

Groupe Journaux du Sud Ouest



A.C.P.M. - ONE -

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	1304	100.0%	2.5%	655	100.0%	2.6%	649	100.0%	2.4%	291	100.0%	1.7%
Sexe												
Homme	655	50.2%	2.6%	655	100.0%	2.6%	0	0.0%	0.0%	152	52.2%	1.7%
Femme	649	49.8%	2.4%	0	0.0%	0.0%	649	100.0%	2.4%	139	47.8%	1.6%
Age												
15 à 24 ans	98	7.5%	1.4%	43	6.6%	1.2%	55	8.4%	1.5%	33	11.5%	1.1%
25 à 34 ans	130	10.0%	1.7%	72	11.0%	1.9%	58	8.9%	1.5%	51	17.7%	1.6%
35 à 49 ans	242	18.5%	1.9%	117	17.9%	1.9%	125	19.2%	2.0%	103	35.3%	1.6%
50 à 59 ans	235	18.0%	2.6%	131	19.9%	2.9%	105	16.1%	2.3%	81	27.7%	2.1%
60 ans et plus	599	46.0%	3.8%	292	44.6%	4.2%	307	47.3%	3.5%	23	7.9%	2.3%
Individu												
Ménagères	574	44.0%	2.4%	0	0.0%	0.0%	574	88.5%	2.4%	115	39.6%	1.7%
Personne de référence	753	57.7%	2.7%	587	89.6%	2.9%	166	25.6%	2.1%	151	52.0%	1.8%
Responsable des achats	898	68.9%	2.5%	361	55.2%	2.8%	537	82.8%	2.4%	188	64.4%	1.7%
PCS Individu												
Agriculteurs	33	2.5%	6.6%	25	3.8%	7.3%	8	1.3%	5.2%	0	0.0%	0.0%
Petits patrons	44	3.4%	2.7%	25	3.8%	2.1%	19	2.9%	4.3%	34	11.6%	2.4%
Affaires et Cadres	72	5.5%	1.5%	42	6.4%	1.5%	30	4.6%	1.4%	60	20.4%	1.4%
Professions intermédiaires	154	11.8%	2.1%	70	10.6%	1.9%	84	13.0%	2.3%	114	39.2%	1.9%
Employés	177	13.6%	2.1%	45	6.9%	2.0%	132	20.3%	2.2%	26	9.0%	1.4%
Ouvriers	142	10.9%	2.2%	114	17.4%	2.3%	28	4.3%	2.2%	13	4.6%	3.8%
Retraités	487	37.4%	3.8%	245	37.4%	4.0%	242	37.4%	3.6%	4	1.4%	1.9%
Autres inactifs	195	14.9%	1.9%	89	13.6%	2.5%	105	16.2%	1.6%	40	13.9%	1.2%
PCS Personne de référence												
Agriculteurs	56	4.3%	7.5%	30	4.5%	7.5%	26	4.1%	7.4%	0	0.0%	0.0%
Petits patrons	57	4.4%	2.2%	40	6.1%	2.9%	17	2.6%	1.4%	57	19.5%	2.2%
Affaires et Cadres	96	7.4%	1.4%	46	7.0%	1.3%	51	7.9%	1.5%	96	33.1%	1.4%
Professions intermédiaires	138	10.6%	1.7%	67	10.2%	1.6%	71	11.0%	1.9%	138	47.4%	1.7%
Employés	107	8.2%	2.0%	43	6.6%	1.8%	64	9.8%	2.1%	0	0.0%	0.0%
Ouvriers	201	15.4%	2.1%	107	16.4%	2.1%	93	14.4%	2.1%	0	0.0%	0.0%
Retraités	552	42.3%	3.7%	260	39.8%	3.9%	291	44.9%	3.5%	0	0.0%	0.0%
Autres inactifs	97	7.5%	2.4%	62	9.5%	4.1%	35	5.4%	1.4%	0	0.0%	0.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du foyer												
1 personne	239	18.3%	2.4%	101	15.4%	2.3%	138	21.3%	2.4%	33	11.4%	1.7%
2 personnes	630	48.3%	3.5%	318	48.5%	3.7%	312	48.2%	3.3%	84	28.8%	2.0%
3 personnes	205	15.8%	2.2%	113	17.2%	2.4%	93	14.3%	2.1%	76	26.0%	1.9%
4 personnes	180	13.8%	1.9%	94	14.3%	2.1%	86	13.3%	1.8%	80	27.5%	1.7%
5 personnes et +	49	3.8%	0.9%	30	4.6%	1.1%	20	3.0%	0.7%	18	6.3%	0.7%
Présence d'enfants de moins de 15 ans												
Oui	263	20.2%	1.7%	138	21.0%	1.9%	126	19.4%	1.5%	108	37.0%	1.4%
Non	1040	79.8%	2.9%	517	79.0%	3.0%	523	80.6%	2.8%	183	63.0%	1.9%
Habitat												
Communes rurales	447	34.3%	3.7%	223	34.0%	3.9%	225	34.6%	3.6%	72	24.7%	2.2%
Agglo. - 20 000 hab	242	18.5%	2.7%	125	19.1%	2.9%	117	18.0%	2.5%	44	15.2%	1.7%
Agglo. 20 000 à 100 000 hab	180	13.8%	2.6%	88	13.5%	2.6%	92	14.2%	2.5%	40	13.9%	2.0%
Agglo. + 100 000 hab	423	32.4%	2.7%	213	32.5%	2.8%	210	32.3%	2.6%	130	44.7%	2.3%
Agglo. Paris	12	0.9%	0.1%	6	1.0%	0.2%	6	0.9%	0.1%	4	1.5%	0.1%
Régions INSEE												
Ile de France	14	1.1%	0.1%	6	1.0%	0.1%	8	1.2%	0.2%	4	1.5%	0.1%
Haute Normandie	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Centre	1	0.1%	0.1%	1	0.1%	0.1%	1	0.1%	0.1%	1	0.3%	0.1%
Pays de Loire	3	0.3%	0.1%	1	0.2%	0.1%	2	0.3%	0.1%	0	0.0%	0.0%
Bretagne	2	0.1%	0.1%	2	0.2%	0.1%	0	0.0%	0.0%	0	0.0%	0.0%
Poitou Charentes	326	25.0%	21.8%	155	23.7%	21.6%	171	26.4%	22.0%	67	22.8%	17.9%
Aquitaine	915	70.2%	32.8%	462	70.6%	34.8%	453	69.8%	30.9%	203	69.7%	24.5%
Midi Pyrénées	33	2.5%	1.3%	21	3.3%	1.8%	11	1.7%	0.9%	14	4.7%	1.7%
Limousin	5	0.4%	0.8%	4	0.6%	1.3%	1	0.1%	0.3%	1	0.2%	0.4%
Auvergne	2	0.1%	0.2%	1	0.2%	0.2%	0	0.1%	0.1%	0	0.1%	0.1%
Rhône Alpes	1	0.1%	0.0%	0	0.0%	0.0%	1	0.1%	0.0%	0	0.1%	0.0%
Languedoc Roussillon	1	0.1%	0.0%	0	0.1%	0.0%	1	0.1%	0.1%	1	0.3%	0.1%
Provence Alpes Côte d'Azur. Corse	0	0.0%	0.0%	0	0.1%	0.0%	0	0.0%	0.0%	0	0.1%	0.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Habitudes de connexion à Internet												
Tous les jours	818	62.7%	2.2%	417	63.7%	2.3%	400	61.7%	2.1%	258	88.7%	1.7%
Presque tous les jours	151	11.6%	2.7%	72	11.1%	2.8%	79	12.1%	2.6%	27	9.3%	1.7%
1 à 2 fois par semaine	64	4.9%	2.4%	21	3.3%	1.8%	43	6.6%	2.7%	5	1.6%	0.9%
1 à 3 fois par mois	15	1.2%	3.0%	9	1.3%	3.7%	7	1.0%	2.5%	1	0.4%	1.6%
Moins souvent	18	1.4%	3.2%	17	2.6%	5.9%	1	0.2%	0.4%	0	0.0%	0.0%
Jamais	5	0.4%	7.5%	5	0.8%	10.4%	0	0.0%	0.0%	0	0.0%	0.0%
Revenus du foyer												
Moins de 9 000 euros par an	33	2.5%	2.0%	18	2.8%	2.5%	15	2.3%	1.6%	2	0.8%	1.4%
De 9 000 à moins de 12 000 euros par an	71	5.5%	2.6%	41	6.2%	3.9%	31	4.7%	1.8%	7	2.5%	2.8%
De 12 000 à moins de 18 000 euros par an	150	11.5%	2.8%	57	8.8%	2.6%	92	14.2%	2.9%	11	3.6%	1.6%
De 18 000 à moins de 24 000 euros par an	181	13.9%	2.7%	77	11.8%	2.6%	104	16.0%	2.8%	31	10.6%	2.2%
De 24 000 à moins de 36 000 euros par an	347	26.6%	3.0%	168	25.6%	3.0%	179	27.6%	2.9%	62	21.3%	1.8%
De 36 000 à moins de 45 000 euros par an	205	15.7%	2.8%	109	16.7%	2.9%	96	14.7%	2.6%	54	18.6%	1.9%
De 45 000 à moins de 65 000 euros par an	142	10.9%	2.0%	88	13.4%	2.2%	54	8.3%	1.8%	63	21.7%	1.7%
65 000 euros et plus par an	76	5.8%	1.8%	52	7.9%	2.1%	24	3.7%	1.3%	35	11.9%	1.2%
Refus	84	6.4%	2.0%	33	5.1%	1.9%	50	7.7%	2.0%	25	8.6%	1.7%
Ne sait pas	16	1.2%	1.5%	12	1.8%	2.4%	4	0.6%	0.7%	1	0.4%	0.3%