

Groupe Dépêche

A.C.P.M. - ONE -



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	801	100.0%	1.5%	416	100.0%	1.7%	385	100.0%	1.4%	205	100.0%	1.2%
Sexe												
Homme	416	51.9%	1.7%	416	100.0%	1.7%	0	0.0%	0.0%	122	59.4%	1.4%
Femme	385	48.1%	1.4%	0	0.0%	0.0%	385	100.0%	1.4%	83	40.6%	1.0%
Age												
15 à 24 ans	44	5.5%	0.6%	22	5.2%	0.6%	23	5.9%	0.6%	18	8.7%	0.6%
25 à 34 ans	86	10.7%	1.1%	57	13.6%	1.5%	29	7.5%	0.8%	42	20.6%	1.3%
35 à 49 ans	175	21.8%	1.4%	104	25.0%	1.7%	70	18.3%	1.1%	89	43.4%	1.4%
50 à 59 ans	135	16.9%	1.5%	71	17.0%	1.6%	64	16.7%	1.4%	40	19.3%	1.0%
60 ans et plus	361	45.1%	2.3%	162	39.1%	2.4%	198	51.5%	2.2%	16	8.0%	1.6%
Individu												
Ménagères	360	45.0%	1.5%	0	0.0%	0.0%	360	93.6%	1.5%	77	37.8%	1.1%
Personne de référence	521	65.0%	1.8%	384	92.3%	1.9%	137	35.5%	1.7%	125	61.3%	1.5%
Responsable des achats	593	74.1%	1.6%	243	58.4%	1.9%	350	90.9%	1.5%	147	72.0%	1.3%
PCS Individu												
Agriculteurs	12	1.5%	2.4%	10	2.4%	2.9%	2	0.6%	1.5%	0	0.0%	0.0%
Petits patrons	20	2.6%	1.3%	15	3.5%	1.3%	6	1.5%	1.3%	18	8.7%	1.2%
Affaires et Cadres	57	7.1%	1.2%	34	8.3%	1.2%	23	5.9%	1.1%	50	24.5%	1.1%
Professions intermédiaires	111	13.8%	1.5%	67	16.1%	1.8%	44	11.4%	1.2%	93	45.2%	1.6%
Employés	105	13.1%	1.3%	33	8.0%	1.5%	72	18.7%	1.2%	18	8.6%	1.0%
Ouvriers	93	11.6%	1.5%	75	18.1%	1.5%	18	4.7%	1.4%	1	0.6%	0.4%
Retraités	280	35.0%	2.2%	141	33.9%	2.3%	139	36.1%	2.1%	3	1.5%	1.5%
Autres inactifs	122	15.2%	1.2%	41	9.7%	1.1%	81	21.1%	1.2%	22	10.8%	0.7%
PCS Personne de référence												
Agriculteurs	21	2.6%	2.7%	10	2.5%	2.6%	10	2.6%	2.8%	0	0.0%	0.0%
Petits patrons	29	3.6%	1.1%	17	4.0%	1.2%	12	3.2%	1.0%	29	14.2%	1.1%
Affaires et Cadres	60	7.5%	0.9%	33	7.9%	1.0%	27	7.1%	0.8%	60	29.4%	0.9%
Professions intermédiaires	115	14.4%	1.5%	72	17.3%	1.8%	44	11.3%	1.1%	115	56.4%	1.5%
Employés	64	8.0%	1.2%	32	7.7%	1.3%	32	8.4%	1.1%	0	0.0%	0.0%
Ouvriers	118	14.7%	1.2%	74	17.8%	1.5%	44	11.5%	1.0%	0	0.0%	0.0%
Retraités	318	39.7%	2.1%	147	35.3%	2.2%	171	44.4%	2.1%	0	0.0%	0.0%
Autres inactifs	75	9.4%	1.8%	31	7.4%	2.0%	45	11.6%	1.7%	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	183	22.8%	1.8%	83	20.1%	1.9%	99	25.8%	1.8%	22	10.7%	1.1%
2 personnes	322	40.3%	1.8%	157	37.7%	1.8%	165	43.0%	1.8%	47	22.9%	1.1%
3 personnes	122	15.2%	1.3%	79	19.1%	1.7%	42	11.0%	0.9%	53	26.1%	1.3%
4 personnes	119	14.8%	1.3%	66	15.9%	1.5%	53	13.7%	1.1%	61	30.0%	1.3%
5 personnes et +	55	6.9%	1.0%	30	7.2%	1.1%	25	6.6%	0.9%	21	10.3%	0.8%
Présence d'enfants de moins de 15 ans												
Oui	205	25.6%	1.3%	120	28.8%	1.6%	85	22.2%	1.0%	111	54.2%	1.4%
Non	595	74.4%	1.6%	296	71.2%	1.7%	300	77.8%	1.6%	94	45.8%	1.0%
Habitat												
Communes rurales	285	35.6%	2.4%	150	36.2%	2.6%	135	35.0%	2.2%	61	29.8%	1.9%
Agglo. - 20 000 hab	175	21.8%	1.9%	87	20.9%	2.0%	88	22.8%	1.8%	33	16.2%	1.3%
Agglo. 20 000 à 100 000 hab	158	19.7%	2.3%	78	18.8%	2.3%	80	20.7%	2.2%	36	17.4%	1.8%
Agglo. + 100 000 hab	176	22.0%	1.1%	97	23.3%	1.3%	79	20.6%	1.0%	71	34.8%	1.3%
Agglo. Paris	7	0.9%	0.1%	3	0.8%	0.1%	3	0.9%	0.1%	4	1.8%	0.1%
Régions INSEE												
Ile de France	7	0.9%	0.1%	3	0.8%	0.1%	3	0.9%	0.1%	4	1.8%	0.1%
Franche-Comté	1	0.1%	0.1%	1	0.1%	0.1%	0	0.1%	0.1%	1	0.3%	0.2%
Champagne Ardennes	1	0.1%	0.1%	1	0.2%	0.1%	0	0.0%	0.0%	0	0.0%	0.0%
Pays de Loire	1	0.2%	0.0%	0	0.0%	0.0%	1	0.3%	0.1%	0	0.0%	0.0%
Aquitaine	59	7.4%	2.1%	33	7.9%	2.5%	26	6.7%	1.8%	14	7.0%	1.7%
Midi Pyrénées	680	85.0%	27.5%	359	86.3%	30.1%	322	83.5%	25.1%	177	86.4%	21.9%
Limousin	1	0.1%	0.1%	1	0.1%	0.2%	0	0.0%	0.0%	1	0.4%	0.4%
Auvergne	2	0.2%	0.2%	1	0.3%	0.2%	1	0.2%	0.1%	0	0.1%	0.1%
Rhône Alpes	1	0.1%	0.0%	1	0.1%	0.0%	0	0.1%	0.0%	0	0.0%	0.0%
Languedoc Roussillon	48	6.0%	2.1%	17	4.1%	1.6%	31	8.1%	2.6%	8	4.0%	1.1%
Habitudes de connection à Internet												
Tous les jours	499	62.4%	1.3%	270	64.9%	1.5%	229	59.6%	1.2%	187	91.3%	1.2%
Presque tous les jours	70	8.7%	1.3%	37	8.9%	1.5%	33	8.5%	1.1%	9	4.5%	0.6%
1 à 2 fois par semaine	41	5.1%	1.5%	20	4.8%	1.7%	21	5.4%	1.3%	5	2.4%	1.0%
1 à 3 fois par mois	10	1.3%	2.0%	5	1.2%	2.1%	5	1.4%	1.9%	4	1.8%	4.4%
Moins souvent	7	0.8%	1.2%	3	0.8%	1.1%	4	0.9%	1.3%	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	37	4.6%	2.2%	22	5.3%	3.0%	15	3.8%	1.5%	1	0.7%	0.8%
De 9 000 à moins de 12 000 euros par an	89	11.1%	3.3%	44	10.7%	4.2%	45	11.6%	2.7%	4	2.2%	1.8%
De 12 000 à moins de 18 000 euros par an	100	12.5%	1.9%	40	9.5%	1.8%	61	15.8%	1.9%	7	3.5%	1.1%
De 18 000 à moins de 24 000 euros par an	85	10.6%	1.3%	40	9.7%	1.4%	45	11.6%	1.2%	17	8.5%	1.2%
De 24 000 à moins de 36 000 euros par an	185	23.1%	1.6%	98	23.6%	1.8%	87	22.6%	1.4%	56	27.4%	1.6%
De 36 000 à moins de 45 000 euros par an	99	12.3%	1.3%	57	13.7%	1.5%	42	10.8%	1.2%	34	16.6%	1.2%
De 45 000 à moins de 65 000 euros par an	112	14.0%	1.6%	69	16.6%	1.8%	43	11.1%	1.4%	49	23.8%	1.3%
65 000 euros et plus par an	42	5.2%	1.0%	25	6.1%	1.0%	16	4.2%	0.9%	22	10.6%	0.8%
Refus	42	5.3%	1.0%	13	3.1%	0.7%	29	7.6%	1.2%	13	6.1%	0.8%
Ne sait pas	10	1.3%	0.9%	7	1.7%	1.4%	3	0.8%	0.6%	1	0.6%	0.3%