

# L'Equipe

A.C.P.M. - ONE -



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	2375	100.0%	4.6%	1986	100.0%	8.0%	389	100.0%	1.4%	1010	100.0%	5.8%
<b>Sexe</b>												
<b>Homme</b>	1986	83.6%	8.0%	1986	100.0%	8.0%	0	0.0%	0.0%	885	87.6%	10.0%
<b>Femme</b>	389	16.4%	1.4%	0	0.0%	0.0%	389	100.0%	1.4%	125	12.4%	1.5%
<b>Age</b>												
<b>15 à 24 ans</b>	449	18.9%	6.2%	362	18.2%	9.9%	87	22.3%	2.4%	231	22.8%	7.5%
<b>25 à 34 ans</b>	480	20.2%	6.3%	420	21.2%	11.3%	59	15.2%	1.5%	228	22.6%	7.2%
<b>35 à 49 ans</b>	713	30.0%	5.7%	631	31.8%	10.2%	82	21.0%	1.3%	349	34.5%	5.5%
<b>50 à 59 ans</b>	362	15.3%	4.0%	298	15.0%	6.6%	65	16.7%	1.5%	178	17.6%	4.7%
<b>60 ans et plus</b>	371	15.6%	2.4%	275	13.8%	4.0%	97	24.9%	1.1%	25	2.5%	2.5%
<b>Individu</b>												
<b>Ménagères</b>	304	12.8%	1.3%	0	0.0%	0.0%	304	78.1%	1.3%	85	8.5%	1.2%
<b>Personne de référence</b>	1616	68.1%	5.7%	1536	77.3%	7.5%	81	20.7%	1.0%	679	67.2%	8.0%
<b>Responsable des achats</b>	1244	52.4%	3.5%	964	48.6%	7.3%	280	71.9%	1.2%	474	47.0%	4.3%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	17	0.7%	3.4%	14	0.7%	4.1%	3	0.9%	2.0%	1	0.1%	4.3%
<b>Petits patrons</b>	107	4.5%	6.7%	102	5.1%	8.7%	6	1.5%	1.3%	104	10.3%	7.3%
<b>Affaires et Cadres</b>	302	12.7%	6.1%	267	13.5%	9.5%	35	9.0%	1.7%	289	28.6%	6.6%
<b>Professions intermédiaires</b>	410	17.2%	5.7%	363	18.3%	10.1%	46	11.9%	1.3%	371	36.7%	6.3%
<b>Employés</b>	303	12.8%	3.6%	222	11.2%	9.8%	81	20.8%	1.3%	37	3.7%	2.0%
<b>Ouvriers</b>	469	19.8%	7.4%	447	22.5%	8.8%	23	5.8%	1.8%	27	2.6%	7.5%
<b>Retraités</b>	331	13.9%	2.6%	251	12.7%	4.1%	80	20.5%	1.2%	1	0.1%	0.5%
<b>Autres inactifs</b>	435	18.3%	4.2%	320	16.1%	8.8%	115	29.7%	1.7%	180	17.8%	5.5%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	27	1.1%	3.6%	22	1.1%	5.6%	5	1.2%	1.3%	0	0.0%	0.0%
<b>Petits patrons</b>	146	6.1%	5.6%	123	6.2%	8.9%	23	5.8%	1.8%	146	14.4%	5.6%
<b>Affaires et Cadres</b>	378	15.9%	5.5%	328	16.5%	9.6%	50	12.9%	1.5%	378	37.4%	5.5%
<b>Professions intermédiaires</b>	486	20.5%	6.1%	434	21.8%	10.6%	52	13.4%	1.4%	486	48.1%	6.1%
<b>Employés</b>	284	12.0%	5.2%	226	11.4%	9.5%	59	15.1%	1.9%	0	0.0%	0.0%
<b>Ouvriers</b>	527	22.2%	5.6%	456	23.0%	9.0%	71	18.3%	1.6%	0	0.0%	0.0%
<b>Retraités</b>	425	17.9%	2.8%	323	16.2%	4.8%	102	26.2%	1.2%	0	0.0%	0.0%
<b>Autres inactifs</b>	102	4.3%	2.5%	75	3.8%	4.9%	27	7.0%	1.1%	0	0.0%	0.0%

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<b>Taille du foyer</b>												
<b>1 personne</b>	297	12.5%	3.0%	253	12.8%	5.8%	44	11.2%	0.8%	86	8.5%	4.4%
<b>2 personnes</b>	660	27.8%	3.6%	504	25.4%	5.8%	156	40.1%	1.7%	195	19.4%	4.7%
<b>3 personnes</b>	531	22.4%	5.8%	458	23.1%	9.7%	73	18.7%	1.6%	256	25.3%	6.4%
<b>4 personnes</b>	557	23.4%	6.0%	493	24.8%	10.9%	64	16.5%	1.3%	298	29.6%	6.3%
<b>5 personnes et +</b>	330	13.9%	6.0%	278	14.0%	10.5%	53	13.5%	1.9%	174	17.3%	6.8%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	934	39.3%	5.9%	827	41.6%	11.1%	107	27.5%	1.3%	486	48.2%	6.3%
<b>Non</b>	1441	60.7%	4.0%	1159	58.4%	6.6%	282	72.5%	1.5%	523	51.8%	5.4%
<b>Habitat</b>												
<b>Communes rurales</b>	443	18.6%	3.7%	373	18.8%	6.5%	70	18.1%	1.1%	161	15.9%	5.0%
<b>Agglo. - 20 000 hab</b>	360	15.1%	4.0%	299	15.1%	6.9%	60	15.5%	1.3%	170	16.9%	6.6%
<b>Agglo. 20 000 à 100 000 hab</b>	337	14.2%	4.8%	273	13.8%	8.2%	64	16.4%	1.8%	125	12.4%	6.2%
<b>Agglo. + 100 000 hab</b>	771	32.5%	5.0%	653	32.9%	8.7%	119	30.5%	1.5%	318	31.5%	5.7%
<b>Agglo. Paris</b>	464	19.5%	5.4%	388	19.5%	9.5%	76	19.5%	1.7%	236	23.3%	5.9%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Régions INSEE</b>												
Ile de France	502	21.2%	5.2%	423	21.3%	9.2%	80	20.5%	1.6%	262	25.9%	6.0%
Nord Pas de Calais	129	5.4%	4.0%	118	5.9%	7.7%	11	2.9%	0.7%	54	5.4%	5.5%
Lorraine	78	3.3%	4.1%	66	3.3%	7.1%	12	3.1%	1.2%	29	2.8%	5.4%
Alsace	58	2.5%	3.8%	44	2.2%	6.0%	14	3.6%	1.8%	16	1.6%	3.6%
Franche-Comté	34	1.4%	3.5%	28	1.4%	6.0%	6	1.6%	1.3%	13	1.3%	5.3%
Champagne Ardennes	33	1.4%	3.0%	29	1.4%	5.4%	5	1.2%	0.8%	10	1.0%	3.6%
Picardie	67	2.8%	4.3%	61	3.1%	8.3%	6	1.4%	0.7%	26	2.6%	5.8%
Bourgogne	59	2.5%	4.3%	47	2.4%	7.2%	12	3.0%	1.6%	16	1.6%	4.7%
Haute Normandie	70	2.9%	4.7%	61	3.1%	8.6%	9	2.3%	1.2%	23	2.3%	5.0%
Basse Normandie	42	1.8%	3.5%	36	1.8%	6.4%	6	1.5%	0.9%	19	1.9%	5.4%
Centre	88	3.7%	4.2%	74	3.7%	7.3%	14	3.6%	1.3%	27	2.7%	4.1%
Pays de Loire	134	5.6%	4.5%	107	5.4%	7.4%	27	6.8%	1.7%	47	4.6%	5.2%
Bretagne	98	4.1%	3.7%	79	4.0%	6.1%	20	5.0%	1.4%	39	3.9%	5.5%
Poitou Charentes	47	2.0%	3.2%	40	2.0%	5.6%	7	1.8%	0.9%	21	2.1%	5.8%
Aquitaine	116	4.9%	4.2%	92	4.7%	7.0%	24	6.1%	1.6%	44	4.4%	5.3%
Midi Pyrénées	144	6.0%	5.8%	119	6.0%	9.9%	25	6.4%	1.9%	71	7.0%	8.8%
Limousin	28	1.2%	4.5%	23	1.2%	7.8%	5	1.2%	1.5%	8	0.8%	4.7%
Auvergne	56	2.3%	4.9%	43	2.2%	7.9%	12	3.2%	2.1%	20	1.9%	6.4%
Rhône Alpes	282	11.9%	5.4%	233	11.7%	9.3%	49	12.5%	1.8%	139	13.7%	7.2%
Languedoc Roussillon	96	4.0%	4.2%	82	4.1%	7.5%	14	3.6%	1.1%	44	4.3%	6.0%
Provence Alpes Côte d'Azur. Corse	216	9.1%	4.9%	182	9.1%	8.8%	34	8.8%	1.5%	83	8.2%	5.4%
<b>Habitudes de connexion à Internet</b>												
Tous les jours	1958	82.4%	5.3%	1643	82.7%	9.0%	315	80.9%	1.7%	922	91.4%	6.1%
Presque tous les jours	188	7.9%	3.4%	143	7.2%	5.6%	45	11.6%	1.5%	62	6.1%	3.9%
1 à 2 fois par semaine	92	3.9%	3.4%	67	3.4%	5.8%	25	6.3%	1.6%	15	1.5%	3.0%
1 à 3 fois par mois	17	0.7%	3.3%	13	0.7%	5.7%	3	0.8%	1.2%	7	0.7%	8.3%
Moins souvent	23	1.0%	4.1%	23	1.1%	8.0%	1	0.1%	0.2%	0	0.0%	0.0%
Jamais	2	0.1%	3.2%	2	0.1%	4.5%	0	0.0%	0.0%	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>	39	1.6%	2.3%	29	1.4%	3.9%	10	2.6%	1.1%	3	0.3%	1.6%
<b>De 9 000 à moins de 12 000 euros par an</b>	59	2.5%	2.2%	48	2.4%	4.6%	12	3.0%	0.7%	5	0.5%	2.1%
<b>De 12 000 à moins de 18 000 euros par an</b>	202	8.5%	3.7%	157	7.9%	7.0%	44	11.4%	1.4%	26	2.5%	3.8%
<b>De 18 000 à moins de 24 000 euros par an</b>	268	11.3%	4.0%	233	11.7%	7.9%	36	9.2%	1.0%	73	7.2%	5.1%
<b>De 24 000 à moins de 36 000 euros par an</b>	524	22.0%	4.5%	428	21.5%	7.7%	96	24.7%	1.6%	182	18.1%	5.2%
<b>De 36 000 à moins de 45 000 euros par an</b>	388	16.3%	5.3%	331	16.7%	8.8%	57	14.6%	1.6%	178	17.7%	6.2%
<b>De 45 000 à moins de 65 000 euros par an</b>	392	16.5%	5.6%	349	17.6%	8.9%	43	11.0%	1.4%	226	22.3%	6.1%
<b>65 000 euros et plus par an</b>	261	11.0%	6.2%	224	11.3%	9.1%	37	9.5%	2.1%	196	19.4%	6.8%
<b>Refus</b>	191	8.0%	4.5%	152	7.7%	8.6%	38	9.9%	1.6%	96	9.5%	6.4%
<b>Ne sait pas</b>	52	2.2%	4.8%	36	1.8%	7.3%	16	4.1%	2.8%	25	2.4%	6.4%