

Direct matin

A.C.P.M. - ONE -



| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| ENSEMBLE | 1346 | 100.0% | 2.6% | 694 | 100.0% | 2.8% | 653 | 100.0% | 2.4% | 564 | 100.0% | 3.2% |
| Sexe | | | | | | | | | | | | |
| Homme | 694 | 51.5% | 2.8% | 694 | 100.0% | 2.8% | 0 | 0.0% | 0.0% | 322 | 57.1% | 3.6% |
| Femme | 653 | 48.5% | 2.4% | 0 | 0.0% | 0.0% | 653 | 100.0% | 2.4% | 242 | 42.9% | 2.8% |
| Age | | | | | | | | | | | | |
| 15 à 24 ans | 184 | 13.7% | 2.5% | 97 | 14.0% | 2.7% | 87 | 13.3% | 2.4% | 85 | 15.0% | 2.8% |
| 25 à 34 ans | 273 | 20.3% | 3.6% | 134 | 19.3% | 3.6% | 139 | 21.3% | 3.6% | 112 | 19.9% | 3.5% |
| 35 à 49 ans | 425 | 31.6% | 3.4% | 227 | 32.8% | 3.7% | 197 | 30.3% | 3.1% | 204 | 36.2% | 3.2% |
| 50 à 59 ans | 268 | 19.9% | 3.0% | 160 | 23.0% | 3.5% | 108 | 16.6% | 2.4% | 136 | 24.1% | 3.6% |
| 60 ans et plus | 196 | 14.6% | 1.2% | 75 | 10.9% | 1.1% | 121 | 18.6% | 1.4% | 27 | 4.8% | 2.7% |
| Individu | | | | | | | | | | | | |
| Ménagères | 547 | 40.7% | 2.3% | 0 | 0.0% | 0.0% | 547 | 83.9% | 2.3% | 212 | 37.5% | 3.0% |
| Personne de référence | 801 | 59.5% | 2.8% | 560 | 80.8% | 2.7% | 241 | 37.0% | 3.1% | 339 | 60.1% | 4.0% |
| Responsable des achats | 934 | 69.4% | 2.6% | 405 | 58.4% | 3.1% | 529 | 81.1% | 2.3% | 367 | 65.1% | 3.3% |
| PCS Individu | | | | | | | | | | | | |
| Petits patrons | 26 | 1.9% | 1.6% | 18 | 2.6% | 1.5% | 9 | 1.3% | 2.0% | 26 | 4.6% | 1.8% |
| Affaires et Cadres | 249 | 18.5% | 5.1% | 138 | 19.9% | 4.9% | 111 | 17.0% | 5.3% | 214 | 38.0% | 4.9% |
| Professions intermédiaires | 236 | 17.5% | 3.3% | 143 | 20.5% | 3.9% | 93 | 14.3% | 2.6% | 211 | 37.4% | 3.6% |
| Employés | 317 | 23.6% | 3.8% | 137 | 19.7% | 6.1% | 180 | 27.6% | 3.0% | 28 | 5.1% | 1.6% |
| Ouvriers | 154 | 11.4% | 2.4% | 147 | 21.2% | 2.9% | 7 | 1.0% | 0.5% | 2 | 0.3% | 0.4% |
| Retraités | 134 | 9.9% | 1.0% | 46 | 6.7% | 0.8% | 88 | 13.4% | 1.3% | 2 | 0.4% | 1.1% |
| Autres inactifs | 230 | 17.1% | 2.2% | 65 | 9.4% | 1.8% | 165 | 25.3% | 2.5% | 80 | 14.3% | 2.5% |
| PCS Personne de référence | | | | | | | | | | | | |
| Agriculteurs | 1 | 0.1% | 0.1% | 0 | 0.0% | 0.0% | 1 | 0.2% | 0.3% | 0 | 0.0% | 0.0% |
| Petits patrons | 58 | 4.3% | 2.2% | 22 | 3.2% | 1.6% | 36 | 5.6% | 2.9% | 58 | 10.3% | 2.2% |
| Affaires et Cadres | 267 | 19.8% | 3.9% | 145 | 21.0% | 4.3% | 121 | 18.6% | 3.5% | 267 | 47.3% | 3.9% |
| Professions intermédiaires | 239 | 17.8% | 3.0% | 155 | 22.3% | 3.8% | 84 | 12.9% | 2.2% | 239 | 42.4% | 3.0% |
| Employés | 254 | 18.9% | 4.7% | 129 | 18.6% | 5.4% | 125 | 19.1% | 4.1% | 0 | 0.0% | 0.0% |
| Ouvriers | 238 | 17.7% | 2.5% | 158 | 22.8% | 3.1% | 80 | 12.3% | 1.8% | 0 | 0.0% | 0.0% |
| Retraités | 193 | 14.3% | 1.3% | 70 | 10.1% | 1.0% | 123 | 18.8% | 1.5% | 0 | 0.0% | 0.0% |
| Autres inactifs | 96 | 7.1% | 2.4% | 14 | 2.1% | 0.9% | 82 | 12.5% | 3.2% | 0 | 0.0% | 0.0% |

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|--|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Taille du foyer | | | | | | | | | | | | |
| 1 personne | 247 | 18.3% | 2.5% | 107 | 15.4% | 2.5% | 140 | 21.4% | 2.5% | 103 | 18.2% | 5.3% |
| 2 personnes | 388 | 28.8% | 2.1% | 188 | 27.1% | 2.2% | 200 | 30.6% | 2.1% | 142 | 25.1% | 3.4% |
| 3 personnes | 260 | 19.3% | 2.8% | 164 | 23.6% | 3.5% | 97 | 14.8% | 2.2% | 121 | 21.5% | 3.0% |
| 4 personnes | 283 | 21.0% | 3.0% | 143 | 20.6% | 3.2% | 140 | 21.4% | 2.9% | 119 | 21.1% | 2.5% |
| 5 personnes et + | 169 | 12.5% | 3.1% | 92 | 13.3% | 3.5% | 77 | 11.8% | 2.7% | 80 | 14.1% | 3.1% |
| Présence d'enfants de moins de 15 ans | | | | | | | | | | | | |
| Oui | 469 | 34.9% | 3.0% | 256 | 36.9% | 3.4% | 213 | 32.7% | 2.6% | 211 | 37.5% | 2.8% |
| Non | 877 | 65.1% | 2.4% | 438 | 63.1% | 2.5% | 439 | 67.3% | 2.3% | 353 | 62.5% | 3.6% |
| Habitat | | | | | | | | | | | | |
| Communes rurales | 43 | 3.2% | 0.4% | 14 | 2.1% | 0.3% | 29 | 4.4% | 0.5% | 9 | 1.7% | 0.3% |
| Agglo. - 20 000 hab | 29 | 2.1% | 0.3% | 18 | 2.5% | 0.4% | 11 | 1.7% | 0.2% | 16 | 2.8% | 0.6% |
| Agglo. 20 000 à 100 000 hab | 37 | 2.8% | 0.5% | 27 | 3.8% | 0.8% | 11 | 1.6% | 0.3% | 19 | 3.4% | 0.9% |
| Agglo. + 100 000 hab | 109 | 8.1% | 0.7% | 53 | 7.7% | 0.7% | 56 | 8.5% | 0.7% | 37 | 6.5% | 0.7% |
| Agglo. Paris | 1128 | 83.8% | 13.2% | 582 | 83.9% | 14.3% | 546 | 83.7% | 12.2% | 483 | 85.6% | 12.2% |

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| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Régions INSEE | | | | | | | | | | | | |
| Ile de France | 1185 | 88.0% | 12.3% | 612 | 88.3% | 13.3% | 573 | 87.8% | 11.4% | 505 | 89.5% | 11.6% |
| Nord Pas de Calais | 10 | 0.8% | 0.3% | 2 | 0.3% | 0.1% | 8 | 1.3% | 0.5% | 4 | 0.6% | 0.4% |
| Lorraine | 2 | 0.1% | 0.1% | 2 | 0.2% | 0.2% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% |
| Alsace | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% |
| Franche-Comté | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% |
| Champagne Ardennes | 16 | 1.2% | 1.4% | 2 | 0.3% | 0.4% | 13 | 2.0% | 2.4% | 0 | 0.1% | 0.1% |
| Picardie | 25 | 1.9% | 1.6% | 14 | 2.0% | 1.9% | 11 | 1.7% | 1.4% | 8 | 1.4% | 1.8% |
| Bourgogne | 3 | 0.3% | 0.3% | 3 | 0.5% | 0.5% | 0 | 0.0% | 0.0% | 3 | 0.5% | 0.8% |
| Haute Normandie | 9 | 0.7% | 0.6% | 2 | 0.3% | 0.3% | 7 | 1.0% | 0.9% | 2 | 0.3% | 0.3% |
| Basse Normandie | 2 | 0.2% | 0.2% | 1 | 0.2% | 0.2% | 1 | 0.1% | 0.2% | 2 | 0.3% | 0.5% |
| Centre | 10 | 0.7% | 0.5% | 7 | 1.0% | 0.7% | 3 | 0.4% | 0.2% | 7 | 1.3% | 1.1% |
| Pays de Loire | 8 | 0.6% | 0.3% | 6 | 0.8% | 0.4% | 3 | 0.4% | 0.2% | 3 | 0.5% | 0.3% |
| Bretagne | 3 | 0.2% | 0.1% | 0 | 0.1% | 0.0% | 2 | 0.3% | 0.2% | 1 | 0.2% | 0.1% |
| Poitou Charentes | 1 | 0.0% | 0.0% | 1 | 0.1% | 0.1% | 0 | 0.0% | 0.0% | 1 | 0.1% | 0.2% |
| Aquitaine | 5 | 0.4% | 0.2% | 3 | 0.4% | 0.2% | 3 | 0.4% | 0.2% | 2 | 0.4% | 0.3% |
| Midi Pyrénées | 2 | 0.2% | 0.1% | 0 | 0.1% | 0.0% | 2 | 0.3% | 0.1% | 2 | 0.3% | 0.2% |
| Limousin | 2 | 0.1% | 0.3% | 2 | 0.2% | 0.6% | 0 | 0.0% | 0.0% | 1 | 0.2% | 0.7% |
| Auvergne | 2 | 0.1% | 0.1% | 0 | 0.1% | 0.1% | 1 | 0.2% | 0.2% | 2 | 0.3% | 0.5% |
| Rhône Alpes | 29 | 2.2% | 0.6% | 23 | 3.3% | 0.9% | 6 | 1.0% | 0.2% | 5 | 0.9% | 0.3% |
| Languedoc Roussillon | 4 | 0.3% | 0.2% | 3 | 0.4% | 0.2% | 2 | 0.3% | 0.1% | 3 | 0.5% | 0.4% |
| Provence Alpes Côte d'Azur. Corse | 28 | 2.1% | 0.6% | 10 | 1.4% | 0.5% | 18 | 2.8% | 0.8% | 14 | 2.6% | 0.9% |
| Habitudes de connexion à Internet | | | | | | | | | | | | |
| Tous les jours | 1046 | 77.7% | 2.8% | 549 | 79.2% | 3.0% | 496 | 76.0% | 2.6% | 495 | 87.8% | 3.3% |
| Presque tous les jours | 163 | 12.1% | 2.9% | 88 | 12.7% | 3.5% | 75 | 11.5% | 2.5% | 47 | 8.4% | 3.0% |
| 1 à 2 fois par semaine | 65 | 4.8% | 2.4% | 24 | 3.5% | 2.1% | 41 | 6.2% | 2.6% | 13 | 2.3% | 2.5% |
| 1 à 3 fois par mois | 12 | 0.9% | 2.3% | 11 | 1.5% | 4.5% | 1 | 0.2% | 0.5% | 0 | 0.1% | 0.6% |
| Moins souvent | 8 | 0.6% | 1.4% | 0 | 0.0% | 0.1% | 8 | 1.2% | 2.9% | 8 | 1.4% | 14.8% |

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| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Revenus du foyer | | | | | | | | | | | | |
| Moins de 9 000 euros par an | 50 | 3.7% | 3.0% | 12 | 1.7% | 1.6% | 38 | 5.9% | 4.0% | 2 | 0.3% | 1.0% |
| De 9 000 à moins de 12 000 euros par an | 45 | 3.3% | 1.7% | 16 | 2.3% | 1.5% | 29 | 4.4% | 1.7% | 11 | 1.9% | 4.2% |
| De 12 000 à moins de 18 000 euros par an | 129 | 9.6% | 2.4% | 51 | 7.4% | 2.3% | 78 | 11.9% | 2.5% | 13 | 2.3% | 1.9% |
| De 18 000 à moins de 24 000 euros par an | 161 | 12.0% | 2.4% | 94 | 13.5% | 3.2% | 67 | 10.3% | 1.8% | 51 | 9.0% | 3.6% |
| De 24 000 à moins de 36 000 euros par an | 262 | 19.5% | 2.2% | 128 | 18.4% | 2.3% | 134 | 20.6% | 2.2% | 105 | 18.6% | 3.0% |
| De 36 000 à moins de 45 000 euros par an | 185 | 13.8% | 2.5% | 93 | 13.4% | 2.5% | 92 | 14.1% | 2.5% | 93 | 16.5% | 3.2% |
| De 45 000 à moins de 65 000 euros par an | 220 | 16.4% | 3.1% | 145 | 20.9% | 3.7% | 75 | 11.6% | 2.5% | 118 | 20.8% | 3.2% |
| 65 000 euros et plus par an | 160 | 11.9% | 3.8% | 87 | 12.6% | 3.6% | 72 | 11.1% | 4.1% | 111 | 19.6% | 3.8% |
| Refus | 99 | 7.4% | 2.4% | 47 | 6.8% | 2.7% | 52 | 8.0% | 2.1% | 45 | 8.0% | 3.0% |
| Ne sait pas | 35 | 2.6% | 3.2% | 20 | 2.9% | 4.2% | 14 | 2.2% | 2.4% | 17 | 3.0% | 4.4% |