

Groupe Journaux de Loire Dimanche



Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	538	100.0%	1.0%	262	100.0%	1.1%	276	100.0%	1.0%	141	100.0%	0.8%
Sexe												
Homme	262	48.7%	1.1%	262	100.0%	1.1%	0	0.0%	0.0%	69	48.6%	0.8%
Femme	276	51.3%	1.0%	0	0.0%	0.0%	276	100.0%	1.0%	72	51.4%	0.9%
Age												
15 à 24 ans	86	16.0%	1.2%	54	20.7%	1.5%	32	11.4%	0.9%	21	15.0%	0.7%
25 à 34 ans	50	9.2%	0.6%	34	13.0%	0.9%	16	5.6%	0.4%	21	15.1%	0.6%
35 à 49 ans	115	21.4%	0.9%	59	22.6%	1.0%	56	20.3%	0.9%	44	31.2%	0.7%
50 à 59 ans	119	22.2%	1.3%	61	23.4%	1.4%	58	21.0%	1.3%	46	32.7%	1.2%
60 ans et plus	168	31.2%	1.1%	53	20.3%	0.8%	115	41.6%	1.4%	9	6.0%	1.2%
Individu												
Ménagères	244	45.4%	1.0%	0	0.0%	0.0%	244	88.5%	1.0%	57	40.6%	0.8%
Personne de référence	274	51.0%	1.0%	196	74.9%	1.0%	78	28.3%	1.0%	74	52.2%	0.9%
Responsable des achats	360	66.9%	1.0%	115	43.8%	0.9%	245	88.8%	1.1%	90	64.0%	0.8%
PCS Individu												
Agriculteurs	10	1.8%	1.9%	2	0.8%	0.6%	8	2.8%	4.6%	0	0.0%	0.0%
Petits patrons	19	3.5%	1.2%	16	6.2%	1.4%	3	0.9%	0.5%	16	11.0%	1.1%
Affaires et Cadres	22	4.1%	0.4%	16	6.2%	0.5%	6	2.1%	0.3%	21	14.8%	0.5%
Professions intermédiaires	68	12.7%	1.0%	34	13.0%	1.0%	34	12.4%	1.0%	62	44.1%	1.1%
Employés	90	16.8%	1.1%	20	7.7%	1.0%	70	25.4%	1.1%	19	13.7%	1.1%
Ouvriers	101	18.8%	1.6%	91	34.6%	1.8%	10	3.8%	0.7%	2	1.5%	0.5%
Retraités	145	26.9%	1.1%	50	19.2%	0.8%	94	34.2%	1.4%	3	1.9%	1.1%
Autres inactifs	83	15.4%	0.8%	32	12.3%	0.9%	50	18.3%	0.8%	18	13.1%	0.6%
PCS Personne de référence												
Agriculteurs	15	2.8%	1.9%	4	1.6%	1.0%	11	3.9%	2.8%	0	0.0%	0.0%
Petits patrons	25	4.7%	1.0%	15	5.6%	1.1%	11	3.9%	0.8%	25	18.0%	1.0%
Affaires et Cadres	50	9.4%	0.7%	18	6.9%	0.5%	32	11.7%	0.9%	50	35.7%	0.7%
Professions intermédiaires	65	12.1%	0.9%	36	13.7%	0.9%	29	10.6%	0.8%	65	46.3%	0.9%
Employés	67	12.5%	1.3%	40	15.1%	1.8%	28	10.0%	0.9%	0	0.0%	0.0%
Ouvriers	126	23.4%	1.4%	87	33.3%	1.8%	38	14.0%	0.9%	0	0.0%	0.0%
Retraités	172	31.9%	1.2%	57	21.9%	0.9%	114	41.5%	1.4%	0	0.0%	0.0%
Autres inactifs	17	3.1%	0.4%	5	1.9%	0.3%	12	4.3%	0.5%	0	0.0%	0.0%

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Taille du foyer												
1 personne	95	17.7%	1.0%	39	15.0%	1.0%	56	20.3%	1.0%	17	12.2%	0.9%
2 personnes	215	40.0%	1.2%	85	32.6%	1.0%	130	47.1%	1.4%	40	28.5%	1.0%
3 personnes	80	15.0%	0.9%	55	21.1%	1.2%	25	9.2%	0.6%	18	13.1%	0.5%
4 personnes	87	16.2%	1.0%	51	19.6%	1.1%	36	12.9%	0.8%	38	27.0%	0.8%
5 personnes et +	60	11.1%	1.1%	31	11.7%	1.2%	29	10.5%	1.0%	27	19.3%	1.1%
Présence d'enfants de moins de 15 ans												
Oui	144	26.7%	0.9%	87	33.4%	1.2%	56	20.4%	0.7%	53	37.3%	0.7%
Non	394	73.3%	1.1%	175	66.6%	1.0%	220	79.6%	1.2%	88	62.7%	0.9%
Habitat												
Communes rurales	146	27.1%	1.3%	88	33.4%	1.6%	58	21.1%	1.0%	36	25.8%	1.1%
Agglo. - 20 000 hab	163	30.3%	1.8%	70	26.7%	1.7%	93	33.7%	2.0%	35	25.2%	1.3%
Agglo. 20 000 à 100 000 hab	43	8.0%	0.6%	14	5.5%	0.4%	29	10.4%	0.8%	17	11.8%	0.8%
Agglo. + 100 000 hab	183	34.1%	1.2%	87	33.4%	1.2%	96	34.8%	1.2%	53	37.3%	1.0%
Agglo. Paris	2	0.4%	-	2	0.9%	0.1%	0	0.0%	0.0%	0	0.0%	0.0%

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Lecture Dernière Période



CUMUL 2012/2013

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	2	0.4%	-	2	0.9%	0.1%	0	0.0%	0.0%	0	0.0%	0.0%
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	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
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	3	0.6%	0.3%	2	0.8%	0.4%	1	0.4%	0.2%	1	0.9%	0.4%
Centre	2	0.4%	0.1%	1	0.4%	0.1%	1	0.4%	0.1%	1	0.7%	0.2%
Pays de Loire	456	84.9%	15.7%	227	86.7%	16.2%	229	83.1%	15.3%	123	87.0%	14.3%
Bretagne	2	0.4%	0.1%	2	0.8%	0.2%	0	0.0%	0.0%	0	0.0%	0.0%
Poitou Charentes	70	13.0%	4.7%	26	9.9%	3.6%	44	16.0%	5.8%	15	10.8%	3.8%
Aquitaine	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Midi Pyrénées	0	0.1%	-	0	0.1%	-	0	0.0%	0.0%	0	0.0%	0.0%
Limousin	1	0.2%	0.2%	1	0.3%	0.3%	0	0.1%	0.1%	1	0.6%	0.6%
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	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Habitudes de connexion à Internet												
Tous les jours	306	56.9%	1.1%	146	55.8%	1.0%	160	58.0%	1.1%	115	81.5%	0.9%
Presque tous les jours	58	10.7%	0.9%	35	13.4%	1.2%	23	8.2%	0.7%	13	9.0%	0.5%
1 à 2 fois par semaine	26	4.8%	0.8%	12	4.6%	0.9%	14	5.0%	0.8%	6	4.1%	0.6%
1 à 3 fois par mois	8	1.5%	0.9%	5	1.8%	1.2%	3	1.2%	0.7%	1	0.9%	0.8%
Moins souvent	7	1.2%	0.5%	3	1.1%	0.5%	4	1.4%	0.6%	0	0.0%	0.0%
Jamais	4	0.7%	2.7%	4	1.4%	5.8%	0	0.0%	0.0%	1	0.9%	8.6%

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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	22	4.1%	1.1%	9	3.4%	1.1%	13	4.7%	1.1%	2	1.5%	1.2%
De 9 000 à moins de 12 000 euros par an	35	6.5%	1.1%	3	1.2%	0.3%	32	11.6%	1.5%	0	0.0%	0.0%
De 12 000 à moins de 18 000 euros par an	84	15.7%	1.3%	33	12.6%	1.2%	51	18.5%	1.4%	4	2.5%	0.5%
De 18 000 à moins de 24 000 euros par an	106	19.7%	1.5%	48	18.3%	1.4%	58	20.9%	1.5%	13	9.6%	0.9%
De 24 000 à moins de 36 000 euros par an	116	21.7%	1.0%	63	24.1%	1.1%	53	19.3%	0.9%	34	23.8%	0.9%
De 36 000 à moins de 45 000 euros par an	67	12.5%	1.0%	49	18.9%	1.4%	17	6.3%	0.6%	25	17.4%	0.8%
De 45 000 à moins de 65 000 euros par an	56	10.4%	0.9%	40	15.1%	1.1%	16	6.0%	0.6%	38	26.9%	1.0%
De 65 000 à moins de 80 000 euros par an	11	2.0%	0.7%	2	0.8%	0.2%	9	3.1%	1.3%	11	7.6%	0.9%
De 80 000 à moins de 115 000 euros par an	5	0.9%	0.5%	4	1.4%	0.6%	1	0.5%	0.4%	4	2.8%	0.5%
115 000 euros et plus par an	3	0.6%	0.7%	3	1.2%	1.2%	0	0.0%	0.0%	0	0.0%	0.0%
Refus	19	3.6%	0.6%	7	2.5%	0.5%	13	4.6%	0.7%	2	1.5%	0.2%
Ne sait pas	13	2.4%	0.8%	1	0.3%	0.1%	12	4.5%	1.3%	9	6.4%	1.6%