

# 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>	550	100.0%	1.0%	264	100.0%	1.1%	286	100.0%	1.0%	96	100.0%	0.5%
<b>Sexe</b>												
<b>Homme</b>	264	48.1%	1.1%	264	100.0%	1.1%	0	0.0%	0.0%	42	44.1%	0.5%
<b>Femme</b>	286	51.9%	1.0%	0	0.0%	0.0%	286	100.0%	1.0%	54	55.9%	0.6%
<b>Age</b>												
<b>15 à 24 ans</b>	65	11.9%	0.9%	28	10.7%	0.8%	37	12.9%	1.0%	17	17.8%	0.5%
<b>25 à 34 ans</b>	50	9.1%	0.7%	39	14.8%	1.0%	11	3.8%	0.3%	12	12.2%	0.4%
<b>35 à 49 ans</b>	130	23.7%	1.0%	69	25.9%	1.1%	62	21.6%	1.0%	32	33.6%	0.5%
<b>50 à 59 ans</b>	111	20.3%	1.3%	43	16.3%	1.0%	68	23.9%	1.5%	29	30.2%	0.8%
<b>60 ans et plus</b>	193	35.2%	1.2%	85	32.2%	1.2%	108	37.8%	1.2%	6	6.3%	0.4%
<b>Individu</b>												
<b>Ménagères</b>	243	44.2%	1.0%	0	0.0%	0.0%	243	85.0%	1.0%	46	47.9%	0.7%
<b>Personne de référence</b>	271	49.3%	1.0%	221	83.5%	1.1%	50	17.7%	0.7%	42	43.4%	0.5%
<b>Responsable des achats</b>	388	70.6%	1.1%	141	53.4%	1.1%	247	86.5%	1.1%	81	84.6%	0.7%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	6	1.1%	1.2%	6	2.3%	1.9%	0	0.0%	0.0%	0	0.0%	0.0%
<b>Petits patrons</b>	4	0.8%	0.3%	4	1.6%	0.3%	0	0.0%	0.0%	4	4.3%	0.3%
<b>Affaires et Cadres</b>	27	4.8%	0.5%	14	5.3%	0.5%	13	4.4%	0.6%	22	22.6%	0.5%
<b>Professions intermédiaires</b>	52	9.5%	0.7%	22	8.5%	0.6%	30	10.4%	0.8%	30	31.0%	0.5%
<b>Employés</b>	95	17.4%	1.1%	21	7.9%	0.9%	74	26.1%	1.2%	21	21.7%	1.2%
<b>Ouvriers</b>	97	17.7%	1.5%	88	33.1%	1.7%	10	3.4%	0.8%	0	0.0%	0.0%
<b>Retraités</b>	178	32.4%	1.4%	81	30.6%	1.4%	97	34.0%	1.4%	0	0.4%	0.2%
<b>Autres inactifs</b>	90	16.4%	0.9%	28	10.8%	0.8%	62	21.6%	1.0%	19	20.0%	0.6%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	6	1.1%	0.8%	6	2.3%	1.6%	0	0.0%	0.0%	0	0.0%	0.0%
<b>Petits patrons</b>	9	1.6%	0.3%	5	1.9%	0.3%	4	1.4%	0.3%	9	9.4%	0.3%
<b>Affaires et Cadres</b>	39	7.1%	0.6%	18	6.7%	0.5%	21	7.5%	0.6%	39	40.7%	0.6%
<b>Professions intermédiaires</b>	48	8.7%	0.6%	20	7.4%	0.5%	28	9.9%	0.7%	48	49.9%	0.6%
<b>Employés</b>	64	11.7%	1.2%	25	9.5%	1.1%	39	13.7%	1.2%	0	0.0%	0.0%
<b>Ouvriers</b>	157	28.6%	1.6%	93	35.3%	1.8%	64	22.4%	1.4%	0	0.0%	0.0%
<b>Retraités</b>	215	39.0%	1.4%	91	34.4%	1.4%	124	43.3%	1.5%	0	0.0%	0.0%
<b>Autres inactifs</b>	12	2.1%	0.3%	7	2.5%	0.4%	5	1.8%	0.2%	0	0.0%	0.0%

# 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>Taille du foyer</b>												
<b>1 personne</b>	84	15.3%	0.9%	45	17.0%	1.1%	39	13.7%	0.7%	16	16.6%	0.7%
<b>2 personnes</b>	215	39.0%	1.2%	91	34.6%	1.0%	123	43.1%	1.3%	26	27.2%	0.6%
<b>3 personnes</b>	111	20.2%	1.2%	50	18.9%	1.1%	61	21.5%	1.3%	22	23.0%	0.6%
<b>4 personnes</b>	85	15.5%	0.9%	48	18.1%	1.0%	38	13.1%	0.8%	17	17.9%	0.4%
<b>5 personnes et +</b>	55	9.9%	1.0%	30	11.3%	1.2%	25	8.6%	0.8%	15	15.3%	0.6%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	149	27.1%	0.9%	75	28.4%	1.0%	74	25.8%	0.9%	35	36.8%	0.5%
<b>Non</b>	401	72.9%	1.1%	189	71.6%	1.1%	212	74.2%	1.1%	61	63.2%	0.6%
<b>Habitat</b>												
<b>Communes rurales</b>	150	27.2%	1.2%	66	24.8%	1.2%	84	29.4%	1.3%	21	21.8%	0.6%
<b>Agglo. - 20 000 hab</b>	134	24.3%	1.5%	64	24.3%	1.5%	69	24.3%	1.5%	17	17.2%	0.6%
<b>Agglo. 20 000 à 100 000 hab</b>	67	12.2%	1.0%	29	11.1%	0.9%	38	13.3%	1.0%	3	2.8%	0.1%
<b>Agglo. + 100 000 hab</b>	200	36.3%	1.3%	105	39.8%	1.4%	94	33.1%	1.2%	56	58.1%	1.0%
<b>Régions INSEE</b>												
<b>Bourgogne</b>	0	0.0%	0.0%	0	0.0%	0.0%	0	0.1%	0.0%	0	0.0%	0.0%
<b>Basse Normandie</b>	3	0.5%	0.2%	2	0.8%	0.3%	1	0.4%	0.2%	0	0.4%	0.1%
<b>Centre</b>	3	0.5%	0.1%	2	0.8%	0.2%	1	0.2%	0.1%	1	0.7%	0.1%
<b>Pays de Loire</b>	478	87.0%	15.8%	232	87.9%	16.1%	246	86.1%	15.5%	83	86.3%	9.2%
<b>Bretagne</b>	3	0.5%	0.1%	0	0.0%	0.0%	3	1.0%	0.2%	0	0.0%	0.0%
<b>Poitou Charentes</b>	56	10.2%	3.8%	24	9.1%	3.4%	32	11.3%	4.1%	9	9.7%	2.3%
<b>Midi Pyrénées</b>	1	0.2%	0.0%	1	0.4%	0.1%	0	0.0%	0.0%	1	1.2%	0.1%
<b>Limousin</b>	0	0.1%	0.1%	0	0.2%	0.1%	0	0.0%	0.0%	0	0.5%	0.3%
<b>Rhône Alpes</b>	3	0.5%	0.1%	0	0.0%	0.0%	3	0.9%	0.1%	1	1.3%	0.1%
<b>Languedoc Roussillon</b>	0	0.1%	0.0%	0	0.1%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
<b>Provence Alpes Côte d'Azur. Corse</b>	2	0.3%	0.0%	2	0.7%	0.1%	0	0.0%	0.0%	0	0.0%	0.0%
<b>Habitudes de connexion à Internet</b>												
<b>Tous les jours</b>	433	78.7%	1.0%	225	85.0%	1.1%	208	72.8%	0.9%	89	92.6%	0.6%
<b>Presque tous les jours</b>	59	10.8%	1.0%	22	8.2%	0.8%	38	13.1%	1.1%	4	4.7%	0.3%
<b>1 à 2 fois par semaine</b>	58	10.5%	1.9%	17	6.6%	1.4%	40	14.1%	2.3%	3	2.7%	0.5%
<b>1 à 3 fois par mois</b>	1	0.1%	0.2%	1	0.2%	0.3%	0	0.0%	0.0%	0	0.0%	0.0%

# 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>Revenus du foyer</b>												
Moins de 9 000 euros par an	4	0.7%	0.3%	4	1.5%	0.6%	0	0.0%	0.0%	2	2.4%	1.1%
De 9 000 à moins de 12 000 euros par an	13	2.3%	0.6%	1	0.4%	0.1%	11	4.0%	0.9%	3	2.7%	1.0%
De 12 000 à moins de 18 000 euros par an	71	13.0%	1.4%	29	11.1%	1.4%	42	14.6%	1.4%	3	3.0%	0.4%
De 18 000 à moins de 24 000 euros par an	87	15.8%	1.3%	51	19.1%	1.7%	36	12.7%	0.9%	13	13.2%	0.9%
De 24 000 à moins de 36 000 euros par an	154	28.0%	1.2%	79	29.8%	1.4%	75	26.4%	1.1%	14	14.5%	0.4%
De 36 000 à moins de 45 000 euros par an	97	17.6%	1.3%	35	13.2%	0.9%	62	21.5%	1.6%	5	5.0%	0.2%
De 45 000 à moins de 65 000 euros par an	69	12.5%	0.9%	40	15.3%	0.9%	28	9.9%	0.8%	33	34.2%	0.9%
65 000 euros et plus par an	21	3.9%	0.5%	11	4.1%	0.4%	10	3.6%	0.6%	15	15.2%	0.5%
Refus	23	4.3%	0.7%	8	3.1%	0.5%	15	5.4%	0.8%	6	6.4%	0.5%
Ne sait pas	11	2.1%	0.7%	6	2.3%	0.8%	5	1.8%	0.6%	3	3.3%	0.5%