

# Groupe Journaux de la Loire



LNM

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	611	100.0%	1.2%	312	100.0%	1.3%	298	100.0%	1.1%	150	100.0%	0.9%
<b>Sexe</b>												
<b>Homme</b>	312	51.1%	1.3%	312	100.0%	1.3%	0	0.0%	0.0%	82	54.5%	0.9%
<b>Femme</b>	298	48.9%	1.1%	0	0.0%	0.0%	298	100.0%	1.1%	68	45.5%	0.8%
<b>Age</b>												
<b>15 à 24 ans</b>	53	8.7%	0.7%	26	8.4%	0.7%	27	9.0%	0.7%	22	14.7%	0.7%
<b>25 à 34 ans</b>	80	13.1%	1.0%	36	11.4%	1.0%	44	14.9%	1.1%	23	15.2%	0.7%
<b>35 à 49 ans</b>	137	22.4%	1.1%	64	20.5%	1.0%	73	24.4%	1.2%	58	38.8%	0.9%
<b>50 à 59 ans</b>	124	20.2%	1.3%	75	24.1%	1.6%	48	16.2%	1.1%	42	28.2%	1.1%
<b>60 ans et plus</b>	217	35.6%	1.4%	111	35.7%	1.7%	106	35.5%	1.2%	5	3.1%	0.5%
<b>Individu</b>												
<b>Ménagères</b>	273	44.7%	1.2%	0	0.0%	0.0%	273	91.4%	1.2%	58	39.0%	0.8%
<b>Personne de référence</b>	373	61.1%	1.3%	286	91.5%	1.4%	88	29.4%	1.1%	86	57.7%	1.1%
<b>Responsable des achats</b>	423	69.3%	1.2%	162	51.9%	1.2%	261	87.6%	1.1%	96	63.7%	0.9%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	14	2.2%	2.6%	8	2.4%	2.0%	6	2.1%	4.0%	0	0.0%	0.0%
<b>Petits patrons</b>	21	3.5%	1.3%	14	4.6%	1.3%	7	2.3%	1.4%	19	12.8%	1.3%
<b>Affaires et Cadres</b>	32	5.2%	0.6%	21	6.6%	0.7%	11	3.8%	0.5%	27	17.8%	0.6%
<b>Professions intermédiaires</b>	77	12.5%	1.1%	40	12.8%	1.2%	37	12.3%	1.0%	63	41.9%	1.1%
<b>Employés</b>	87	14.3%	1.1%	22	7.0%	1.0%	65	21.9%	1.1%	12	7.8%	0.6%
<b>Ouvriers</b>	102	16.7%	1.6%	75	24.0%	1.5%	27	9.1%	2.0%	7	4.6%	1.6%
<b>Retraités</b>	193	31.7%	1.5%	111	35.7%	1.9%	82	27.4%	1.2%	3	2.3%	1.4%
<b>Autres inactifs</b>	85	13.9%	0.8%	22	7.0%	0.6%	63	21.1%	1.0%	19	12.8%	0.6%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	17	2.8%	2.1%	4	1.4%	1.0%	13	4.4%	3.2%	0	0.0%	0.0%
<b>Petits patrons</b>	28	4.6%	1.1%	15	4.9%	1.2%	13	4.3%	1.0%	28	18.8%	1.1%
<b>Affaires et Cadres</b>	38	6.3%	0.5%	25	8.0%	0.7%	13	4.5%	0.4%	38	25.6%	0.5%
<b>Professions intermédiaires</b>	84	13.7%	1.1%	41	13.2%	1.1%	42	14.2%	1.1%	84	55.7%	1.1%
<b>Employés</b>	46	7.5%	0.9%	19	6.1%	0.8%	27	9.0%	0.9%	0	0.0%	0.0%
<b>Ouvriers</b>	142	23.3%	1.5%	77	24.8%	1.5%	65	21.7%	1.5%	0	0.0%	0.0%
<b>Retraités</b>	208	34.1%	1.4%	119	38.2%	1.8%	89	29.8%	1.1%	0	0.0%	0.0%
<b>Autres inactifs</b>	47	7.7%	1.1%	11	3.4%	0.7%	36	12.2%	1.4%	0	0.0%	0.0%

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<b>Taille du foyer</b>												
1 personne	131	21.4%	1.3%	71	22.9%	1.6%	59	19.8%	1.1%	16	10.8%	0.9%
2 personnes	253	41.5%	1.4%	136	43.6%	1.6%	117	39.4%	1.3%	45	30.1%	1.1%
3 personnes	88	14.4%	1.0%	46	14.9%	1.0%	42	14.0%	0.9%	35	23.1%	0.9%
4 personnes	93	15.2%	1.0%	42	13.4%	0.9%	51	17.0%	1.1%	34	22.5%	0.7%
5 personnes et +	46	7.5%	0.9%	16	5.3%	0.7%	29	9.9%	1.0%	20	13.5%	0.8%
<b>Présence d'enfants de moins de 15 ans</b>												
Oui	154	25.2%	1.0%	61	19.7%	0.9%	92	30.9%	1.1%	55	36.9%	0.7%
Non	457	74.8%	1.3%	251	80.3%	1.4%	206	69.1%	1.1%	95	63.1%	1.0%
<b>Habitat</b>												
Communes rurales	229	37.5%	1.9%	128	41.1%	2.3%	100	33.7%	1.6%	43	28.4%	1.3%
Agglo. - 20 000 hab	163	26.7%	1.8%	72	23.1%	1.7%	91	30.4%	1.9%	35	23.5%	1.3%
Agglo. 20 000 à 100 000 hab	35	5.7%	0.5%	24	7.8%	0.7%	11	3.6%	0.3%	12	7.8%	0.7%
Agglo. + 100 000 hab	180	29.5%	1.2%	87	27.8%	1.2%	93	31.3%	1.2%	59	39.3%	1.0%
Agglo. Paris	4	0.6%	0.0%	0	0.1%	0.0%	3	1.1%	0.1%	1	1.0%	0.0%
<b>Régions INSEE</b>												
Ile de France	4	0.6%	0.0%	0	0.1%	0.0%	3	1.1%	0.1%	1	1.0%	0.0%
Lorraine	0	0.1%	0.0%	0	0.1%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Champagne Ardennes	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Basse Normandie	1	0.1%	0.0%	0	0.1%	0.0%	0	0.1%	0.0%	0	0.2%	0.1%
Centre	2	0.3%	0.1%	1	0.4%	0.1%	0	0.1%	0.0%	1	0.8%	0.2%
Pays de Loire	524	85.9%	17.8%	275	88.3%	19.3%	249	83.4%	16.3%	126	83.9%	13.6%
Bretagne	4	0.7%	0.2%	2	0.7%	0.2%	2	0.7%	0.1%	0	0.2%	0.0%
Poitou Charentes	75	12.3%	5.1%	32	10.1%	4.4%	44	14.6%	5.7%	20	13.6%	5.1%
Aquitaine	1	0.1%	0.0%	1	0.2%	0.0%	0	0.0%	0.0%	1	0.4%	0.1%
Limousin	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
<b>Habitudes de connection à Internet</b>												
Tous les jours	348	57.0%	1.0%	172	55.0%	1.0%	176	59.1%	1.0%	132	88.0%	0.9%
Presque tous les jours	59	9.6%	1.0%	25	8.2%	0.9%	33	11.1%	1.1%	11	7.6%	0.6%
1 à 2 fois par semaine	28	4.7%	1.1%	15	4.9%	1.4%	13	4.5%	0.9%	3	2.2%	0.6%
1 à 3 fois par mois	3	0.6%	0.7%	2	0.6%	0.9%	2	0.5%	0.5%	1	0.6%	1.5%
Moins souvent	5	0.8%	0.7%	4	1.1%	1.0%	1	0.4%	0.3%	0	0.0%	0.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Revenus du foyer</b>												
Moins de 9 000 euros par an	32	5.3%	1.7%	7	2.3%	0.9%	25	8.3%	2.2%	0	0.3%	0.2%
De 9 000 à moins de 12 000 euros par an	49	8.0%	1.7%	10	3.4%	1.0%	38	12.8%	2.1%	2	1.3%	0.8%
De 12 000 à moins de 18 000 euros par an	85	13.9%	1.4%	45	14.3%	1.7%	40	13.6%	1.2%	7	4.6%	1.0%
De 18 000 à moins de 24 000 euros par an	88	14.3%	1.3%	60	19.1%	2.0%	28	9.3%	0.8%	20	13.0%	1.4%
De 24 000 à moins de 36 000 euros par an	138	22.5%	1.3%	64	20.6%	1.2%	73	24.6%	1.3%	42	28.3%	1.3%
De 36 000 à moins de 45 000 euros par an	83	13.7%	1.2%	48	15.5%	1.3%	35	11.7%	1.0%	28	18.4%	0.9%
De 45 000 à moins de 65 000 euros par an	53	8.7%	0.7%	26	8.4%	0.7%	27	9.0%	0.8%	28	18.4%	0.7%
De 65 000 à moins de 80 000 euros par an	5	0.8%	0.2%	4	1.3%	0.4%	1	0.2%	0.1%	2	1.4%	0.2%
De 80 000 à moins de 115 000 euros par an	5	0.8%	0.4%	3	0.9%	0.4%	2	0.7%	0.4%	4	2.8%	0.4%
115 000 euros et plus par an	2	0.4%	0.4%	2	0.7%	0.6%	0	0.0%	0.0%	2	1.5%	0.5%
Refus	53	8.6%	1.7%	31	10.0%	2.4%	22	7.2%	1.2%	11	7.1%	1.1%
Ne sait pas	18	3.0%	0.8%	11	3.5%	1.1%	8	2.5%	0.6%	4	2.9%	0.5%