

Groupe Journaux de Loire



LNM

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	664	100.0%	1.3%	319	100.0%	1.3%	344	100.0%	1.3%	166	100.0%	1.0%
Sexe												
Homme	319	48.1%	1.3%	319	100.0%	1.3%	0	0.0%	0.0%	85	51.2%	1.0%
Femme	344	51.9%	1.3%	0	0.0%	0.0%	344	100.0%	1.3%	81	48.8%	1.0%
Age												
15 à 24 ans	88	13.3%	1.2%	48	15.1%	1.3%	40	11.6%	1.1%	30	17.8%	0.9%
25 à 34 ans	64	9.6%	0.8%	37	11.7%	1.0%	26	7.7%	0.7%	22	13.5%	0.7%
35 à 49 ans	142	21.4%	1.1%	66	20.6%	1.1%	76	22.1%	1.2%	50	30.3%	0.8%
50 à 59 ans	135	20.4%	1.5%	73	22.8%	1.6%	63	18.2%	1.4%	57	34.2%	1.5%
60 ans et plus	235	35.3%	1.6%	96	29.9%	1.5%	139	40.4%	1.7%	7	4.2%	1.0%
Individu												
Ménagères	306	46.1%	1.3%	0	0.0%	0.0%	306	88.9%	1.3%	65	39.2%	0.9%
Personne de référence	361	54.4%	1.3%	266	83.2%	1.3%	96	27.8%	1.2%	89	53.6%	1.0%
Responsable des achats	451	67.9%	1.3%	145	45.5%	1.1%	305	88.7%	1.3%	103	62.1%	0.9%
PCS Individu												
Agriculteurs	18	2.7%	3.4%	9	3.0%	2.6%	9	2.5%	5.1%	0	0.0%	0.0%
Petits patrons	15	2.3%	1.0%	12	3.8%	1.1%	3	0.9%	0.6%	11	6.6%	0.8%
Affaires et Cadres	35	5.3%	0.7%	24	7.6%	0.8%	11	3.1%	0.6%	33	20.1%	0.7%
Professions intermédiaires	76	11.4%	1.1%	45	14.1%	1.3%	31	8.9%	0.9%	67	40.2%	1.2%
Employés	114	17.1%	1.4%	26	8.0%	1.3%	88	25.6%	1.4%	22	13.0%	1.2%
Ouvriers	99	14.9%	1.5%	80	25.2%	1.6%	18	5.3%	1.2%	7	4.0%	1.5%
Retraités	206	31.0%	1.6%	95	29.7%	1.6%	111	32.1%	1.7%	1	0.7%	0.5%
Autres inactifs	101	15.3%	1.0%	27	8.6%	0.8%	74	21.5%	1.1%	25	15.3%	0.8%
PCS Personne de référence												
Agriculteurs	29	4.4%	3.6%	12	3.7%	2.8%	18	5.1%	4.5%	0	0.0%	0.0%
Petits patrons	28	4.2%	1.1%	12	3.8%	0.9%	16	4.6%	1.2%	28	16.7%	1.1%
Affaires et Cadres	57	8.7%	0.8%	29	9.0%	0.8%	29	8.4%	0.8%	57	34.5%	0.8%
Professions intermédiaires	81	12.2%	1.1%	44	13.9%	1.1%	37	10.6%	1.0%	81	48.8%	1.1%
Employés	65	9.8%	1.2%	33	10.2%	1.5%	32	9.4%	1.0%	0	0.0%	0.0%
Ouvriers	127	19.2%	1.4%	82	25.8%	1.7%	45	13.0%	1.0%	0	0.0%	0.0%
Retraités	237	35.7%	1.6%	100	31.4%	1.5%	137	39.7%	1.7%	0	0.0%	0.0%
Autres inactifs	39	5.9%	1.0%	7	2.3%	0.5%	32	9.3%	1.3%	0	0.0%	0.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du foyer												
1 personne	121	18.2%	1.3%	55	17.3%	1.3%	66	19.1%	1.2%	22	13.0%	1.2%
2 personnes	290	43.7%	1.6%	132	41.3%	1.5%	158	45.9%	1.7%	46	27.6%	1.1%
3 personnes	80	12.1%	0.9%	47	14.9%	1.0%	32	9.4%	0.7%	24	14.6%	0.6%
4 personnes	99	14.9%	1.1%	53	16.6%	1.2%	46	13.4%	1.0%	47	28.5%	1.0%
5 personnes et +	74	11.1%	1.4%	32	9.9%	1.3%	42	12.2%	1.5%	27	16.3%	1.1%
Présence d'enfants de moins de 15 ans												
Oui	165	24.9%	1.1%	85	26.5%	1.2%	80	23.4%	1.0%	61	37.0%	0.8%
Non	499	75.1%	1.4%	235	73.5%	1.4%	264	76.6%	1.4%	105	63.0%	1.1%
Habitat												
Communes rurales	202	30.5%	1.7%	107	33.5%	1.9%	95	27.6%	1.6%	57	34.3%	1.7%
Agglo. - 20 000 hab	179	27.0%	2.0%	81	25.5%	1.9%	97	28.3%	2.1%	38	23.0%	1.4%
Agglo. 20 000 à 100 000 hab	51	7.6%	0.7%	23	7.2%	0.7%	28	8.0%	0.8%	15	9.0%	0.7%
Agglo. + 100 000 hab	228	34.3%	1.5%	104	32.5%	1.4%	124	35.9%	1.5%	56	33.5%	1.0%
Agglo. Paris	4	0.6%	-	4	1.2%	0.1%	0	0.1%	-	0	0.2%	-

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	4	0.6%	-	4	1.2%	0.1%	0	0.1%	-	0	0.2%	-
Nord Pas de Calais	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Lorraine	0	0.1%	-	0	0.1%	-	0	0.1%	-	0	0.1%	-
Alsace	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Franche-Comté	0	0.0%	0.0%	0	0.0%	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%
Picardie	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Bourgogne	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Haute Normandie	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%	2	0.6%	0.3%	2	0.6%	0.3%	1	0.4%	0.2%
Centre	4	0.6%	0.2%	2	0.6%	0.2%	2	0.6%	0.2%	1	0.7%	0.2%
Pays de Loire	565	85.1%	19.5%	273	85.6%	19.5%	292	84.7%	19.4%	138	83.3%	16.2%
Bretagne	2	0.3%	0.1%	1	0.3%	0.1%	1	0.4%	0.1%	1	0.9%	0.2%
Poitou Charentes	81	12.3%	5.5%	37	11.6%	5.2%	45	12.9%	5.8%	22	13.2%	5.5%
Aquitaine	0	-	-	0	0.1%	-	0	0.0%	0.0%	0	0.1%	-
Midi Pyrénées	0	-	-	0	0.1%	-	0	0.0%	0.0%	0	0.0%	0.0%
Limousin	0	-	-	0	0.0%	0.0%	0	-	-	0	0.0%	0.0%
Auvergne	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Rhône Alpes	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
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	2	0.3%	-	0	0.0%	0.0%	2	0.5%	0.1%	2	1.0%	0.1%
Habitudes de connexion à Internet												
Tous les jours	365	55.0%	1.3%	176	55.1%	1.2%	189	54.8%	1.3%	130	78.4%	1.0%
Presque tous les jours	66	9.9%	1.0%	36	11.4%	1.2%	30	8.6%	0.9%	14	8.7%	0.6%
1 à 2 fois par semaine	40	6.0%	1.3%	14	4.3%	1.0%	26	7.6%	1.5%	14	8.3%	1.5%
1 à 3 fois par mois	11	1.6%	1.2%	6	1.8%	1.4%	5	1.5%	1.0%	1	0.9%	0.9%
Moins souvent	13	2.0%	1.1%	5	1.7%	1.0%	8	2.3%	1.1%	0	0.0%	0.0%
Jamais	4	0.6%	3.1%	2	0.7%	3.6%	2	0.5%	2.6%	0	0.0%	0.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Revenus du foyer												
Moins de 9 000 euros par an	30	4.5%	1.4%	9	2.8%	1.1%	21	6.0%	1.7%	2	1.5%	1.4%
De 9 000 à moins de 12 000 euros par an	36	5.4%	1.1%	7	2.1%	0.6%	29	8.4%	1.3%	0	0.3%	0.2%
De 12 000 à moins de 18 000 euros par an	97	14.6%	1.5%	30	9.4%	1.1%	67	19.4%	1.8%	6	3.5%	0.8%
De 18 000 à moins de 24 000 euros par an	124	18.7%	1.7%	57	17.8%	1.7%	67	19.5%	1.8%	14	8.5%	0.9%
De 24 000 à moins de 36 000 euros par an	157	23.7%	1.4%	94	29.4%	1.7%	64	18.5%	1.1%	40	24.3%	1.1%
De 36 000 à moins de 45 000 euros par an	89	13.4%	1.3%	60	18.7%	1.6%	29	8.5%	0.9%	39	23.3%	1.3%
De 45 000 à moins de 65 000 euros par an	63	9.5%	1.0%	39	12.2%	1.1%	24	6.9%	0.9%	41	24.5%	1.1%
De 65 000 à moins de 80 000 euros par an	5	0.8%	0.3%	1	0.3%	0.1%	4	1.2%	0.6%	5	2.9%	0.4%
De 80 000 à moins de 115 000 euros par an	8	1.2%	0.8%	3	1.0%	0.6%	5	1.3%	1.2%	8	4.5%	1.0%
115 000 euros et plus par an	4	0.6%	0.8%	3	1.1%	1.3%	0	0.1%	0.1%	1	0.9%	0.4%
Refus	38	5.8%	1.2%	15	4.8%	1.2%	23	6.7%	1.3%	3	1.7%	0.2%
Ne sait pas	14	2.1%	0.9%	2	0.5%	0.3%	12	3.5%	1.3%	7	4.0%	1.2%