandie	0	-	-	0	0.1%	0.1%	0	0.0%	0.0%	0	0.1%	0.1%
Basse Normandie	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Centre	0	-	-	0	0.1%	-	0	0.0%	0.0%	0	0.1%	0.1%
Pays de Loire	3	0.2%	0.1%	3	0.4%	0.2%	1	0.1%	-	2	0.6%	0.2%
Bretagne	2	0.1%	0.1%	0	0.1%	-	1	0.2%	0.1%	0	0.0%	0.0%
Poitou Charentes	342	24.2%	23.2%	168	24.0%	23.8%	174	24.4%	22.7%	63	18.4%	15.8%
Aquitaine	1004	71.0%	37.0%	491	70.2%	38.1%	512	71.8%	36.0%	251	73.4%	30.2%
Midi Pyrénées	47	3.3%	1.9%	29	4.1%	2.5%	18	2.5%	1.4%	18	5.4%	2.3%
Limousin	3	0.2%	0.5%	2	0.2%	0.6%	1	0.2%	0.4%	2	0.5%	1.0%
Auvergne	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Rhône Alpes	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Languedoc Roussillon	1	0.1%	-	1	0.1%	0.1%	0	0.0%	0.0%	1	0.2%	0.1%
Provence Alpes Côte d'Azur. Corse	1	0.1%	-	0	0.1%	-	1	0.1%	-	1	0.2%	-
Habitudes de connexion à Internet												
Tous les jours	690	48.8%	2.4%	358	51.1%	2.5%	333	46.6%	2.4%	270	79.2%	2.0%
Presque tous les jours	184	13.0%	2.9%	83	11.9%	2.7%	101	14.1%	3.0%	36	10.5%	1.5%
1 à 2 fois par semaine	78	5.5%	2.4%	37	5.3%	2.7%	41	5.7%	2.2%	22	6.4%	2.4%
1 à 3 fois par mois	22	1.6%	2.5%	11	1.5%	2.7%	11	1.6%	2.3%	3	1.0%	2.1%
Moins souvent	32	2.3%	2.6%	21	3.0%	3.9%	11	1.6%	1.6%	4	1.0%	2.8%
Jamais	4	0.3%	2.8%	0	-	0.2%	3	0.5%	5.0%	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	60	4.2%	2.9%	32	4.6%	3.9%	27	3.8%	2.2%	1	0.4%	0.8%
De 9 000 à moins de 12 000 euros par an	82	5.8%	2.5%	35	5.0%	3.0%	47	6.6%	2.2%	3	0.7%	0.9%
De 12 000 à moins de 18 000 euros par an	178	12.6%	2.8%	71	10.2%	2.7%	107	15.0%	2.9%	12	3.4%	1.6%
De 18 000 à moins de 24 000 euros par an	223	15.8%	3.1%	108	15.4%	3.2%	115	16.2%	3.0%	38	11.0%	2.5%
De 24 000 à moins de 36 000 euros par an	374	26.5%	3.2%	187	26.7%	3.3%	188	26.3%	3.2%	94	27.6%	2.5%
De 36 000 à moins de 45 000 euros par an	163	11.5%	2.4%	88	12.6%	2.4%	75	10.5%	2.4%	59	17.2%	1.9%
De 45 000 à moins de 65 000 euros par an	161	11.4%	2.6%	96	13.7%	2.7%	65	9.1%	2.4%	68	19.8%	1.8%
De 65 000 à moins de 80 000 euros par an	37	2.6%	2.3%	21	3.0%	2.2%	16	2.3%	2.4%	22	6.4%	1.9%
De 80 000 à moins de 115 000 euros par an	17	1.2%	1.8%	15	2.1%	2.6%	3	0.4%	0.7%	9	2.7%	1.2%
115 000 euros et plus par an	6	0.4%	1.4%	3	0.4%	1.0%	4	0.5%	2.1%	6	1.6%	1.4%
Refus	73	5.2%	2.3%	30	4.3%	2.3%	43	6.0%	2.3%	24	7.2%	2.1%
Ne sait pas	38	2.7%	2.4%	15	2.1%	2.3%	23	3.3%	2.5%	7	1.9%	1.1%