

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	633	100.0%	1.2%	422	100.0%	1.7%	211	100.0%	0.8%	373	100.0%	2.1%
Sexe												
Homme	422	66.7%	1.7%	422	100.0%	1.7%	0	0.0%	0.0%	257	69.0%	2.9%
Femme	211	33.3%	0.8%	0	0.0%	0.0%	211	100.0%	0.8%	116	31.0%	1.4%
Age												
15 à 24 ans	75	11.9%	1.0%	46	10.9%	1.3%	29	13.9%	0.8%	42	11.2%	1.4%
25 à 34 ans	111	17.5%	1.5%	77	18.2%	2.1%	34	15.9%	0.9%	60	16.2%	1.9%
35 à 49 ans	196	31.0%	1.6%	135	32.1%	2.2%	61	28.8%	1.0%	154	41.5%	2.4%
50 à 59 ans	115	18.2%	1.3%	74	17.5%	1.6%	41	19.5%	0.9%	82	22.0%	2.2%
60 ans et plus	136	21.5%	0.9%	90	21.3%	1.3%	46	21.8%	0.5%	34	9.1%	3.4%
Individu												
Ménagères	184	29.0%	0.8%	0	0.0%	0.0%	184	87.2%	0.8%	101	27.1%	1.4%
Personne de référence	395	62.3%	1.4%	350	83.0%	1.7%	44	21.0%	0.6%	235	63.1%	2.8%
Responsable des achats	381	60.2%	1.1%	212	50.2%	1.6%	169	80.2%	0.7%	219	58.7%	2.0%
PCS Individu												
Agriculteurs	7	1.1%	1.4%	7	1.6%	2.0%	0	0.1%	0.1%	0	0.0%	0.5%
Petits patrons	32	5.0%	2.0%	24	5.7%	2.1%	8	3.7%	1.8%	28	7.6%	2.0%
Affaires et Cadres	210	33.2%	4.3%	156	37.0%	5.5%	54	25.8%	2.6%	197	52.9%	4.5%
Professions intermédiaires	76	12.1%	1.1%	49	11.6%	1.3%	28	13.1%	0.8%	71	19.1%	1.2%
Employés	65	10.2%	0.8%	35	8.2%	1.5%	30	14.2%	0.5%	15	4.0%	0.8%
Ouvriers	32	5.1%	0.5%	29	6.9%	0.6%	3	1.6%	0.3%	0	0.0%	0.0%
Retraités	91	14.3%	0.7%	68	16.1%	1.1%	23	10.7%	0.3%	2	0.4%	0.8%
Autres inactifs	120	19.0%	1.2%	55	13.0%	1.5%	65	30.9%	1.0%	59	15.9%	1.8%
PCS Personne de référence												
Agriculteurs	8	1.2%	1.0%	7	1.6%	1.7%	1	0.5%	0.3%	0	0.0%	0.0%
Petits patrons	47	7.4%	1.8%	26	6.2%	1.9%	21	9.7%	1.7%	47	12.5%	1.8%
Affaires et Cadres	234	37.0%	3.4%	162	38.4%	4.7%	72	34.3%	2.1%	234	62.9%	3.4%
Professions intermédiaires	91	14.5%	1.2%	69	16.3%	1.7%	23	10.7%	0.6%	91	24.6%	1.2%
Employés	38	6.0%	0.7%	23	5.5%	1.0%	15	7.0%	0.5%	0	0.0%	0.0%
Ouvriers	65	10.2%	0.7%	36	8.6%	0.7%	28	13.4%	0.6%	0	0.0%	0.0%
Retraités	121	19.1%	0.8%	79	18.7%	1.2%	42	20.0%	0.5%	0	0.0%	0.0%
Autres inactifs	29	4.5%	0.7%	20	4.7%	1.3%	9	4.3%	0.4%	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	95	15.0%	0.9%	64	15.2%	1.5%	30	14.4%	0.5%	46	12.4%	2.4%
2 personnes	208	32.9%	1.1%	129	30.7%	1.5%	79	37.3%	0.8%	84	22.5%	2.0%
3 personnes	116	18.3%	1.3%	81	19.3%	1.7%	34	16.3%	0.8%	79	21.2%	2.0%
4 personnes	126	19.9%	1.4%	88	20.8%	1.9%	38	18.0%	0.8%	98	26.2%	2.1%
5 personnes et +	88	14.0%	1.6%	59	14.0%	2.2%	29	13.9%	1.0%	66	17.7%	2.6%
Présence d'enfants de moins de 15 ans												
Oui	217	34.2%	1.4%	146	34.6%	2.0%	71	33.5%	0.8%	164	44.0%	2.1%
Non	416	65.8%	1.1%	276	65.4%	1.6%	140	66.5%	0.7%	209	56.0%	2.1%
Habitat												
Communes rurales	74	11.6%	0.6%	54	12.7%	0.9%	20	9.4%	0.3%	29	7.9%	0.9%
Agglo. - 20 000 hab	56	8.9%	0.6%	33	7.7%	0.8%	23	11.1%	0.5%	31	8.4%	1.2%
Agglo. 20 000 à 100 000 hab	52	8.3%	0.7%	33	7.8%	1.0%	19	9.2%	0.5%	23	6.1%	1.1%
Agglo. + 100 000 hab	194	30.6%	1.2%	138	32.8%	1.9%	55	26.2%	0.7%	105	28.1%	1.9%
Agglo. Paris	258	40.7%	3.0%	164	39.0%	4.0%	93	44.2%	2.1%	184	49.5%	4.6%

Les Echos. le quotidien de l'économie



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	269	42.6%	2.8%	172	40.8%	3.8%	97	46.1%	1.9%	191	51.2%	4.4%
Nord Pas de Calais	15	2.3%	0.5%	12	2.8%	0.8%	3	1.5%	0.2%	12	3.1%	1.2%
Lorraine	12	2.0%	0.7%	7	1.7%	0.8%	5	2.4%	0.5%	8	2.1%	1.5%
Alsace	11	1.8%	0.7%	4	0.9%	0.5%	7	3.5%	0.9%	8	2.0%	1.7%
Franche-Comté	9	1.4%	0.9%	6	1.5%	1.4%	2	1.1%	0.5%	2	0.6%	0.8%
Champagne Ardennes	6	1.0%	0.6%	5	1.3%	1.0%	1	0.3%	0.1%	3	0.7%	1.0%
Picardie	9	1.4%	0.6%	7	1.8%	1.0%	1	0.6%	0.1%	6	1.6%	1.4%
Bourgogne	14	2.2%	1.0%	13	3.0%	1.9%	2	0.7%	0.2%	3	0.8%	0.8%
Haute Normandie	14	2.2%	0.9%	6	1.5%	0.9%	8	3.6%	1.0%	5	1.3%	1.1%
Basse Normandie	1	0.2%	0.1%	0	0.1%	0.1%	1	0.4%	0.1%	0	0.1%	0.1%
Centre	17	2.8%	0.8%	11	2.6%	1.1%	7	3.1%	0.6%	10	2.7%	1.5%
Pays de Loire	33	5.2%	1.1%	24	5.7%	1.7%	9	4.1%	0.6%	16	4.2%	1.8%
Bretagne	17	2.7%	0.6%	8	1.8%	0.6%	10	4.5%	0.7%	6	1.7%	0.9%
Poitou Charentes	7	1.1%	0.5%	6	1.3%	0.8%	1	0.5%	0.1%	2	0.5%	0.5%
Aquitaine	25	4.0%	0.9%	14	3.3%	1.0%	11	5.3%	0.8%	12	3.2%	1.4%
Midi Pyrénées	22	3.5%	0.9%	17	4.0%	1.4%	5	2.5%	0.4%	13	3.6%	1.7%
Limousin	11	1.8%	1.8%	6	1.3%	1.9%	6	2.7%	1.8%	2	0.6%	1.3%
Auvergne	8	1.2%	0.7%	5	1.3%	1.0%	2	1.1%	0.4%	5	1.3%	1.5%
Rhône Alpes	58	9.2%	1.1%	45	10.6%	1.8%	14	6.5%	0.5%	32	8.5%	1.6%
Languedoc Roussillon	21	3.4%	0.9%	16	3.9%	1.5%	5	2.4%	0.4%	8	2.1%	1.0%
Provence Alpes Côte d'Azur. Corse	52	8.2%	1.2%	37	8.8%	1.8%	15	7.1%	0.6%	31	8.3%	2.0%
Habitudes de connexion à Internet												
Tous les jours	580	91.6%	1.6%	395	93.5%	2.2%	186	88.0%	1.0%	352	94.4%	2.3%
Presque tous les jours	28	4.4%	0.5%	16	3.9%	0.6%	11	5.3%	0.4%	8	2.2%	0.5%
1 à 2 fois par semaine	6	1.0%	0.2%	3	0.7%	0.2%	4	1.7%	0.2%	2	0.5%	0.4%
1 à 3 fois par mois	0	0.0%	0.1%	0	0.0%	0.1%	0	0.1%	0.0%	0	0.1%	0.3%
Moins souvent	11	1.7%	1.9%	0	0.0%	0.0%	11	5.1%	3.8%	11	2.9%	19.7%

Les Echos. le quotidien de l'économie



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	10	1.6%	0.6%	8	1.9%	1.1%	2	0.9%	0.2%	0	0.0%	0.1%
De 9 000 à moins de 12 000 euros par an	9	1.5%	0.3%	3	0.8%	0.3%	6	2.9%	0.4%	0	0.1%	0.1%
De 12 000 à moins de 18 000 euros par an	42	6.6%	0.8%	28	6.7%	1.3%	14	6.5%	0.4%	5	1.3%	0.7%
De 18 000 à moins de 24 000 euros par an	36	5.7%	0.5%	20	4.6%	0.7%	17	7.9%	0.4%	13	3.5%	0.9%
De 24 000 à moins de 36 000 euros par an	76	12.0%	0.6%	46	10.9%	0.8%	29	14.0%	0.5%	41	10.9%	1.2%
De 36 000 à moins de 45 000 euros par an	75	11.9%	1.0%	47	11.2%	1.3%	28	13.1%	0.8%	35	9.5%	1.2%
De 45 000 à moins de 65 000 euros par an	126	19.9%	1.8%	95	22.4%	2.4%	31	14.7%	1.0%	88	23.7%	2.4%
65 000 euros et plus par an	190	30.1%	4.5%	138	32.6%	5.6%	53	25.0%	3.0%	152	40.9%	5.3%
Refus	51	8.0%	1.2%	33	7.8%	1.9%	18	8.4%	0.7%	23	6.2%	1.6%
Ne sait pas	18	2.8%	1.7%	4	1.0%	0.9%	14	6.5%	2.3%	15	4.0%	3.8%