

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	2116	100.0%	4.1%	1067	100.0%	4.3%	1049	100.0%	3.9%	489	100.0%	2.8%
Sexe												
Homme	1067	50.4%	4.3%	1067	100.0%	4.3%	0	0.0%	0.0%	264	53.9%	3.0%
Femme	1049	49.6%	3.9%	0	0.0%	0.0%	1049	100.0%	3.9%	225	46.1%	2.6%
Age												
15 à 24 ans	168	7.9%	2.3%	79	7.4%	2.2%	89	8.5%	2.5%	58	12.0%	1.9%
25 à 34 ans	195	9.2%	2.6%	113	10.6%	3.0%	83	7.9%	2.1%	77	15.7%	2.4%
35 à 49 ans	399	18.9%	3.2%	212	19.9%	3.4%	187	17.8%	3.0%	175	35.8%	2.8%
50 à 59 ans	385	18.2%	4.3%	200	18.7%	4.4%	185	17.7%	4.1%	134	27.3%	3.5%
60 ans et plus	969	45.8%	6.2%	463	43.4%	6.7%	505	48.2%	5.7%	45	9.2%	4.5%
Individu												
Ménagères	937	44.3%	4.0%	0	0.0%	0.0%	937	89.3%	4.0%	189	38.7%	2.7%
Personne de référence	1222	57.8%	4.3%	949	89.0%	4.6%	273	26.0%	3.5%	264	54.0%	3.1%
Responsable des achats	1451	68.6%	4.0%	559	52.4%	4.3%	892	85.0%	3.9%	317	64.9%	2.9%
PCS Individu												
Agriculteurs	51	2.4%	10.2%	41	3.9%	12.2%	10	0.9%	6.0%	0	0.0%	0.4%
Petits patrons	71	3.4%	4.4%	45	4.2%	3.8%	26	2.5%	6.0%	60	12.2%	4.2%
Affaires et Cadres	124	5.9%	2.5%	76	7.1%	2.7%	48	4.6%	2.3%	105	21.5%	2.4%
Professions intermédiaires	235	11.1%	3.3%	116	10.9%	3.2%	119	11.3%	3.3%	182	37.3%	3.1%
Employés	291	13.7%	3.5%	81	7.6%	3.6%	210	20.0%	3.4%	43	8.8%	2.4%
Ouvriers	218	10.3%	3.4%	182	17.1%	3.6%	36	3.5%	2.9%	15	3.1%	4.3%
Retraités	811	38.3%	6.3%	404	37.8%	6.7%	408	38.9%	6.0%	5	1.0%	2.3%
Autres inactifs	314	14.9%	3.0%	122	11.4%	3.4%	192	18.3%	2.9%	79	16.1%	2.4%
PCS Personne de référence												
Agriculteurs	77	3.6%	10.2%	46	4.3%	11.6%	31	2.9%	8.7%	0	0.0%	0.0%
Petits patrons	96	4.5%	3.7%	62	5.9%	4.5%	34	3.2%	2.7%	96	19.7%	3.7%
Affaires et Cadres	164	7.8%	2.4%	85	8.0%	2.5%	79	7.5%	2.3%	164	33.6%	2.4%
Professions intermédiaires	228	10.8%	2.9%	116	10.9%	2.8%	113	10.7%	2.9%	228	46.7%	2.9%
Employés	187	8.9%	3.4%	77	7.2%	3.2%	111	10.6%	3.6%	0	0.0%	0.0%
Ouvriers	287	13.6%	3.0%	163	15.3%	3.2%	124	11.9%	2.8%	0	0.0%	0.0%
Retraités	933	44.1%	6.3%	432	40.5%	6.5%	500	47.7%	6.1%	0	0.0%	0.0%
Autres inactifs	143	6.8%	3.5%	85	8.0%	5.6%	58	5.5%	2.3%	0	0.0%	0.0%

Groupe Sud Ouest

A.C.P.M. - ONE -



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du foyer												
1 personne	379	17.9%	3.8%	157	14.7%	3.6%	222	21.2%	3.9%	54	11.1%	2.8%
2 personnes	1008	47.7%	5.6%	497	46.6%	5.7%	512	48.8%	5.4%	141	28.8%	3.4%
3 personnes	330	15.6%	3.6%	193	18.1%	4.1%	138	13.1%	3.1%	108	22.1%	2.7%
4 personnes	295	14.0%	3.2%	158	14.8%	3.5%	137	13.1%	2.9%	143	29.2%	3.0%
5 personnes et +	103	4.9%	1.9%	63	5.9%	2.4%	40	3.8%	1.4%	43	8.8%	1.7%
Présence d'enfants de moins de 15 ans												
Oui	447	21.1%	2.8%	256	24.0%	3.4%	192	18.3%	2.3%	186	38.0%	2.4%
Non	1669	78.9%	4.6%	811	76.0%	4.6%	857	81.7%	4.6%	303	62.0%	3.1%
Habitat												
Communes rurales	635	30.0%	5.3%	324	30.3%	5.7%	311	29.7%	5.0%	117	24.0%	3.7%
Agglo. - 20 000 hab	453	21.4%	5.0%	228	21.3%	5.3%	226	21.5%	4.8%	88	18.0%	3.4%
Agglo. 20 000 à 100 000 hab	398	18.8%	5.7%	192	18.0%	5.7%	206	19.6%	5.7%	89	18.2%	4.4%
Agglo. + 100 000 hab	613	29.0%	4.0%	313	29.4%	4.2%	300	28.6%	3.7%	190	38.8%	3.4%
Agglo. Paris	17	0.8%	0.2%	10	1.0%	0.3%	7	0.6%	0.1%	5	1.0%	0.1%

Groupe Sud Ouest

A.C.P.M. - ONE -



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	20	0.9%	0.2%	11	1.0%	0.2%	9	0.8%	0.2%	6	1.2%	0.1%
Nord Pas de Calais	3	0.1%	0.1%	0	0.0%	0.0%	3	0.3%	0.2%	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	1	0.0%	0.1%	1	0.1%	0.1%	0	0.0%	0.0%	1	0.2%	0.2%
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	1	0.1%	0.1%	0	0.0%	0.0%	1	0.1%	0.1%	0	0.0%	0.0%
Bourgogne	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.1%	0.1%
Haute Normandie	1	0.0%	0.0%	0	0.0%	0.1%	0	0.0%	0.0%	0	0.1%	0.1%
Centre	2	0.1%	0.1%	1	0.1%	0.1%	1	0.1%	0.1%	1	0.2%	0.1%
Pays de Loire	3	0.2%	0.1%	1	0.1%	0.1%	2	0.2%	0.1%	0	0.0%	0.0%
Bretagne	2	0.1%	0.1%	2	0.1%	0.1%	0	0.0%	0.0%	0	0.0%	0.0%
Poitou Charentes	326	15.4%	21.8%	155	14.6%	21.6%	171	16.3%	22.0%	67	13.6%	17.9%
Aquitaine	916	43.3%	32.8%	463	43.4%	34.8%	453	43.2%	31.0%	203	41.6%	24.5%
Midi Pyrénées	131	6.2%	5.3%	79	7.4%	6.6%	53	5.0%	4.1%	31	6.4%	3.9%
Limousin	5	0.2%	0.8%	4	0.4%	1.4%	1	0.1%	0.3%	1	0.1%	0.4%
Auvergne	3	0.1%	0.2%	2	0.1%	0.3%	1	0.1%	0.2%	0	0.1%	0.1%
Rhône Alpes	9	0.4%	0.2%	5	0.5%	0.2%	3	0.3%	0.1%	3	0.7%	0.2%
Languedoc Roussillon	686	32.4%	29.9%	340	31.9%	31.2%	346	33.0%	28.7%	173	35.4%	23.6%
Provence Alpes Côte d'Azur. Corse	7	0.3%	0.2%	3	0.2%	0.1%	5	0.4%	0.2%	2	0.4%	0.1%
Habitudes de connexion à Internet												
Tous les jours	1376	65.1%	3.7%	706	66.2%	3.8%	670	63.9%	3.6%	420	86.0%	2.8%
Presque tous les jours	244	11.5%	4.4%	117	11.0%	4.6%	127	12.1%	4.2%	53	10.8%	3.3%
1 à 2 fois par semaine	104	4.9%	3.8%	42	3.9%	3.6%	63	6.0%	4.0%	7	1.4%	1.4%
1 à 3 fois par mois	25	1.2%	4.9%	16	1.5%	6.9%	9	0.9%	3.3%	2	0.3%	1.9%
Moins souvent	19	0.9%	3.3%	17	1.6%	6.0%	2	0.2%	0.6%	0	0.1%	0.9%
Jamais	5	0.3%	7.5%	5	0.5%	10.4%	0	0.0%	0.0%	0	0.0%	0.0%

Groupe Sud Ouest

A.C.P.M. - ONE -



	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	57	2.7%	3.4%	28	2.7%	3.9%	28	2.7%	3.0%	6	1.3%	3.7%
De 9 000 à moins de 12 000 euros par an	130	6.1%	4.8%	66	6.2%	6.3%	63	6.0%	3.8%	17	3.4%	6.6%
De 12 000 à moins de 18 000 euros par an	245	11.6%	4.6%	97	9.1%	4.3%	148	14.1%	4.7%	17	3.5%	2.5%
De 18 000 à moins de 24 000 euros par an	291	13.8%	4.3%	126	11.8%	4.3%	165	15.7%	4.4%	40	8.1%	2.8%
De 24 000 à moins de 36 000 euros par an	506	23.9%	4.3%	241	22.6%	4.3%	264	25.2%	4.3%	104	21.2%	3.0%
De 36 000 à moins de 45 000 euros par an	327	15.4%	4.4%	176	16.5%	4.7%	150	14.3%	4.2%	89	18.2%	3.1%
De 45 000 à moins de 65 000 euros par an	272	12.9%	3.9%	171	16.1%	4.4%	101	9.6%	3.3%	117	23.8%	3.1%
65 000 euros et plus par an	115	5.4%	2.7%	81	7.6%	3.3%	34	3.2%	1.9%	51	10.5%	1.8%
Refus	138	6.5%	3.3%	56	5.2%	3.2%	82	7.8%	3.3%	44	9.0%	2.9%
Ne sait pas	36	1.7%	3.4%	23	2.1%	4.7%	13	1.3%	2.3%	4	0.9%	1.2%