

# Groupe Dépêche Dimanche



A.C.P.M. - ONE -

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	781	100.0%	1.5%	399	100.0%	1.6%	383	100.0%	1.4%	185	100.0%	1.1%
<b>Sexe</b>												
<b>Homme</b>	399	51.0%	1.6%	399	100.0%	1.6%	0	0.0%	0.0%	89	48.1%	1.0%
<b>Femme</b>	383	49.0%	1.4%	0	0.0%	0.0%	383	100.0%	1.4%	96	51.9%	1.1%
<b>Age</b>												
<b>15 à 24 ans</b>	59	7.5%	0.8%	21	5.4%	0.6%	37	9.8%	1.0%	23	12.3%	0.7%
<b>25 à 34 ans</b>	67	8.6%	0.9%	38	9.5%	1.0%	29	7.6%	0.8%	22	11.9%	0.7%
<b>35 à 49 ans</b>	175	22.3%	1.4%	93	23.3%	1.5%	82	21.3%	1.3%	73	39.3%	1.1%
<b>50 à 59 ans</b>	143	18.3%	1.6%	80	20.0%	1.8%	63	16.5%	1.4%	45	24.4%	1.2%
<b>60 ans et plus</b>	338	43.2%	2.1%	167	41.8%	2.4%	171	44.7%	1.9%	22	12.1%	2.2%
<b>Individu</b>												
<b>Ménagères</b>	353	45.1%	1.5%	0	0.0%	0.0%	353	92.2%	1.5%	87	47.2%	1.2%
<b>Personne de référence</b>	489	62.6%	1.7%	367	92.1%	1.8%	122	31.9%	1.6%	98	53.1%	1.2%
<b>Responsable des achats</b>	573	73.3%	1.6%	232	58.3%	1.8%	340	88.9%	1.5%	132	71.6%	1.2%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	11	1.4%	2.2%	9	2.4%	2.8%	2	0.4%	1.0%	0	0.0%	0.0%
<b>Petits patrons</b>	17	2.1%	1.0%	11	2.8%	1.0%	5	1.4%	1.2%	15	8.3%	1.1%
<b>Affaires et Cadres</b>	52	6.7%	1.1%	31	7.8%	1.1%	21	5.6%	1.0%	47	25.4%	1.1%
<b>Professions intermédiaires</b>	84	10.7%	1.2%	40	10.1%	1.1%	44	11.4%	1.2%	63	34.0%	1.1%
<b>Employés</b>	125	16.0%	1.5%	39	9.7%	1.7%	86	22.5%	1.4%	29	15.7%	1.6%
<b>Ouvriers</b>	90	11.5%	1.4%	77	19.4%	1.5%	13	3.3%	1.0%	1	0.6%	0.3%
<b>Retraités</b>	257	33.0%	2.0%	147	36.8%	2.4%	111	28.9%	1.6%	5	2.6%	2.3%
<b>Autres inactifs</b>	145	18.6%	1.4%	44	11.1%	1.2%	101	26.5%	1.5%	25	13.4%	0.8%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	14	1.8%	1.9%	8	1.9%	1.9%	7	1.7%	1.9%	0	0.0%	0.0%
<b>Petits patrons</b>	35	4.5%	1.3%	14	3.4%	1.0%	22	5.7%	1.7%	35	19.0%	1.3%
<b>Affaires et Cadres</b>	62	8.0%	0.9%	35	8.9%	1.0%	27	7.1%	0.8%	62	33.7%	0.9%
<b>Professions intermédiaires</b>	87	11.2%	1.1%	40	10.1%	1.0%	47	12.4%	1.2%	87	47.3%	1.1%
<b>Employés</b>	83	10.7%	1.5%	40	9.9%	1.7%	44	11.4%	1.4%	0	0.0%	0.0%
<b>Ouvriers</b>	125	16.0%	1.3%	76	19.1%	1.5%	49	12.8%	1.1%	0	0.0%	0.0%
<b>Retraités</b>	300	38.3%	2.0%	158	39.6%	2.4%	142	37.1%	1.7%	0	0.0%	0.0%
<b>Autres inactifs</b>	74	9.5%	1.8%	29	7.2%	1.9%	45	11.8%	1.8%	0	0.0%	0.0%

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<b>Taille du foyer</b>												
1 personne	174	22.3%	1.7%	88	22.1%	2.0%	86	22.5%	1.5%	22	11.7%	1.1%
2 personnes	314	40.2%	1.7%	160	40.1%	1.8%	154	40.2%	1.6%	52	28.0%	1.3%
3 personnes	123	15.8%	1.3%	69	17.3%	1.5%	54	14.2%	1.2%	50	27.0%	1.2%
4 personnes	101	12.9%	1.1%	55	13.7%	1.2%	46	12.1%	1.0%	42	22.5%	0.9%
5 personnes et +	69	8.8%	1.3%	27	6.7%	1.0%	42	10.9%	1.5%	20	10.8%	0.8%
<b>Présence d'enfants de moins de 15 ans</b>												
Oui	196	25.0%	1.2%	100	25.2%	1.4%	95	24.9%	1.1%	88	47.6%	1.1%
Non	586	75.0%	1.6%	298	74.8%	1.7%	287	75.1%	1.5%	97	52.4%	1.0%
<b>Habitat</b>												
Communes rurales	261	33.4%	2.2%	145	36.5%	2.5%	116	30.2%	1.9%	52	27.9%	1.6%
Agglo. - 20 000 hab	184	23.6%	2.0%	84	21.0%	1.9%	101	26.3%	2.1%	32	17.2%	1.2%
Agglo. 20 000 à 100 000 hab	145	18.5%	2.1%	74	18.5%	2.2%	71	18.5%	1.9%	37	20.2%	1.8%
Agglo. + 100 000 hab	190	24.3%	1.2%	94	23.6%	1.3%	96	25.0%	1.2%	63	34.0%	1.1%
Agglo. Paris	1	0.2%	0.0%	1	0.3%	0.0%	0	0.0%	0.0%	1	0.7%	0.0%
<b>Régions INSEE</b>												
Ile de France	1	0.2%	0.0%	1	0.3%	0.0%	0	0.0%	0.0%	1	0.7%	0.0%
Franche-Comté	1	0.1%	0.1%	1	0.2%	0.2%	0	0.0%	0.0%	1	0.4%	0.3%
Poitou Charentes	1	0.1%	0.1%	0	0.0%	0.0%	1	0.2%	0.1%	0	0.0%	0.0%
Aquitaine	71	9.1%	2.5%	36	9.1%	2.7%	35	9.0%	2.4%	19	10.4%	2.3%
Midi Pyrénées	647	82.8%	26.1%	340	85.3%	28.5%	306	80.1%	24.0%	153	82.5%	18.9%
Limousin	2	0.2%	0.2%	1	0.2%	0.3%	1	0.2%	0.2%	2	0.8%	0.9%
Auvergne	1	0.1%	0.1%	1	0.2%	0.1%	0	0.1%	0.1%	0	0.2%	0.1%
Rhône Alpes	7	1.0%	0.1%	1	0.2%	0.0%	7	1.8%	0.2%	0	0.0%	0.0%
Languedoc Roussillon	51	6.5%	2.2%	18	4.5%	1.6%	33	8.7%	2.8%	9	5.1%	1.3%
<b>Habitudes de connection à Internet</b>												
Tous les jours	455	58.3%	1.2%	234	58.7%	1.3%	222	57.9%	1.2%	151	81.5%	1.0%
Presque tous les jours	91	11.7%	1.6%	46	11.6%	1.8%	45	11.7%	1.5%	18	9.5%	1.1%
1 à 2 fois par semaine	55	7.0%	2.0%	26	6.5%	2.2%	29	7.5%	1.8%	13	6.9%	2.5%
1 à 3 fois par mois	11	1.5%	2.3%	5	1.3%	2.2%	6	1.7%	2.3%	4	2.1%	4.8%
Moins souvent	9	1.2%	1.6%	6	1.5%	2.1%	3	0.8%	1.1%	0	0.0%	0.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Revenus du foyer</b>												
<b>Moins de 9 000 euros par an</b>	22	2.8%	1.3%	9	2.3%	1.3%	13	3.3%	1.3%	3	1.9%	2.0%
<b>De 9 000 à moins de 12 000 euros par an</b>	94	12.0%	3.5%	51	12.8%	4.9%	43	11.2%	2.6%	5	2.6%	1.9%
<b>De 12 000 à moins de 18 000 euros par an</b>	111	14.2%	2.1%	50	12.4%	2.2%	61	16.1%	2.0%	9	4.6%	1.3%
<b>De 18 000 à moins de 24 000 euros par an</b>	110	14.1%	1.6%	65	16.3%	2.2%	45	11.8%	1.2%	26	13.9%	1.8%
<b>De 24 000 à moins de 36 000 euros par an</b>	156	20.0%	1.3%	82	20.7%	1.5%	74	19.2%	1.2%	37	19.7%	1.0%
<b>De 36 000 à moins de 45 000 euros par an</b>	94	12.1%	1.3%	44	11.0%	1.2%	50	13.2%	1.4%	30	16.1%	1.0%
<b>De 45 000 à moins de 65 000 euros par an</b>	99	12.7%	1.4%	59	14.7%	1.5%	40	10.5%	1.3%	42	22.5%	1.1%
<b>65 000 euros et plus par an</b>	44	5.6%	1.0%	21	5.3%	0.9%	22	5.9%	1.3%	24	13.0%	0.8%
<b>Refus</b>	40	5.1%	0.9%	10	2.5%	0.6%	30	7.8%	1.2%	9	4.8%	0.6%
<b>Ne sait pas</b>	12	1.5%	1.1%	8	2.0%	1.6%	4	1.0%	0.7%	2	0.9%	0.4%