

Groupe Bourgogne / Rhône Alpes Dimanche



A.C.P.M. - ONE -

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	2343	100.0%	4.5%	1134	100.0%	4.5%	1208	100.0%	4.5%	622	100.0%	3.6%
Sexe												
Homme	1134	48.4%	4.5%	1134	100.0%	4.5%	0	0.0%	0.0%	317	50.9%	3.6%
Femme	1208	51.6%	4.5%	0	0.0%	0.0%	1208	100.0%	4.5%	306	49.1%	3.6%
Age												
15 à 24 ans	210	9.0%	2.9%	94	8.3%	2.6%	116	9.6%	3.2%	77	12.4%	2.5%
25 à 34 ans	263	11.2%	3.5%	134	11.8%	3.6%	129	10.7%	3.3%	90	14.4%	2.8%
35 à 49 ans	490	20.9%	3.9%	264	23.3%	4.3%	226	18.7%	3.6%	222	35.7%	3.5%
50 à 59 ans	440	18.8%	4.9%	207	18.3%	4.6%	232	19.2%	5.2%	198	31.8%	5.2%
60 ans et plus	939	40.1%	6.0%	434	38.3%	6.3%	505	41.8%	5.7%	35	5.6%	3.5%
Individu												
Ménagères	1080	46.1%	4.6%	0	0.0%	0.0%	1080	89.4%	4.6%	258	41.4%	3.7%
Personne de référence	1294	55.2%	4.6%	1004	88.5%	4.9%	290	24.0%	3.7%	312	50.2%	3.7%
Responsable des achats	1716	73.2%	4.8%	653	57.6%	5.0%	1063	88.0%	4.7%	396	63.7%	3.6%
PCS Individu												
Agriculteurs	23	1.0%	4.5%	20	1.8%	5.9%	3	0.2%	1.6%	0	0.0%	0.0%
Petits patrons	97	4.1%	6.0%	83	7.3%	7.1%	14	1.2%	3.3%	91	14.6%	6.4%
Affaires et Cadres	136	5.8%	2.8%	81	7.2%	2.9%	55	4.5%	2.6%	114	18.3%	2.6%
Professions intermédiaires	272	11.6%	3.8%	134	11.8%	3.7%	138	11.5%	3.9%	213	34.2%	3.6%
Employés	384	16.4%	4.6%	77	6.8%	3.4%	307	25.4%	5.0%	90	14.5%	5.0%
Ouvriers	293	12.5%	4.6%	238	21.0%	4.7%	55	4.5%	4.3%	12	2.0%	3.5%
Retraités	804	34.3%	6.3%	412	36.3%	6.8%	392	32.5%	5.8%	6	0.9%	2.7%
Autres inactifs	334	14.3%	3.2%	90	7.9%	2.5%	244	20.2%	3.6%	96	15.4%	2.9%
PCS Personne de référence												
Agriculteurs	46	2.0%	6.1%	24	2.1%	6.0%	22	1.8%	6.2%	0	0.0%	0.0%
Petits patrons	136	5.8%	5.2%	87	7.7%	6.3%	49	4.0%	3.9%	136	21.8%	5.2%
Affaires et Cadres	193	8.2%	2.8%	94	8.3%	2.7%	99	8.2%	2.9%	193	31.0%	2.8%
Professions intermédiaires	294	12.5%	3.7%	136	12.0%	3.3%	158	13.1%	4.1%	294	47.2%	3.7%
Employés	216	9.2%	4.0%	81	7.2%	3.4%	135	11.2%	4.4%	0	0.0%	0.0%
Ouvriers	406	17.3%	4.3%	241	21.2%	4.8%	164	13.6%	3.7%	0	0.0%	0.0%
Retraités	933	39.8%	6.3%	431	38.0%	6.4%	502	41.5%	6.1%	0	0.0%	0.0%
Autres inactifs	120	5.1%	2.9%	40	3.6%	2.7%	79	6.6%	3.1%	0	0.0%	0.0%

Groupe Bourgogne / Rhône Alpes Dimanche



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	444	19.0%	4.4%	221	19.5%	5.1%	223	18.5%	3.9%	53	8.4%	2.7%
2 personnes	1007	43.0%	5.6%	447	39.4%	5.1%	559	46.3%	5.9%	160	25.7%	3.9%
3 personnes	322	13.8%	3.5%	173	15.3%	3.7%	149	12.3%	3.3%	132	21.2%	3.3%
4 personnes	348	14.8%	3.8%	171	15.0%	3.8%	177	14.6%	3.7%	168	27.0%	3.5%
5 personnes et +	222	9.5%	4.0%	122	10.7%	4.6%	100	8.3%	3.5%	110	17.7%	4.3%
Présence d'enfants de moins de 15 ans												
Oui	592	25.3%	3.8%	310	27.4%	4.2%	281	23.3%	3.4%	277	44.5%	3.6%
Non	1751	74.7%	4.8%	824	72.6%	4.7%	927	76.7%	4.9%	346	55.5%	3.6%
Habitat												
Communes rurales	596	25.5%	5.0%	252	22.2%	4.4%	345	28.5%	5.5%	165	26.5%	5.1%
Agglo. - 20 000 hab	484	20.7%	5.3%	256	22.6%	5.9%	228	18.9%	4.8%	149	23.9%	5.8%
Agglo. 20 000 à 100 000 hab	473	20.2%	6.8%	230	20.3%	6.9%	243	20.1%	6.7%	116	18.7%	5.7%
Agglo. + 100 000 hab	780	33.3%	5.0%	390	34.4%	5.2%	391	32.3%	4.9%	186	30.0%	3.3%
Agglo. Paris	8	0.4%	0.1%	7	0.6%	0.2%	2	0.1%	0.0%	6	1.0%	0.2%
Régions INSEE												
Ile de France	11	0.5%	0.1%	7	0.6%	0.1%	4	0.3%	0.1%	8	1.3%	0.2%
Franche-Comté	15	0.6%	1.6%	9	0.8%	1.9%	6	0.5%	1.2%	6	1.0%	2.4%
Champagne Ardennes	6	0.2%	0.5%	3	0.3%	0.6%	3	0.2%	0.5%	4	0.6%	1.4%
Picardie	2	0.1%	0.1%	2	0.2%	0.3%	0	0.0%	0.0%	0	0.0%	0.0%
Bourgogne	336	14.4%	24.7%	156	13.8%	23.9%	180	14.9%	25.5%	87	14.1%	25.8%
Haute Normandie	2	0.1%	0.2%	1	0.1%	0.2%	1	0.1%	0.1%	0	0.0%	0.0%
Midi Pyrénées	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.1%	0.1%
Limousin	1	0.0%	0.1%	1	0.1%	0.2%	0	0.0%	0.0%	1	0.1%	0.4%
Auvergne	78	3.3%	6.9%	39	3.4%	7.1%	39	3.3%	6.7%	17	2.8%	5.6%
Rhône Alpes	1760	75.1%	33.7%	838	73.9%	33.3%	922	76.3%	34.1%	468	75.3%	24.3%
Languedoc Roussillon	14	0.6%	0.6%	14	1.2%	1.3%	0	0.0%	0.0%	1	0.1%	0.1%
Provence Alpes Côte d'Azur. Corse	117	5.0%	2.7%	63	5.6%	3.1%	53	4.4%	2.3%	29	4.7%	1.9%
Habitudes de connexion à Internet												
Tous les jours	1546	66.0%	4.2%	782	69.0%	4.3%	764	63.2%	4.1%	524	84.2%	3.5%
Presque tous les jours	233	9.9%	4.2%	97	8.5%	3.8%	136	11.3%	4.5%	54	8.7%	3.4%
1 à 2 fois par semaine	183	7.8%	6.7%	92	8.1%	7.9%	91	7.6%	5.8%	37	5.9%	7.1%
1 à 3 fois par mois	22	1.0%	4.4%	10	0.8%	4.1%	13	1.1%	4.7%	5	0.8%	5.8%
Moins souvent	31	1.3%	5.5%	23	2.1%	8.2%	8	0.6%	2.7%	0	0.0%	0.0%

Groupe Bourgogne / Rhône Alpes Dimanche



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	62	2.7%	3.7%	21	1.9%	2.9%	41	3.4%	4.3%	1	0.2%	0.7%
De 9 000 à moins de 12 000 euros par an	79	3.4%	2.9%	31	2.8%	3.0%	48	3.9%	2.9%	8	1.3%	3.1%
De 12 000 à moins de 18 000 euros par an	241	10.3%	4.5%	100	8.9%	4.5%	141	11.7%	4.5%	21	3.4%	3.1%
De 18 000 à moins de 24 000 euros par an	341	14.5%	5.1%	145	12.8%	4.9%	195	16.2%	5.2%	56	8.9%	3.9%
De 24 000 à moins de 36 000 euros par an	549	23.4%	4.7%	271	23.9%	4.9%	278	23.0%	4.5%	118	18.9%	3.4%
De 36 000 à moins de 45 000 euros par an	343	14.7%	4.7%	159	14.0%	4.2%	185	15.3%	5.1%	125	20.1%	4.3%
De 45 000 à moins de 65 000 euros par an	308	13.1%	4.4%	175	15.4%	4.4%	133	11.0%	4.3%	131	21.1%	3.5%
65 000 euros et plus par an	174	7.4%	4.1%	114	10.1%	4.6%	60	5.0%	3.4%	105	16.8%	3.6%
Refus	207	8.8%	4.9%	103	9.1%	5.9%	104	8.6%	4.2%	42	6.7%	2.8%
Ne sait pas	39	1.7%	3.6%	14	1.3%	2.9%	25	2.0%	4.2%	16	2.6%	4.2%