

Groupe Bourgogne Rhône Alpes



A.C.P.M. - ONE -

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	2067	100.0%	4.0%	1058	100.0%	4.2%	1009	100.0%	3.7%	505	100.0%	2.9%
Sexe												
Homme	1058	51.2%	4.2%	1058	100.0%	4.2%	0	0.0%	0.0%	285	56.4%	3.2%
Femme	1009	48.8%	3.7%	0	0.0%	0.0%	1009	100.0%	3.7%	220	43.6%	2.6%
Age												
15 à 24 ans	154	7.4%	2.1%	71	6.7%	1.9%	83	8.2%	2.3%	53	10.5%	1.7%
25 à 34 ans	219	10.6%	2.9%	107	10.1%	2.9%	112	11.1%	2.9%	78	15.4%	2.4%
35 à 49 ans	425	20.6%	3.4%	249	23.5%	4.0%	177	17.5%	2.8%	195	38.7%	3.1%
50 à 59 ans	371	18.0%	4.1%	187	17.7%	4.1%	184	18.2%	4.1%	148	29.4%	3.9%
60 ans et plus	898	43.5%	5.7%	445	42.1%	6.5%	453	44.9%	5.1%	30	6.0%	3.0%
Individu												
Ménagères	919	44.5%	3.9%	0	0.0%	0.0%	919	91.1%	3.9%	191	37.8%	2.7%
Personne de référence	1194	57.8%	4.2%	955	90.2%	4.7%	239	23.7%	3.0%	285	56.5%	3.4%
Responsable des achats	1509	73.0%	4.2%	618	58.4%	4.7%	891	88.3%	3.9%	328	65.1%	3.0%
PCS Individu												
Agriculteurs	23	1.1%	4.5%	17	1.6%	5.0%	6	0.6%	3.5%	0	0.0%	0.0%
Petits patrons	74	3.6%	4.6%	64	6.1%	5.5%	10	1.0%	2.3%	68	13.4%	4.7%
Affaires et Cadres	136	6.6%	2.8%	84	8.0%	3.0%	52	5.1%	2.5%	116	22.9%	2.6%
Professions intermédiaires	235	11.4%	3.3%	122	11.5%	3.4%	113	11.2%	3.1%	181	35.9%	3.1%
Employés	328	15.9%	3.9%	81	7.7%	3.6%	247	24.5%	4.0%	62	12.2%	3.4%
Ouvriers	236	11.4%	3.7%	194	18.3%	3.8%	42	4.2%	3.3%	8	1.6%	2.3%
Retraités	800	38.7%	6.2%	415	39.2%	6.8%	386	38.2%	5.7%	5	1.0%	2.5%
Autres inactifs	234	11.3%	2.3%	81	7.6%	2.2%	154	15.2%	2.3%	65	12.9%	2.0%
PCS Personne de référence												
Agriculteurs	41	2.0%	5.5%	18	1.7%	4.5%	23	2.3%	6.6%	0	0.0%	0.0%
Petits patrons	97	4.7%	3.7%	68	6.4%	4.9%	29	2.9%	2.4%	97	19.3%	3.7%
Affaires et Cadres	171	8.3%	2.5%	94	8.8%	2.7%	78	7.7%	2.2%	171	33.9%	2.5%
Professions intermédiaires	236	11.4%	3.0%	123	11.7%	3.0%	113	11.2%	3.0%	236	46.8%	3.0%
Employés	200	9.7%	3.7%	82	7.7%	3.5%	118	11.7%	3.9%	0	0.0%	0.0%
Ouvriers	314	15.2%	3.3%	186	17.5%	3.7%	129	12.8%	2.9%	0	0.0%	0.0%
Retraités	913	44.2%	6.1%	439	41.5%	6.5%	475	47.1%	5.8%	0	0.0%	0.0%
Autres inactifs	94	4.5%	2.3%	49	4.7%	3.3%	44	4.4%	1.7%	0	0.0%	0.0%

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	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du foyer												
1 personne	408	19.8%	4.1%	219	20.7%	5.0%	189	18.7%	3.3%	48	9.5%	2.5%
2 personnes	903	43.7%	5.0%	416	39.3%	4.8%	487	48.2%	5.2%	123	24.5%	3.0%
3 personnes	284	13.7%	3.1%	154	14.6%	3.3%	130	12.8%	2.9%	106	21.1%	2.7%
4 personnes	308	14.9%	3.3%	174	16.5%	3.9%	133	13.2%	2.8%	152	30.0%	3.2%
5 personnes et +	165	8.0%	3.0%	94	8.9%	3.6%	71	7.0%	2.5%	75	14.9%	2.9%
Présence d'enfants de moins de 15 ans												
Oui	494	23.9%	3.1%	283	26.7%	3.8%	212	21.0%	2.5%	227	45.1%	3.0%
Non	1573	76.1%	4.3%	775	73.3%	4.4%	797	79.0%	4.2%	277	54.9%	2.9%
Habitat												
Communes rurales	545	26.4%	4.6%	249	23.6%	4.4%	296	29.3%	4.7%	122	24.2%	3.8%
Agglo. - 20 000 hab	388	18.8%	4.3%	199	18.8%	4.6%	189	18.7%	4.0%	110	21.8%	4.3%
Agglo. 20 000 à 100 000 hab	407	19.7%	5.8%	218	20.6%	6.5%	189	18.7%	5.2%	84	16.6%	4.1%
Agglo. + 100 000 hab	715	34.6%	4.6%	385	36.4%	5.1%	330	32.7%	4.1%	184	36.4%	3.3%
Agglo. Paris	12	0.6%	0.1%	7	0.7%	0.2%	5	0.5%	0.1%	5	1.1%	0.1%
Régions INSEE												
Ile de France	12	0.6%	0.1%	7	0.7%	0.2%	5	0.5%	0.1%	6	1.2%	0.1%
Lorraine	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Alsace	2	0.1%	0.1%	2	0.2%	0.3%	0	0.0%	0.0%	0	0.0%	0.0%
Franche-Comté	85	4.1%	8.9%	44	4.1%	9.5%	41	4.1%	8.3%	18	3.5%	7.1%
Champagne Ardennes	3	0.2%	0.3%	2	0.2%	0.3%	2	0.2%	0.3%	2	0.5%	0.9%
Picardie	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.1%
Bourgogne	369	17.9%	27.2%	162	15.3%	24.8%	207	20.5%	29.4%	73	14.5%	21.7%
Haute Normandie	1	0.1%	0.1%	0	0.0%	0.1%	1	0.1%	0.1%	1	0.2%	0.2%
Centre	1	0.1%	0.1%	1	0.1%	0.1%	1	0.1%	0.1%	1	0.1%	0.1%
Pays de Loire	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.1%	0.0%
Bretagne	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.1%	0.0%
Aquitaine	1	0.0%	0.0%	0	0.0%	0.0%	1	0.1%	0.0%	1	0.1%	0.1%
Midi Pyrénées	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Limousin	0	0.0%	0.1%	0	0.0%	0.0%	0	0.0%	0.1%	0	0.0%	0.0%
Auvergne	53	2.5%	4.6%	23	2.1%	4.1%	30	3.0%	5.1%	13	2.6%	4.3%
Rhône Alpes	1405	68.0%	26.9%	738	69.7%	29.4%	667	66.2%	24.7%	353	69.9%	18.3%
Languedoc Roussillon	17	0.8%	0.7%	15	1.4%	1.4%	1	0.1%	0.1%	3	0.5%	0.3%
Provence Alpes Côte d'Azur. Corse	115	5.6%	2.6%	63	6.0%	3.1%	52	5.2%	2.3%	33	6.6%	2.2%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Habitudes de connexion à Internet												
Tous les jours	1357	65.7%	3.7%	713	67.3%	3.9%	645	63.9%	3.4%	438	86.7%	2.9%
Presque tous les jours	198	9.6%	3.6%	83	7.9%	3.3%	115	11.4%	3.8%	40	8.0%	2.5%
1 à 2 fois par semaine	167	8.1%	6.1%	83	7.8%	7.2%	84	8.4%	5.3%	21	4.1%	4.0%
1 à 3 fois par mois	23	1.1%	4.6%	12	1.1%	5.0%	12	1.2%	4.3%	3	0.6%	3.8%
Moins souvent	27	1.3%	4.7%	16	1.5%	5.6%	11	1.1%	3.9%	0	0.1%	0.8%
Jamais	1	0.0%	0.7%	1	0.0%	1.0%	0	0.0%	0.0%	0	0.0%	0.0%
Revenus du foyer												
Moins de 9 000 euros par an	38	1.8%	2.3%	23	2.2%	3.2%	15	1.5%	1.6%	2	0.4%	1.0%
De 9 000 à moins de 12 000 euros par an	70	3.4%	2.6%	24	2.3%	2.3%	46	4.5%	2.7%	6	1.1%	2.3%
De 12 000 à moins de 18 000 euros par an	235	11.4%	4.4%	109	10.3%	4.9%	126	12.5%	4.0%	19	3.8%	2.9%
De 18 000 à moins de 24 000 euros par an	268	13.0%	4.0%	117	11.1%	4.0%	151	15.0%	4.0%	47	9.3%	3.3%
De 24 000 à moins de 36 000 euros par an	503	24.3%	4.3%	269	25.4%	4.8%	234	23.2%	3.8%	99	19.6%	2.8%
De 36 000 à moins de 45 000 euros par an	334	16.2%	4.5%	169	16.0%	4.5%	165	16.3%	4.6%	99	19.6%	3.4%
De 45 000 à moins de 65 000 euros par an	272	13.2%	3.9%	165	15.5%	4.2%	107	10.7%	3.5%	114	22.6%	3.1%
65 000 euros et plus par an	148	7.2%	3.5%	95	9.0%	3.9%	54	5.3%	3.0%	84	16.6%	2.9%
Refus	178	8.6%	4.2%	80	7.5%	4.5%	99	9.8%	4.0%	30	5.9%	2.0%
Ne sait pas	21	1.0%	1.9%	8	0.7%	1.6%	13	1.3%	2.2%	5	1.0%	1.3%