

Groupe Centre France Dimanche



A.C.P.M. - ONE -

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	978	100.0%	1.9%	496	100.0%	2.0%	482	100.0%	1.8%	213	100.0%	1.2%
Sexe												
Homme	496	50.7%	2.0%	496	100.0%	2.0%	0	0.0%	0.0%	112	52.8%	1.3%
Femme	482	49.3%	1.8%	0	0.0%	0.0%	482	100.0%	1.8%	100	47.2%	1.2%
Age												
15 à 24 ans	83	8.5%	1.2%	46	9.4%	1.3%	37	7.7%	1.0%	25	11.8%	0.8%
25 à 34 ans	106	10.8%	1.4%	46	9.2%	1.2%	60	12.5%	1.6%	40	18.8%	1.3%
35 à 49 ans	194	19.8%	1.5%	116	23.3%	1.9%	78	16.1%	1.2%	64	30.0%	1.0%
50 à 59 ans	213	21.7%	2.4%	101	20.3%	2.2%	112	23.3%	2.5%	64	30.2%	1.7%
60 ans et plus	382	39.1%	2.4%	188	37.8%	2.7%	195	40.4%	2.2%	20	9.3%	2.0%
Individu												
Ménagères	435	44.5%	1.9%	0	0.0%	0.0%	435	90.3%	1.9%	89	42.1%	1.3%
Personne de référence	541	55.3%	1.9%	426	85.9%	2.1%	115	23.8%	1.5%	107	50.5%	1.3%
Responsable des achats	698	71.4%	1.9%	281	56.6%	2.1%	417	86.6%	1.8%	134	63.2%	1.2%
PCS Individu												
Agriculteurs	20	2.0%	3.9%	10	2.1%	3.0%	9	2.0%	5.7%	0	0.1%	1.0%
Petits patrons	26	2.7%	1.6%	15	3.0%	1.3%	11	2.2%	2.5%	20	9.5%	1.4%
Affaires et Cadres	52	5.3%	1.1%	31	6.3%	1.1%	20	4.2%	1.0%	44	20.6%	1.0%
Professions intermédiaires	118	12.1%	1.6%	61	12.2%	1.7%	57	11.9%	1.6%	88	41.5%	1.5%
Employés	165	16.9%	2.0%	49	9.9%	2.2%	116	24.2%	1.9%	22	10.2%	1.2%
Ouvriers	137	14.0%	2.2%	126	25.4%	2.5%	11	2.2%	0.8%	5	2.4%	1.4%
Retraités	343	35.1%	2.7%	166	33.4%	2.7%	178	36.9%	2.6%	7	3.1%	3.2%
Autres inactifs	117	12.0%	1.1%	38	7.7%	1.1%	79	16.4%	1.2%	27	12.7%	0.8%
PCS Personne de référence												
Agriculteurs	26	2.7%	3.5%	10	2.1%	2.6%	16	3.4%	4.6%	0	0.0%	0.0%
Petits patrons	27	2.7%	1.0%	15	3.0%	1.1%	12	2.4%	0.9%	27	12.6%	1.0%
Affaires et Cadres	82	8.4%	1.2%	37	7.4%	1.1%	46	9.5%	1.3%	82	38.8%	1.2%
Professions intermédiaires	103	10.6%	1.3%	60	12.2%	1.5%	43	8.9%	1.1%	103	48.6%	1.3%
Employés	91	9.3%	1.7%	44	8.8%	1.8%	47	9.8%	1.5%	0	0.0%	0.0%
Ouvriers	205	21.0%	2.2%	126	25.3%	2.5%	79	16.5%	1.8%	0	0.0%	0.0%
Retraités	387	39.6%	2.6%	185	37.2%	2.8%	202	42.0%	2.5%	0	0.0%	0.0%
Autres inactifs	56	5.7%	1.4%	20	4.0%	1.3%	36	7.5%	1.4%	0	0.0%	0.0%

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Taille du foyer												
1 personne	204	20.9%	2.0%	113	22.7%	2.6%	92	19.1%	1.6%	26	12.0%	1.3%
2 personnes	426	43.6%	2.4%	219	44.1%	2.5%	208	43.1%	2.2%	68	31.9%	1.6%
3 personnes	161	16.4%	1.7%	85	17.0%	1.8%	76	15.8%	1.7%	47	22.1%	1.2%
4 personnes	129	13.2%	1.4%	56	11.3%	1.2%	73	15.1%	1.5%	48	22.7%	1.0%
5 personnes et +	57	5.8%	1.0%	24	4.8%	0.9%	33	6.9%	1.2%	24	11.2%	0.9%
Présence d'enfants de moins de 15 ans												
Oui	216	22.1%	1.4%	97	19.6%	1.3%	119	24.7%	1.4%	81	38.1%	1.1%
Non	762	77.9%	2.1%	399	80.4%	2.3%	362	75.3%	1.9%	132	61.9%	1.4%
Habitat												
Communes rurales	389	39.8%	3.3%	199	40.1%	3.5%	190	39.5%	3.0%	87	40.9%	2.7%
Agglo. - 20 000 hab	181	18.5%	2.0%	88	17.6%	2.0%	94	19.4%	2.0%	32	15.0%	1.2%
Agglo. 20 000 à 100 000 hab	175	17.9%	2.5%	91	18.3%	2.7%	84	17.4%	2.3%	34	16.1%	1.7%
Agglo. + 100 000 hab	207	21.2%	1.3%	105	21.1%	1.4%	102	21.3%	1.3%	46	21.7%	0.8%
Agglo. Paris	25	2.6%	0.3%	14	2.8%	0.3%	12	2.4%	0.3%	14	6.4%	0.3%
Régions INSEE												
Ile de France	28	2.8%	0.3%	14	2.9%	0.3%	14	2.8%	0.3%	14	6.6%	0.3%
Champagne Ardennes	1	0.1%	0.1%	0	0.0%	0.0%	1	0.2%	0.2%	1	0.5%	0.4%
Picardie	3	0.3%	0.2%	3	0.5%	0.4%	0	0.0%	0.0%	1	0.4%	0.2%
Bourgogne	57	5.8%	4.2%	31	6.2%	4.7%	26	5.4%	3.7%	10	4.6%	2.9%
Basse Normandie	1	0.1%	0.1%	1	0.1%	0.1%	0	0.0%	0.0%	0	0.1%	0.0%
Centre	225	23.0%	10.7%	123	24.8%	12.1%	102	21.1%	9.3%	54	25.3%	8.1%
Poitou Charentes	1	0.1%	0.0%	0	0.1%	0.1%	0	0.1%	0.0%	0	0.0%	0.0%
Aquitaine	5	0.5%	0.2%	0	0.0%	0.0%	5	1.0%	0.3%	3	1.2%	0.3%
Midi Pyrénées	11	1.1%	0.4%	3	0.5%	0.2%	8	1.6%	0.6%	8	4.0%	1.0%
Limousin	190	19.4%	30.8%	83	16.7%	28.2%	107	22.2%	33.1%	34	16.2%	21.2%
Auvergne	453	46.3%	39.8%	235	47.4%	43.1%	217	45.2%	36.8%	85	39.8%	27.6%
Rhône Alpes	2	0.2%	0.0%	1	0.2%	0.0%	2	0.3%	0.1%	2	1.1%	0.1%
Languedoc Roussillon	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.1%	0.0%
Provence Alpes Côte d'Azur. Corse	3	0.3%	0.1%	3	0.6%	0.1%	0	0.0%	0.0%	0	0.2%	0.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Habitudes de connection à Internet												
Tous les jours	664	68.0%	1.8%	342	69.0%	1.9%	322	66.9%	1.7%	172	80.7%	1.1%
Presque tous les jours	112	11.5%	2.0%	57	11.5%	2.2%	55	11.5%	1.8%	33	15.7%	2.1%
1 à 2 fois par semaine	59	6.0%	2.1%	25	4.9%	2.1%	34	7.1%	2.2%	8	3.6%	1.5%
1 à 3 fois par mois	6	0.6%	1.2%	3	0.6%	1.2%	3	0.7%	1.2%	0	0.0%	0.0%
Moins souvent	10	1.1%	1.8%	8	1.6%	2.8%	2	0.5%	0.9%	0	0.0%	0.0%
Revenus du foyer												
Moins de 9 000 euros par an	30	3.1%	1.8%	7	1.5%	1.0%	23	4.7%	2.4%	0	0.1%	0.1%
De 9 000 à moins de 12 000 euros par an	58	5.9%	2.1%	26	5.3%	2.5%	32	6.6%	1.9%	5	2.2%	1.9%
De 12 000 à moins de 18 000 euros par an	106	10.8%	2.0%	46	9.2%	2.0%	60	12.5%	1.9%	5	2.2%	0.7%
De 18 000 à moins de 24 000 euros par an	155	15.8%	2.3%	91	18.4%	3.1%	64	13.3%	1.7%	21	10.1%	1.5%
De 24 000 à moins de 36 000 euros par an	237	24.3%	2.0%	118	23.7%	2.1%	120	24.9%	2.0%	43	20.0%	1.2%
De 36 000 à moins de 45 000 euros par an	148	15.1%	2.0%	80	16.0%	2.1%	68	14.2%	1.9%	41	19.3%	1.4%
De 45 000 à moins de 65 000 euros par an	116	11.9%	1.7%	71	14.4%	1.8%	45	9.3%	1.5%	53	24.7%	1.4%
65 000 euros et plus par an	43	4.4%	1.0%	25	5.0%	1.0%	18	3.7%	1.0%	25	11.5%	0.8%
Refus	72	7.3%	1.7%	30	6.0%	1.7%	42	8.7%	1.7%	18	8.4%	1.2%
Ne sait pas	13	1.3%	1.2%	3	0.6%	0.6%	10	2.1%	1.7%	3	1.4%	0.8%