

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	15337	100.0%	29.5%	7647	100.0%	30.7%	7690	100.0%	28.3%	3652	100.0%	21.0%
Sexe												
Homme	7647	49.9%	30.7%	7647	100.0%	30.7%	0	0.0%	0.0%	1996	54.7%	22.5%
Femme	7690	50.1%	28.3%	0	0.0%	0.0%	7690	100.0%	28.3%	1656	45.3%	19.5%
Age												
15 à 24 ans	1069	7.0%	14.8%	547	7.2%	15.0%	522	6.8%	14.6%	425	11.6%	13.8%
25 à 34 ans	1523	9.9%	20.1%	810	10.6%	21.8%	713	9.3%	18.4%	567	15.5%	17.8%
35 à 49 ans	3102	20.2%	24.8%	1671	21.8%	27.1%	1431	18.6%	22.6%	1336	36.6%	21.1%
50 à 59 ans	2912	19.0%	32.4%	1470	19.2%	32.5%	1442	18.7%	32.2%	1018	27.9%	26.8%
60 ans et plus	6732	43.9%	42.7%	3149	41.2%	45.8%	3583	46.6%	40.4%	306	8.4%	30.5%
Individu												
Ménagères	7074	46.1%	30.1%	0	0.0%	0.0%	7074	92.0%	30.1%	1442	39.5%	20.6%
Personne de référence	9003	58.7%	31.8%	6798	88.9%	33.2%	2206	28.7%	28.0%	1983	54.3%	23.3%
Responsable des achats	10934	71.3%	30.4%	4054	53.0%	30.9%	6880	89.5%	30.1%	2400	65.7%	21.8%
PCS Individu												
Agriculteurs	256	1.7%	51.0%	186	2.4%	54.9%	71	0.9%	43.0%	10	0.3%	38.4%
Petits patrons	431	2.8%	26.8%	304	4.0%	26.0%	126	1.6%	29.2%	371	10.1%	25.8%
Affaires et Cadres	929	6.1%	18.9%	574	7.5%	20.3%	355	4.6%	16.9%	809	22.2%	18.4%
Professions intermédiaires	1787	11.7%	24.8%	959	12.5%	26.5%	828	10.8%	23.0%	1428	39.1%	24.3%
Employés	2256	14.7%	27.0%	623	8.2%	27.6%	1632	21.2%	26.7%	419	11.5%	23.0%
Ouvriers	1838	12.0%	29.1%	1473	19.3%	29.1%	365	4.8%	28.8%	74	2.0%	21.0%
Retraités	5683	37.1%	44.3%	2848	37.2%	47.0%	2834	36.9%	41.9%	54	1.5%	26.0%
Autres inactifs	2158	14.1%	20.9%	680	8.9%	18.8%	1478	19.2%	22.1%	488	13.4%	14.9%
PCS Personne de référence												
Agriculteurs	354	2.3%	47.1%	202	2.6%	50.9%	152	2.0%	42.9%	0	0.0%	0.0%
Petits patrons	609	4.0%	23.2%	345	4.5%	25.0%	264	3.4%	21.3%	609	16.7%	23.2%
Affaires et Cadres	1206	7.9%	17.6%	649	8.5%	19.0%	558	7.3%	16.2%	1206	33.0%	17.6%
Professions intermédiaires	1837	12.0%	23.2%	1002	13.1%	24.5%	834	10.9%	21.9%	1837	50.3%	23.2%
Employés	1326	8.6%	24.4%	606	7.9%	25.5%	720	9.4%	23.5%	0	0.0%	0.0%
Ouvriers	2510	16.4%	26.4%	1422	18.6%	28.0%	1088	14.1%	24.6%	0	0.0%	0.0%
Retraités	6427	41.9%	43.1%	3011	39.4%	44.9%	3417	44.4%	41.6%	0	0.0%	0.0%
Autres inactifs	1068	7.0%	26.2%	410	5.4%	27.0%	658	8.6%	25.7%	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	3075	20.0%	30.7%	1339	17.5%	30.8%	1736	22.6%	30.5%	394	10.8%	20.2%
2 personnes	6785	44.2%	37.5%	3365	44.0%	38.7%	3420	44.5%	36.4%	990	27.1%	24.0%
3 personnes	2281	14.9%	24.8%	1243	16.3%	26.3%	1038	13.5%	23.3%	848	23.2%	21.2%
4 personnes	2129	13.9%	23.0%	1124	14.7%	24.9%	1005	13.1%	21.2%	959	26.3%	20.2%
5 personnes et +	1068	7.0%	19.5%	576	7.5%	21.8%	491	6.4%	17.3%	460	12.6%	18.0%
Présence d'enfants de moins de 15 ans												
Oui	3460	22.6%	22.0%	1807	23.6%	24.4%	1653	21.5%	19.8%	1524	41.7%	19.8%
Non	11877	77.4%	32.7%	5840	76.4%	33.3%	6037	78.5%	32.1%	2128	58.3%	21.9%
Habitat												
Communes rurales	4508	29.4%	37.7%	2153	28.2%	37.6%	2355	30.6%	37.7%	904	24.8%	28.2%
Agglo. - 20 000 hab	3253	21.2%	35.9%	1625	21.3%	37.6%	1628	21.2%	34.3%	693	19.0%	26.9%
Agglo. 20 000 à 100 000 hab	2631	17.2%	37.7%	1295	16.9%	38.7%	1336	17.4%	36.8%	584	16.0%	28.8%
Agglo. + 100 000 hab	4789	31.2%	30.9%	2487	32.5%	33.3%	2302	29.9%	28.7%	1408	38.5%	25.1%
Agglo. Paris	157	1.0%	1.8%	87	1.1%	2.1%	70	0.9%	1.6%	63	1.7%	1.6%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	171	1.1%	1.8%	91	1.2%	2.0%	80	1.0%	1.6%	68	1.9%	1.6%
Nord Pas de Calais	1090	7.1%	33.9%	576	7.5%	37.7%	514	6.7%	30.5%	257	7.0%	25.8%
Lorraine	804	5.2%	42.0%	401	5.2%	43.3%	403	5.2%	40.7%	187	5.1%	35.2%
Alsace	684	4.5%	44.6%	342	4.5%	46.0%	342	4.4%	43.2%	166	4.6%	37.6%
Franche-Comté	381	2.5%	39.9%	192	2.5%	41.4%	190	2.5%	38.5%	72	2.0%	28.7%
Champagne Ardennes	454	3.0%	41.6%	230	3.0%	43.6%	224	2.9%	39.7%	88	2.4%	31.3%
Picardie	366	2.4%	23.8%	185	2.4%	25.0%	181	2.4%	22.7%	91	2.5%	20.5%
Bourgogne	560	3.7%	41.3%	247	3.2%	37.8%	314	4.1%	44.4%	104	2.9%	30.8%
Haute Normandie	305	2.0%	20.4%	153	2.0%	21.5%	152	2.0%	19.4%	77	2.1%	17.1%
Basse Normandie	394	2.6%	32.9%	194	2.5%	34.2%	200	2.6%	31.7%	110	3.0%	31.0%
Centre	716	4.7%	34.0%	330	4.3%	32.6%	386	5.0%	35.4%	156	4.3%	23.5%
Pays de Loire	1309	8.5%	43.8%	637	8.3%	44.2%	673	8.7%	43.5%	304	8.3%	34.2%
Bretagne	1419	9.3%	53.1%	689	9.0%	53.6%	731	9.5%	52.5%	306	8.4%	43.1%
Poitou Charentes	613	4.0%	41.0%	295	3.9%	41.1%	318	4.1%	41.0%	124	3.4%	33.2%
Aquitaine	968	6.3%	34.6%	490	6.4%	36.8%	478	6.2%	32.7%	220	6.0%	26.5%
Midi Pyrénées	771	5.0%	31.2%	410	5.4%	34.4%	361	4.7%	28.2%	197	5.4%	24.4%
Limousin	267	1.7%	43.3%	125	1.6%	42.6%	142	1.8%	44.0%	48	1.3%	29.8%
Auvergne	526	3.4%	46.3%	254	3.3%	46.4%	272	3.5%	46.1%	111	3.0%	36.2%
Rhône Alpes	1424	9.3%	27.3%	746	9.8%	29.7%	678	8.8%	25.1%	363	9.9%	18.8%
Languedoc Roussillon	735	4.8%	32.0%	363	4.8%	33.4%	372	4.8%	30.8%	182	5.0%	24.8%
Provence Alpes Côte d'Azur. Corse	1379	9.0%	31.5%	697	9.1%	33.6%	682	8.9%	29.6%	419	11.5%	27.2%
Habitudes de connexion à Internet												
Tous les jours	9681	63.1%	26.1%	5067	66.3%	27.6%	4613	60.0%	24.6%	3106	85.0%	20.6%
Presque tous les jours	1680	11.0%	30.2%	774	10.1%	30.4%	906	11.8%	30.0%	352	9.6%	22.2%
1 à 2 fois par semaine	935	6.1%	34.2%	408	5.3%	35.3%	527	6.9%	33.4%	117	3.2%	22.7%
1 à 3 fois par mois	154	1.0%	30.2%	68	0.9%	29.3%	86	1.1%	31.0%	30	0.8%	36.3%
Moins souvent	197	1.3%	35.0%	115	1.5%	40.1%	83	1.1%	29.7%	15	0.4%	27.3%
Jamais	32	0.2%	43.7%	24	0.3%	45.2%	8	0.1%	39.6%	0	0.0%	5.9%

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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	380	2.5%	22.6%	183	2.4%	25.0%	197	2.6%	20.7%	31	0.9%	18.1%
De 9 000 à moins de 12 000 euros par an	819	5.3%	30.2%	342	4.5%	32.8%	477	6.2%	28.6%	60	1.6%	23.7%
De 12 000 à moins de 18 000 euros par an	1846	12.0%	34.3%	798	10.4%	35.5%	1048	13.6%	33.4%	140	3.8%	20.5%
De 18 000 à moins de 24 000 euros par an	2208	14.4%	32.9%	999	13.1%	33.8%	1209	15.7%	32.1%	323	8.9%	22.8%
De 24 000 à moins de 36 000 euros par an	3651	23.8%	31.2%	1839	24.0%	33.0%	1812	23.6%	29.6%	805	22.0%	23.0%
De 36 000 à moins de 45 000 euros par an	2316	15.1%	31.4%	1221	16.0%	32.5%	1095	14.2%	30.3%	699	19.2%	24.3%
De 45 000 à moins de 65 000 euros par an	1912	12.5%	27.3%	1126	14.7%	28.6%	787	10.2%	25.6%	798	21.8%	21.5%
65 000 euros et plus par an	850	5.5%	20.1%	543	7.1%	22.1%	307	4.0%	17.3%	482	13.2%	16.7%
Refus	1154	7.5%	27.3%	497	6.5%	28.1%	657	8.5%	26.7%	279	7.6%	18.7%
Ne sait pas	202	1.3%	18.9%	101	1.3%	20.8%	102	1.3%	17.3%	35	1.0%	9.0%