

# Groupe Journaux de la Loire Dimanche



A.C.P.M. - ONE -

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	504	100.0%	1.0%	249	100.0%	1.0%	255	100.0%	0.9%	90	100.0%	0.5%
<b>Sexe</b>												
<b>Homme</b>	249	49.4%	1.0%	249	100.0%	1.0%	0	0.0%	0.0%	44	48.6%	0.5%
<b>Femme</b>	255	50.6%	0.9%	0	0.0%	0.0%	255	100.0%	0.9%	46	51.4%	0.5%
<b>Age</b>												
<b>15 à 24 ans</b>	46	9.2%	0.6%	26	10.4%	0.7%	21	8.1%	0.6%	15	17.0%	0.5%
<b>25 à 34 ans</b>	51	10.1%	0.7%	35	13.9%	0.9%	16	6.4%	0.4%	11	12.4%	0.3%
<b>35 à 49 ans</b>	110	21.8%	0.9%	51	20.6%	0.8%	59	23.0%	0.9%	40	45.0%	0.6%
<b>50 à 59 ans</b>	103	20.5%	1.1%	34	13.6%	0.7%	69	27.2%	1.5%	19	21.7%	0.5%
<b>60 ans et plus</b>	193	38.4%	1.2%	103	41.5%	1.5%	90	35.3%	1.0%	3	3.8%	0.3%
<b>Individu</b>												
<b>Ménagères</b>	235	46.6%	1.0%	0	0.0%	0.0%	235	92.0%	1.0%	38	42.5%	0.5%
<b>Personne de référence</b>	267	53.0%	0.9%	209	83.9%	1.0%	59	22.9%	0.7%	34	38.2%	0.4%
<b>Responsable des achats</b>	377	74.8%	1.0%	142	57.1%	1.1%	235	92.1%	1.0%	64	71.6%	0.6%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	4	0.7%	0.7%	4	1.4%	1.0%	0	0.0%	0.0%	0	0.0%	0.0%
<b>Petits patrons</b>	11	2.2%	0.7%	11	4.4%	0.9%	0	0.0%	0.0%	9	9.8%	0.6%
<b>Affaires et Cadres</b>	21	4.2%	0.4%	7	2.9%	0.3%	14	5.5%	0.7%	16	18.0%	0.4%
<b>Professions intermédiaires</b>	33	6.6%	0.5%	19	7.6%	0.5%	14	5.6%	0.4%	25	27.4%	0.4%
<b>Employés</b>	94	18.6%	1.1%	9	3.6%	0.4%	85	33.3%	1.4%	18	20.5%	1.0%
<b>Ouvriers</b>	100	19.9%	1.6%	79	31.9%	1.6%	21	8.1%	1.6%	2	1.7%	0.4%
<b>Retraités</b>	190	37.6%	1.5%	101	40.6%	1.7%	89	34.7%	1.3%	0	0.4%	0.2%
<b>Autres inactifs</b>	52	10.3%	0.5%	19	7.6%	0.5%	33	12.9%	0.5%	20	22.2%	0.6%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	8	1.6%	1.1%	4	1.4%	0.9%	5	1.8%	1.3%	0	0.0%	0.0%
<b>Petits patrons</b>	10	2.0%	0.4%	9	3.5%	0.6%	1	0.4%	0.1%	10	11.0%	0.4%
<b>Affaires et Cadres</b>	40	8.0%	0.6%	12	4.8%	0.4%	28	11.1%	0.8%	40	45.1%	0.6%
<b>Professions intermédiaires</b>	39	7.8%	0.5%	23	9.2%	0.6%	17	6.5%	0.4%	39	44.0%	0.5%
<b>Employés</b>	55	10.8%	1.0%	16	6.3%	0.7%	39	15.3%	1.3%	0	0.0%	0.0%
<b>Ouvriers</b>	132	26.2%	1.4%	77	30.8%	1.5%	55	21.7%	1.3%	0	0.0%	0.0%
<b>Retraités</b>	202	40.2%	1.4%	107	43.1%	1.6%	95	37.3%	1.2%	0	0.0%	0.0%
<b>Autres inactifs</b>	17	3.3%	0.4%	2	0.9%	0.1%	15	5.7%	0.6%	0	0.0%	0.0%

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<b>Taille du foyer</b>												
1 personne	100	19.9%	1.0%	53	21.5%	1.2%	47	18.3%	0.8%	7	7.9%	0.4%
2 personnes	215	42.7%	1.2%	88	35.4%	1.0%	127	49.7%	1.3%	28	30.8%	0.7%
3 personnes	69	13.7%	0.8%	37	14.9%	0.8%	32	12.5%	0.7%	28	31.4%	0.7%
4 personnes	92	18.2%	1.0%	59	23.7%	1.3%	33	12.9%	0.7%	16	17.6%	0.3%
5 personnes et +	28	5.5%	0.5%	11	4.5%	0.4%	17	6.6%	0.6%	11	12.4%	0.4%
<b>Présence d'enfants de moins de 15 ans</b>												
Oui	130	25.8%	0.8%	70	28.2%	0.9%	60	23.4%	0.7%	38	42.6%	0.5%
Non	374	74.2%	1.0%	179	71.8%	1.0%	195	76.6%	1.0%	51	57.4%	0.5%
<b>Habitat</b>												
Communes rurales	172	34.2%	1.4%	83	33.5%	1.5%	89	35.0%	1.4%	25	28.1%	0.8%
Agglo. - 20 000 hab	126	24.9%	1.4%	68	27.5%	1.6%	57	22.4%	1.2%	18	20.4%	0.7%
Agglo. 20 000 à 100 000 hab	54	10.8%	0.8%	26	10.5%	0.8%	28	11.0%	0.8%	5	5.3%	0.2%
Agglo. + 100 000 hab	151	29.9%	1.0%	70	28.1%	0.9%	81	31.6%	1.0%	40	45.0%	0.7%
Agglo. Paris	1	0.2%	0.0%	1	0.4%	0.0%	0	0.0%	0.0%	1	1.2%	0.0%
<b>Régions INSEE</b>												
Ile de France	1	0.2%	0.0%	1	0.4%	0.0%	0	0.0%	0.0%	1	1.2%	0.0%
Bourgogne	0	0.0%	0.0%	0	0.0%	0.0%	0	0.1%	0.0%	0	0.0%	0.0%
Basse Normandie	1	0.3%	0.1%	0	0.0%	0.0%	1	0.5%	0.2%	0	0.5%	0.1%
Centre	3	0.6%	0.2%	2	1.0%	0.2%	1	0.3%	0.1%	1	0.9%	0.1%
Pays de Loire	422	83.7%	14.1%	205	82.5%	14.2%	216	84.8%	14.0%	73	81.0%	8.2%
Bretagne	3	0.7%	0.1%	2	0.9%	0.2%	1	0.5%	0.1%	0	0.0%	0.0%
Poitou Charentes	65	12.9%	4.4%	33	13.2%	4.6%	32	12.6%	4.1%	10	10.7%	2.6%
Aquitaine	3	0.6%	0.1%	3	1.1%	0.2%	0	0.0%	0.0%	3	3.1%	0.3%
Rhône Alpes	3	0.6%	0.1%	0	0.0%	0.0%	3	1.1%	0.1%	2	1.7%	0.1%
Languedoc Roussillon	1	0.1%	0.0%	1	0.3%	0.1%	0	0.0%	0.0%	1	0.8%	0.1%
Provence Alpes Côte d'Azur. Corse	1	0.3%	0.0%	1	0.6%	0.1%	0	0.0%	0.0%	0	0.0%	0.0%
<b>Habitudes de connection à Internet</b>												
Tous les jours	318	63.1%	0.9%	162	65.0%	0.9%	157	61.3%	0.8%	79	87.8%	0.5%
Presque tous les jours	50	10.0%	0.9%	16	6.5%	0.6%	34	13.3%	1.1%	7	8.0%	0.5%
1 à 2 fois par semaine	32	6.3%	1.2%	9	3.7%	0.8%	22	8.8%	1.4%	4	4.2%	0.7%
1 à 3 fois par mois	2	0.4%	0.4%	1	0.3%	0.3%	1	0.6%	0.5%	0	0.0%	0.0%
Jamais	7	1.4%	9.9%	7	2.9%	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	19	3.8%	1.1%	10	4.1%	1.4%	9	3.5%	0.9%	0	0.0%	0.0%
De 9 000 à moins de 12 000 euros par an	9	1.8%	0.3%	0	0.0%	0.0%	9	3.6%	0.5%	0	0.0%	0.0%
De 12 000 à moins de 18 000 euros par an	82	16.2%	1.5%	45	18.0%	2.0%	37	14.4%	1.2%	0	0.0%	0.0%
De 18 000 à moins de 24 000 euros par an	81	16.1%	1.2%	48	19.4%	1.6%	33	13.0%	0.9%	7	7.4%	0.5%
De 24 000 à moins de 36 000 euros par an	115	22.7%	1.0%	55	22.2%	1.0%	59	23.3%	1.0%	14	15.7%	0.4%
De 36 000 à moins de 45 000 euros par an	90	17.8%	1.2%	39	15.5%	1.0%	51	20.1%	1.4%	19	21.3%	0.7%
De 45 000 à moins de 65 000 euros par an	62	12.4%	0.9%	31	12.4%	0.8%	31	12.3%	1.0%	28	31.1%	0.8%
65 000 euros et plus par an	15	2.9%	0.3%	9	3.7%	0.4%	6	2.2%	0.3%	8	8.5%	0.3%
Refus	23	4.6%	0.5%	5	2.0%	0.3%	18	7.0%	0.7%	11	12.8%	0.8%
Ne sait pas	8	1.7%	0.8%	7	2.7%	1.4%	2	0.7%	0.3%	3	3.1%	0.7%