

# Libération

A.C.P.M. - ONE -



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	961	100.0%	1.8%	586	100.0%	2.3%	376	100.0%	1.4%	481	100.0%	2.8%
<b>Sexe</b>												
<b>Homme</b>	586	60.9%	2.3%	586	100.0%	2.3%	0	0.0%	0.0%	294	61.2%	3.3%
<b>Femme</b>	376	39.1%	1.4%	0	0.0%	0.0%	376	100.0%	1.4%	186	38.8%	2.2%
<b>Age</b>												
<b>15 à 24 ans</b>	119	12.4%	1.6%	66	11.2%	1.8%	53	14.1%	1.5%	62	13.0%	2.0%
<b>25 à 34 ans</b>	128	13.3%	1.7%	82	14.1%	2.2%	46	12.2%	1.2%	70	14.6%	2.2%
<b>35 à 49 ans</b>	255	26.5%	2.0%	157	26.8%	2.5%	99	26.2%	1.6%	181	37.6%	2.9%
<b>50 à 59 ans</b>	194	20.1%	2.2%	142	24.2%	3.1%	52	13.8%	1.2%	112	23.3%	2.9%
<b>60 ans et plus</b>	266	27.6%	1.7%	139	23.7%	2.0%	127	33.7%	1.4%	56	11.6%	5.6%
<b>Individu</b>												
<b>Ménagères</b>	316	32.8%	1.3%	0	0.0%	0.0%	316	84.0%	1.3%	152	31.7%	2.2%
<b>Personne de référence</b>	599	62.4%	2.1%	489	83.5%	2.4%	111	29.4%	1.4%	288	59.9%	3.4%
<b>Responsable des achats</b>	635	66.1%	1.8%	323	55.1%	2.5%	312	83.1%	1.4%	322	67.0%	2.9%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	4	0.4%	0.8%	3	0.4%	0.7%	2	0.4%	1.0%	0	0.0%	0.0%
<b>Petits patrons</b>	45	4.7%	2.8%	33	5.6%	2.8%	12	3.3%	2.9%	44	9.2%	3.1%
<b>Affaires et Cadres</b>	221	22.9%	4.5%	134	22.9%	4.7%	87	23.0%	4.1%	202	41.9%	4.6%
<b>Professions intermédiaires</b>	143	14.8%	2.0%	101	17.2%	2.8%	42	11.2%	1.2%	129	26.8%	2.2%
<b>Employés</b>	95	9.8%	1.1%	46	7.8%	2.0%	49	13.0%	0.8%	20	4.1%	1.1%
<b>Ouvriers</b>	80	8.4%	1.3%	77	13.2%	1.5%	3	0.8%	0.2%	5	1.0%	1.4%
<b>Retraités</b>	193	20.1%	1.5%	111	18.9%	1.8%	83	22.0%	1.2%	7	1.4%	3.3%
<b>Autres inactifs</b>	181	18.8%	1.8%	82	14.0%	2.3%	99	26.3%	1.5%	75	15.5%	2.3%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	3	0.3%	0.4%	3	0.4%	0.6%	1	0.2%	0.2%	0	0.0%	0.0%
<b>Petits patrons</b>	54	5.7%	2.1%	36	6.2%	2.6%	18	4.8%	1.5%	54	11.3%	2.1%
<b>Affaires et Cadres</b>	264	27.5%	3.8%	150	25.5%	4.4%	114	30.4%	3.3%	264	54.9%	3.8%
<b>Professions intermédiaires</b>	162	16.9%	2.1%	108	18.5%	2.6%	54	14.4%	1.4%	162	33.8%	2.1%
<b>Employés</b>	73	7.6%	1.3%	44	7.5%	1.8%	29	7.8%	1.0%	0	0.0%	0.0%
<b>Ouvriers</b>	112	11.6%	1.2%	83	14.1%	1.6%	29	7.8%	0.7%	0	0.0%	0.0%
<b>Retraités</b>	223	23.2%	1.5%	124	21.2%	1.9%	99	26.3%	1.2%	0	0.0%	0.0%
<b>Autres inactifs</b>	69	7.2%	1.7%	38	6.5%	2.5%	31	8.3%	1.2%	0	0.0%	0.0%

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	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Taille du foyer</b>												
<b>1 personne</b>	171	17.8%	1.7%	87	14.8%	2.0%	85	22.5%	1.5%	68	14.2%	3.5%
<b>2 personnes</b>	335	34.8%	1.8%	202	34.5%	2.3%	133	35.3%	1.4%	140	29.2%	3.4%
<b>3 personnes</b>	197	20.5%	2.1%	128	21.8%	2.7%	69	18.3%	1.5%	113	23.4%	2.8%
<b>4 personnes</b>	142	14.8%	1.5%	91	15.5%	2.0%	51	13.6%	1.1%	92	19.2%	1.9%
<b>5 personnes et +</b>	117	12.1%	2.1%	78	13.4%	3.0%	38	10.2%	1.4%	67	14.0%	2.6%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	299	31.1%	1.9%	192	32.7%	2.6%	108	28.6%	1.3%	187	39.0%	2.4%
<b>Non</b>	662	68.9%	1.8%	394	67.3%	2.2%	268	71.4%	1.4%	294	61.0%	3.0%
<b>Habitat</b>												
<b>Communes rurales</b>	105	10.9%	0.9%	70	12.0%	1.2%	35	9.2%	0.6%	41	8.5%	1.3%
<b>Agglo. - 20 000 hab</b>	102	10.7%	1.1%	55	9.4%	1.3%	47	12.6%	1.0%	39	8.1%	1.5%
<b>Agglo. 20 000 à 100 000 hab</b>	77	8.0%	1.1%	48	8.3%	1.4%	29	7.6%	0.8%	35	7.2%	1.7%
<b>Agglo. + 100 000 hab</b>	330	34.4%	2.1%	194	33.2%	2.6%	136	36.2%	1.7%	164	34.1%	2.9%
<b>Agglo. Paris</b>	346	36.0%	4.0%	217	37.1%	5.3%	129	34.4%	2.9%	203	42.2%	5.1%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Régions INSEE</b>												
<b>Ile de France</b>	371	38.6%	3.9%	232	39.6%	5.1%	139	36.9%	2.8%	215	44.7%	4.9%
<b>Nord Pas de Calais</b>	33	3.5%	1.0%	20	3.3%	1.3%	14	3.7%	0.8%	12	2.5%	1.2%
<b>Lorraine</b>	24	2.5%	1.2%	17	2.9%	1.8%	7	1.8%	0.7%	7	1.4%	1.3%
<b>Alsace</b>	25	2.6%	1.6%	18	3.0%	2.4%	7	1.9%	0.9%	10	2.2%	2.4%
<b>Franche-Comté</b>	9	1.0%	1.0%	6	1.0%	1.2%	4	1.0%	0.8%	6	1.2%	2.2%
<b>Champagne Ardennes</b>	10	1.0%	0.9%	6	1.1%	1.2%	4	1.0%	0.7%	2	0.5%	0.8%
<b>Picardie</b>	15	1.6%	1.0%	11	1.9%	1.5%	4	1.0%	0.5%	7	1.4%	1.5%
<b>Bourgogne</b>	14	1.5%	1.1%	9	1.5%	1.3%	6	1.5%	0.8%	6	1.2%	1.7%
<b>Haute Normandie</b>	23	2.4%	1.5%	12	2.0%	1.6%	11	3.0%	1.4%	10	2.0%	2.1%
<b>Basse Normandie</b>	15	1.6%	1.3%	11	1.9%	1.9%	5	1.2%	0.7%	6	1.2%	1.7%
<b>Centre</b>	25	2.6%	1.2%	12	2.1%	1.2%	12	3.3%	1.1%	11	2.3%	1.7%
<b>Pays de Loire</b>	30	3.2%	1.0%	17	2.9%	1.2%	13	3.5%	0.9%	15	3.2%	1.7%
<b>Bretagne</b>	30	3.2%	1.1%	13	2.2%	1.0%	18	4.7%	1.3%	15	3.2%	2.2%
<b>Poitou Charentes</b>	30	3.2%	2.0%	15	2.6%	2.1%	15	4.1%	2.0%	11	2.3%	2.9%
<b>Aquitaine</b>	33	3.5%	1.2%	15	2.5%	1.1%	18	4.9%	1.3%	18	3.7%	2.2%
<b>Midi Pyrénées</b>	42	4.4%	1.7%	27	4.6%	2.3%	15	4.0%	1.2%	22	4.5%	2.7%
<b>Limousin</b>	9	1.0%	1.5%	7	1.2%	2.4%	2	0.6%	0.7%	3	0.6%	1.7%
<b>Auvergne</b>	13	1.4%	1.2%	7	1.2%	1.3%	6	1.6%	1.0%	8	1.7%	2.6%
<b>Rhône Alpes</b>	85	8.8%	1.6%	57	9.7%	2.3%	27	7.3%	1.0%	37	7.7%	1.9%
<b>Languedoc Roussillon</b>	42	4.4%	1.8%	30	5.2%	2.8%	11	3.0%	0.9%	20	4.2%	2.8%
<b>Provence Alpes Côte d'Azur. Corse</b>	81	8.4%	1.9%	44	7.5%	2.1%	37	9.9%	1.6%	39	8.2%	2.6%
<b>Habitudes de connexion à Internet</b>												
<b>Tous les jours</b>	853	88.7%	2.3%	523	89.2%	2.8%	330	87.8%	1.8%	460	95.6%	3.1%
<b>Presque tous les jours</b>	65	6.8%	1.2%	38	6.5%	1.5%	27	7.2%	0.9%	19	3.9%	1.2%
<b>1 à 2 fois par semaine</b>	22	2.3%	0.8%	11	1.9%	0.9%	11	3.0%	0.7%	1	0.3%	0.2%
<b>1 à 3 fois par mois</b>	1	0.1%	0.2%	0	0.0%	0.0%	1	0.3%	0.4%	1	0.2%	1.3%
<b>Moins souvent</b>	3	0.3%	0.6%	3	0.5%	1.1%	0	0.0%	0.0%	0	0.0%	0.0%

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	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Revenus du foyer</b>												
Moins de 9 000 euros par an	20	2.1%	1.2%	13	2.2%	1.7%	8	2.0%	0.8%	5	1.1%	3.1%
De 9 000 à moins de 12 000 euros par an	39	4.1%	1.5%	19	3.2%	1.8%	21	5.5%	1.2%	7	1.5%	2.8%
De 12 000 à moins de 18 000 euros par an	78	8.1%	1.5%	48	8.2%	2.1%	30	8.0%	1.0%	21	4.5%	3.2%
De 18 000 à moins de 24 000 euros par an	88	9.1%	1.3%	51	8.8%	1.7%	37	9.7%	1.0%	40	8.3%	2.8%
De 24 000 à moins de 36 000 euros par an	175	18.2%	1.5%	104	17.7%	1.9%	71	18.9%	1.2%	73	15.2%	2.1%
De 36 000 à moins de 45 000 euros par an	126	13.1%	1.7%	76	13.0%	2.0%	50	13.4%	1.4%	62	12.9%	2.2%
De 45 000 à moins de 65 000 euros par an	206	21.4%	2.9%	137	23.5%	3.5%	69	18.3%	2.2%	116	24.1%	3.1%
65 000 euros et plus par an	159	16.5%	3.8%	102	17.3%	4.1%	57	15.3%	3.2%	122	25.4%	4.2%
Refus	56	5.8%	1.3%	26	4.5%	1.5%	30	7.9%	1.2%	31	6.4%	2.1%
Ne sait pas	13	1.4%	1.3%	10	1.7%	2.1%	3	0.9%	0.5%	4	0.7%	0.9%