

# Groupe Journaux de la Loire



A.C.P.M. - ONE -

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	624	100.0%	1.2%	298	100.0%	1.2%	326	100.0%	1.2%	133	100.0%	0.8%
<b>Sexe</b>												
<b>Homme</b>	298	47.7%	1.2%	298	100.0%	1.2%	0	0.0%	0.0%	65	48.6%	0.7%
<b>Femme</b>	326	52.3%	1.2%	0	0.0%	0.0%	326	100.0%	1.2%	69	51.4%	0.8%
<b>Age</b>												
<b>15 à 24 ans</b>	48	7.7%	0.7%	31	10.4%	0.8%	17	5.1%	0.5%	15	11.5%	0.5%
<b>25 à 34 ans</b>	71	11.3%	0.9%	35	11.6%	0.9%	36	11.1%	0.9%	32	23.7%	1.0%
<b>35 à 49 ans</b>	117	18.8%	0.9%	52	17.3%	0.8%	66	20.2%	1.0%	52	39.3%	0.8%
<b>50 à 59 ans</b>	138	22.2%	1.5%	48	16.0%	1.1%	91	27.8%	2.0%	26	19.8%	0.7%
<b>60 ans et plus</b>	250	40.0%	1.6%	133	44.7%	1.9%	117	35.8%	1.3%	8	5.7%	0.8%
<b>Individu</b>												
<b>Ménagères</b>	308	49.4%	1.3%	0	0.0%	0.0%	308	94.5%	1.3%	62	46.8%	0.9%
<b>Personne de référence</b>	348	55.7%	1.2%	259	86.9%	1.3%	89	27.2%	1.1%	56	42.1%	0.7%
<b>Responsable des achats</b>	470	75.3%	1.3%	164	55.2%	1.3%	306	93.7%	1.3%	96	72.2%	0.9%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	6	0.9%	1.1%	4	1.3%	1.1%	2	0.5%	1.1%	0	0.0%	0.0%
<b>Petits patrons</b>	15	2.4%	0.9%	9	3.0%	0.8%	6	1.9%	1.4%	15	11.1%	1.0%
<b>Affaires et Cadres</b>	29	4.6%	0.6%	13	4.4%	0.5%	16	4.8%	0.8%	27	20.1%	0.6%
<b>Professions intermédiaires</b>	65	10.4%	0.9%	34	11.5%	1.0%	30	9.4%	0.8%	51	38.6%	0.9%
<b>Employés</b>	97	15.5%	1.2%	16	5.2%	0.7%	81	24.8%	1.3%	18	13.4%	1.0%
<b>Ouvriers</b>	96	15.5%	1.5%	70	23.5%	1.4%	26	8.1%	2.1%	3	2.2%	0.8%
<b>Retraités</b>	240	38.5%	1.9%	130	43.8%	2.2%	109	33.6%	1.6%	0	0.3%	0.2%
<b>Autres inactifs</b>	76	12.3%	0.7%	21	7.2%	0.6%	55	16.9%	0.8%	19	14.4%	0.6%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	10	1.6%	1.3%	4	1.2%	0.9%	6	1.9%	1.7%	0	0.0%	0.0%
<b>Petits patrons</b>	15	2.5%	0.6%	9	3.0%	0.7%	6	1.9%	0.5%	15	11.5%	0.6%
<b>Affaires et Cadres</b>	50	8.0%	0.7%	20	6.8%	0.6%	30	9.1%	0.9%	50	37.4%	0.7%
<b>Professions intermédiaires</b>	68	10.9%	0.9%	35	11.9%	0.9%	33	10.1%	0.9%	68	51.1%	0.9%
<b>Employés</b>	51	8.2%	0.9%	19	6.4%	0.8%	32	9.9%	1.1%	0	0.0%	0.0%
<b>Ouvriers</b>	134	21.5%	1.4%	73	24.7%	1.4%	61	18.7%	1.4%	0	0.0%	0.0%
<b>Retraités</b>	261	41.9%	1.8%	135	45.5%	2.0%	126	38.7%	1.5%	0	0.0%	0.0%
<b>Autres inactifs</b>	34	5.4%	0.8%	2	0.5%	0.1%	32	9.9%	1.3%	0	0.0%	0.0%

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<b>Taille du foyer</b>												
1 personne	116	18.7%	1.2%	58	19.4%	1.3%	58	17.9%	1.0%	13	10.0%	0.7%
2 personnes	297	47.6%	1.6%	133	44.8%	1.5%	164	50.2%	1.7%	38	28.7%	0.9%
3 personnes	73	11.7%	0.8%	40	13.4%	0.8%	33	10.1%	0.7%	28	20.7%	0.7%
4 personnes	94	15.0%	1.0%	47	15.8%	1.0%	47	14.4%	1.0%	34	25.2%	0.7%
5 personnes et +	44	7.0%	0.8%	20	6.7%	0.8%	24	7.3%	0.8%	21	15.4%	0.8%
<b>Présence d'enfants de moins de 15 ans</b>												
Oui	145	23.3%	0.9%	67	22.4%	0.9%	78	24.1%	0.9%	63	47.0%	0.8%
Non	479	76.7%	1.3%	231	77.6%	1.3%	247	75.9%	1.3%	71	53.0%	0.7%
<b>Habitat</b>												
Communes rurales	190	30.5%	1.6%	86	28.9%	1.5%	104	31.9%	1.7%	34	25.5%	1.1%
Agglo. - 20 000 hab	172	27.6%	1.9%	88	29.6%	2.0%	84	25.7%	1.8%	28	21.4%	1.1%
Agglo. 20 000 à 100 000 hab	51	8.2%	0.7%	22	7.3%	0.6%	29	8.9%	0.8%	6	4.4%	0.3%
Agglo. + 100 000 hab	207	33.1%	1.3%	97	32.7%	1.3%	109	33.5%	1.4%	63	47.5%	1.1%
Agglo. Paris	4	0.7%	0.1%	4	1.5%	0.1%	0	0.0%	0.0%	2	1.2%	0.0%
<b>Régions INSEE</b>												
Ile de France	5	0.9%	0.1%	4	1.5%	0.1%	1	0.3%	0.0%	2	1.2%	0.0%
Picardie	0	0.1%	0.0%	0	0.2%	0.1%	0	0.0%	0.0%	0	0.3%	0.1%
Bourgogne	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Haute Normandie	3	0.4%	0.2%	2	0.8%	0.3%	0	0.1%	0.0%	0	0.2%	0.1%
Basse Normandie	2	0.4%	0.2%	1	0.4%	0.2%	1	0.3%	0.2%	0	0.2%	0.1%
Centre	3	0.5%	0.2%	3	1.0%	0.3%	0	0.2%	0.0%	0	0.4%	0.1%
Pays de Loire	526	84.3%	17.6%	243	81.5%	16.8%	283	86.8%	18.3%	115	86.6%	13.0%
Bretagne	2	0.2%	0.1%	0	0.2%	0.0%	1	0.3%	0.1%	1	1.0%	0.2%
Poitou Charentes	78	12.5%	5.2%	42	14.0%	5.8%	36	11.1%	4.7%	11	8.2%	2.9%
Aquitaine	1	0.1%	0.0%	0	0.2%	0.0%	0	0.1%	0.0%	1	0.7%	0.1%
Rhône Alpes	2	0.4%	0.0%	0	0.0%	0.0%	2	0.7%	0.1%	2	1.2%	0.1%
Provence Alpes Côte d'Azur. Corse	1	0.2%	0.0%	1	0.3%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
<b>Habitudes de connection à Internet</b>												
Tous les jours	361	57.8%	1.0%	177	59.5%	1.0%	183	56.2%	1.0%	120	90.0%	0.8%
Presque tous les jours	56	9.0%	1.0%	20	6.7%	0.8%	36	11.1%	1.2%	10	7.2%	0.6%
1 à 2 fois par semaine	38	6.1%	1.4%	13	4.5%	1.1%	25	7.5%	1.6%	4	2.8%	0.7%
1 à 3 fois par mois	3	0.5%	0.6%	2	0.8%	1.0%	1	0.3%	0.3%	0	0.0%	0.0%
Moins souvent	2	0.3%	0.4%	0	0.0%	0.0%	2	0.7%	0.8%	0	0.0%	0.0%
Jamais	7	1.2%	9.9%	7	2.4%	13.8%	0	0.0%	0.0%	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	36	5.7%	2.1%	9	3.1%	1.3%	26	8.1%	2.8%	0	0.2%	0.2%
De 9 000 à moins de 12 000 euros par an	12	2.0%	0.5%	2	0.5%	0.1%	11	3.3%	0.6%	2	1.3%	0.7%
De 12 000 à moins de 18 000 euros par an	99	15.9%	1.8%	58	19.5%	2.6%	41	12.5%	1.3%	7	4.9%	1.0%
De 18 000 à moins de 24 000 euros par an	101	16.2%	1.5%	52	17.6%	1.8%	49	14.9%	1.3%	7	5.1%	0.5%
De 24 000 à moins de 36 000 euros par an	151	24.2%	1.3%	63	21.1%	1.1%	88	27.0%	1.4%	39	29.5%	1.1%
De 36 000 à moins de 45 000 euros par an	93	14.9%	1.3%	45	15.1%	1.2%	48	14.8%	1.3%	23	17.6%	0.8%
De 45 000 à moins de 65 000 euros par an	68	11.0%	1.0%	38	12.6%	1.0%	31	9.4%	1.0%	30	22.4%	0.8%
65 000 euros et plus par an	21	3.4%	0.5%	11	3.6%	0.4%	10	3.2%	0.6%	14	10.8%	0.5%
Refus	35	5.6%	0.8%	15	5.0%	0.8%	20	6.3%	0.8%	8	6.1%	0.5%
Ne sait pas	7	1.1%	0.7%	5	1.8%	1.1%	2	0.5%	0.3%	3	2.0%	0.7%