

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
ENSEMBLE	618	100.0%	1.2%	305	100.0%	1.2%	313	100.0%	1.1%	144	100.0%	0.8%
Sexe												
Homme	305	49.4%	1.2%	305	100.0%	1.2%	0	0.0%	0.0%	71	49.5%	0.8%
Femme	313	50.6%	1.1%	0	0.0%	0.0%	313	100.0%	1.1%	73	50.5%	0.8%
Age												
15 à 24 ans	70	11.4%	1.0%	41	13.4%	1.1%	29	9.4%	0.8%	17	11.7%	0.5%
25 à 34 ans	70	11.3%	0.9%	35	11.6%	1.0%	34	10.9%	0.9%	26	18.1%	0.8%
35 à 49 ans	140	22.7%	1.1%	71	23.3%	1.1%	69	22.1%	1.1%	54	37.7%	0.9%
50 à 59 ans	115	18.6%	1.3%	51	16.6%	1.2%	64	20.6%	1.5%	38	26.5%	1.1%
60 ans et plus	223	36.1%	1.4%	107	35.1%	1.5%	116	37.0%	1.3%	9	6.1%	0.6%
Individu												
Ménagères	270	43.7%	1.2%	0	0.0%	0.0%	270	86.4%	1.2%	65	45.2%	0.9%
Personne de référence	309	49.9%	1.1%	263	86.1%	1.3%	46	14.6%	0.6%	64	44.4%	0.7%
Responsable des achats	445	71.9%	1.2%	172	56.3%	1.3%	273	87.1%	1.2%	108	74.7%	1.0%
PCS Individu												
Agriculteurs	8	1.3%	1.6%	5	1.5%	1.4%	4	1.2%	1.9%	0	0.0%	0.0%
Petits patrons	13	2.1%	0.8%	8	2.8%	0.7%	5	1.5%	1.1%	13	9.1%	0.9%
Affaires et Cadres	36	5.8%	0.7%	22	7.2%	0.8%	14	4.3%	0.6%	33	22.6%	0.7%
Professions intermédiaires	72	11.6%	1.0%	35	11.4%	0.9%	37	11.8%	1.0%	47	32.8%	0.8%
Employés	104	16.8%	1.2%	23	7.5%	1.0%	81	25.9%	1.3%	27	19.0%	1.5%
Ouvriers	97	15.6%	1.5%	83	27.2%	1.6%	14	4.4%	1.0%	3	2.0%	0.7%
Retraités	205	33.1%	1.6%	103	33.7%	1.7%	102	32.5%	1.5%	0	0.3%	0.2%
Autres inactifs	85	13.7%	0.8%	27	8.7%	0.7%	58	18.5%	0.9%	21	14.3%	0.6%
PCS Personne de référence												
Agriculteurs	10	1.6%	1.3%	5	1.6%	1.3%	5	1.6%	1.2%	0	0.0%	0.0%
Petits patrons	18	2.8%	0.7%	9	2.9%	0.6%	9	2.8%	0.7%	18	12.2%	0.7%
Affaires et Cadres	54	8.8%	0.8%	29	9.6%	0.8%	25	8.0%	0.7%	54	37.6%	0.8%
Professions intermédiaires	72	11.7%	0.9%	33	10.9%	0.8%	39	12.5%	1.0%	72	50.2%	0.9%
Employés	64	10.3%	1.1%	26	8.6%	1.1%	38	12.1%	1.2%	0	0.0%	0.0%
Ouvriers	149	24.1%	1.5%	88	28.9%	1.7%	61	19.4%	1.3%	0	0.0%	0.0%
Retraités	246	39.8%	1.6%	113	36.9%	1.7%	133	42.6%	1.6%	0	0.0%	0.0%
Autres inactifs	5	0.9%	0.2%	2	0.7%	0.1%	3	1.0%	0.2%	0	0.0%	0.0%

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Taille du foyer												
1 personne	90	14.5%	0.9%	52	17.1%	1.2%	37	12.0%	0.7%	18	12.3%	0.8%
2 personnes	252	40.7%	1.4%	118	38.6%	1.3%	134	42.7%	1.4%	36	25.3%	0.9%
3 personnes	116	18.8%	1.2%	53	17.3%	1.1%	63	20.3%	1.4%	27	18.8%	0.7%
4 personnes	106	17.2%	1.1%	54	17.6%	1.1%	52	16.7%	1.1%	40	27.5%	0.8%
5 personnes et +	55	8.8%	1.0%	29	9.4%	1.1%	26	8.4%	0.9%	23	16.2%	0.9%
Présence d'enfants de moins de 15 ans												
Oui	170	27.4%	1.1%	77	25.2%	1.1%	93	29.7%	1.1%	67	46.5%	0.9%
Non	449	72.6%	1.2%	228	74.8%	1.3%	220	70.3%	1.2%	77	53.5%	0.7%
Habitat												
Communes rurales	165	26.7%	1.4%	76	25.0%	1.3%	88	28.3%	1.4%	34	23.5%	1.0%
Agglo. - 20 000 hab	155	25.0%	1.7%	84	27.5%	1.9%	71	22.6%	1.5%	30	21.0%	1.1%
Agglo. 20 000 à 100 000 hab	70	11.4%	1.0%	26	8.6%	0.8%	44	14.1%	1.2%	5	3.5%	0.2%
Agglo. + 100 000 hab	224	36.3%	1.4%	114	37.4%	1.5%	110	35.1%	1.4%	73	50.4%	1.3%
Agglo. Paris	4	0.7%	0.0%	4	1.4%	0.1%	0	0.0%	0.0%	2	1.6%	0.1%
Régions INSEE												
Ile de France	5	0.9%	0.1%	4	1.4%	0.1%	1	0.4%	0.0%	2	1.6%	0.1%
Picardie	1	0.1%	0.0%	1	0.2%	0.1%	0	0.0%	0.0%	1	0.5%	0.2%
Bourgogne	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Basse Normandie	4	0.6%	0.3%	3	1.1%	0.6%	0	0.1%	0.1%	0	0.3%	0.1%
Centre	4	0.6%	0.2%	3	1.1%	0.3%	1	0.2%	0.1%	0	0.2%	0.0%
Pays de Loire	547	88.4%	18.1%	270	88.5%	18.8%	276	88.3%	17.4%	125	86.7%	13.9%
Bretagne	2	0.3%	0.1%	0	0.1%	0.0%	2	0.6%	0.1%	1	0.7%	0.1%
Poitou Charentes	52	8.4%	3.5%	22	7.1%	3.0%	31	9.7%	3.9%	13	8.9%	3.1%
Aquitaine	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Limousin	0	0.0%	0.0%	0	0.1%	0.1%	0	0.0%	0.0%	0	0.2%	0.2%
Rhône Alpes	2	0.4%	0.0%	0	0.0%	0.0%	2	0.7%	0.1%	1	0.9%	0.1%
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	1	0.2%	0.0%	1	0.5%	0.1%	0	0.0%	0.0%	0	0.2%	0.0%
Habitudes de connexion à Internet												
Tous les jours	489	79.1%	1.1%	258	84.6%	1.2%	231	73.8%	1.1%	137	95.0%	0.9%
Presque tous les jours	53	8.6%	0.9%	23	7.4%	0.8%	31	9.8%	0.9%	4	2.4%	0.3%
1 à 2 fois par semaine	74	12.0%	2.4%	23	7.4%	1.8%	51	16.4%	2.9%	4	2.5%	0.7%
1 à 3 fois par mois	2	0.3%	0.5%	2	0.7%	1.1%	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
Revenus du foyer												
Moins de 9 000 euros par an	4	0.7%	0.3%	3	1.0%	0.5%	1	0.4%	0.2%	2	1.6%	1.1%
De 9 000 à moins de 12 000 euros par an	12	1.9%	0.6%	5	1.7%	0.7%	6	2.0%	0.5%	2	1.2%	0.7%
De 12 000 à moins de 18 000 euros par an	66	10.6%	1.3%	26	8.5%	1.3%	40	12.7%	1.3%	7	5.0%	0.9%
De 18 000 à moins de 24 000 euros par an	86	13.8%	1.2%	42	13.8%	1.4%	44	13.9%	1.1%	9	6.0%	0.6%
De 24 000 à moins de 36 000 euros par an	171	27.6%	1.4%	80	26.1%	1.4%	91	29.2%	1.4%	34	23.6%	1.0%
De 36 000 à moins de 45 000 euros par an	122	19.8%	1.6%	58	18.8%	1.5%	65	20.7%	1.7%	21	14.8%	0.7%
De 45 000 à moins de 65 000 euros par an	84	13.6%	1.1%	47	15.5%	1.1%	37	11.8%	1.1%	39	26.8%	1.0%
65 000 euros et plus par an	35	5.6%	0.8%	23	7.7%	0.9%	11	3.6%	0.6%	19	13.3%	0.7%
Refus	29	4.7%	0.8%	15	4.9%	1.0%	14	4.5%	0.7%	5	3.8%	0.4%
Ne sait pas	10	1.7%	0.7%	6	2.0%	0.8%	4	1.4%	0.5%	5	3.8%	0.8%