

Complément'R

A.C.P.M. - ONE -



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	4981	100.0%	9.6%	2335	100.0%	9.4%	2646	100.0%	9.8%	1235	100.0%	7.1%
Sexe												
Homme	2335	46.9%	9.4%	2335	100.0%	9.4%	0	0.0%	0.0%	634	51.3%	7.1%
Femme	2646	53.1%	9.8%	0	0.0%	0.0%	2646	100.0%	9.8%	601	48.7%	7.1%
Age												
15 à 24 ans	475	9.5%	6.6%	258	11.1%	7.1%	217	8.2%	6.1%	165	13.4%	5.4%
25 à 34 ans	583	11.7%	7.7%	294	12.6%	7.9%	288	10.9%	7.4%	194	15.7%	6.1%
35 à 49 ans	1102	22.1%	8.8%	572	24.5%	9.3%	530	20.0%	8.4%	444	35.9%	7.0%
50 à 59 ans	1009	20.3%	11.2%	485	20.8%	10.7%	524	19.8%	11.7%	345	27.9%	9.1%
60 ans et plus	1812	36.4%	11.5%	725	31.1%	10.5%	1087	41.1%	12.3%	87	7.1%	8.7%
Individu												
Ménagères	2422	48.6%	10.3%	0	0.0%	0.0%	2422	91.5%	10.3%	523	42.4%	7.5%
Personne de référence	2733	54.9%	9.6%	1998	85.5%	9.7%	735	27.8%	9.4%	617	50.0%	7.3%
Responsable des achats	3533	70.9%	9.8%	1186	50.8%	9.0%	2347	88.7%	10.3%	779	63.0%	7.1%
PCS Individu												
Agriculteurs	90	1.8%	18.0%	67	2.9%	20.0%	23	0.9%	13.8%	5	0.4%	20.7%
Petits patrons	165	3.3%	10.3%	126	5.4%	10.8%	39	1.5%	8.9%	151	12.2%	10.5%
Affaires et Cadres	270	5.4%	5.5%	162	6.9%	5.7%	109	4.1%	5.2%	233	18.9%	5.3%
Professions intermédiaires	583	11.7%	8.1%	295	12.6%	8.2%	288	10.9%	8.0%	447	36.2%	7.6%
Employés	782	15.7%	9.3%	159	6.8%	7.1%	623	23.5%	10.2%	149	12.1%	8.2%
Ouvriers	769	15.4%	12.2%	620	26.5%	12.3%	149	5.6%	11.8%	32	2.6%	9.2%
Retraités	1450	29.1%	11.3%	661	28.3%	10.9%	789	29.8%	11.7%	26	2.1%	12.3%
Autres inactifs	871	17.5%	8.4%	244	10.5%	6.7%	627	23.7%	9.4%	192	15.5%	5.9%
PCS Personne de référence												
Agriculteurs	135	2.7%	17.9%	76	3.3%	19.1%	59	2.2%	16.6%	0	0.0%	0.0%
Petits patrons	256	5.1%	9.8%	132	5.7%	9.6%	123	4.7%	10.0%	256	20.7%	9.8%
Affaires et Cadres	378	7.6%	5.5%	190	8.1%	5.6%	188	7.1%	5.4%	378	30.6%	5.5%
Professions intermédiaires	602	12.1%	7.6%	311	13.3%	7.6%	290	11.0%	7.6%	602	48.7%	7.6%
Employés	421	8.5%	7.7%	178	7.6%	7.5%	243	9.2%	7.9%	0	0.0%	0.0%
Ouvriers	1119	22.5%	11.8%	618	26.5%	12.2%	501	18.9%	11.3%	0	0.0%	0.0%
Retraités	1692	34.0%	11.3%	720	30.8%	10.8%	972	36.7%	11.8%	0	0.0%	0.0%
Autres inactifs	380	7.6%	9.3%	110	4.7%	7.2%	270	10.2%	10.5%	0	0.0%	0.0%

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Taille du foyer												
1 personne	892	17.9%	8.9%	343	14.7%	7.9%	549	20.7%	9.7%	117	9.5%	6.0%
2 personnes	1909	38.3%	10.5%	856	36.7%	9.8%	1053	39.8%	11.2%	330	26.7%	8.0%
3 personnes	851	17.1%	9.3%	406	17.4%	8.6%	445	16.8%	10.0%	258	20.9%	6.4%
4 personnes	790	15.9%	8.5%	444	19.0%	9.8%	346	13.1%	7.3%	301	24.4%	6.3%
5 personnes et +	539	10.8%	9.8%	286	12.3%	10.8%	253	9.6%	8.9%	229	18.5%	8.9%
Présence d'enfants de moins de 15 ans												
Oui	1432	28.8%	9.1%	710	30.4%	9.6%	722	27.3%	8.7%	543	43.9%	7.1%
Non	3549	71.2%	9.8%	1625	69.6%	9.3%	1924	72.7%	10.2%	692	56.1%	7.1%
Habitat												
Communes rurales	1743	35.0%	14.6%	791	33.9%	13.8%	953	36.0%	15.3%	380	30.8%	11.8%
Agglo. - 20 000 hab	1260	25.3%	13.9%	568	24.3%	13.2%	692	26.2%	14.6%	316	25.6%	12.3%
Agglo. 20 000 à 100 000 hab	950	19.1%	13.6%	483	20.7%	14.4%	467	17.7%	12.9%	242	19.6%	11.9%
Agglo. + 100 000 hab	696	14.0%	4.5%	340	14.6%	4.6%	356	13.5%	4.4%	194	15.7%	3.5%
Agglo. Paris	332	6.7%	3.9%	154	6.6%	3.8%	178	6.7%	4.0%	102	8.2%	2.6%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	514	10.3%	5.4%	239	10.2%	5.2%	275	10.4%	5.5%	159	12.8%	3.6%
Nord Pas de Calais	815	16.4%	25.4%	413	17.7%	27.0%	402	15.2%	23.9%	214	17.3%	21.5%
Alsace	8	0.2%	0.5%	2	0.1%	0.3%	6	0.2%	0.8%	0	0.0%	0.0%
Franche-Comté	113	2.3%	11.8%	53	2.3%	11.4%	60	2.3%	12.1%	31	2.5%	12.2%
Champagne Ardennes	19	0.4%	1.7%	18	0.8%	3.5%	0	0.0%	0.1%	0	0.0%	0.0%
Picardie	382	7.7%	24.8%	173	7.4%	23.3%	209	7.9%	26.2%	78	6.3%	17.7%
Bourgogne	41	0.8%	3.0%	23	1.0%	3.6%	17	0.6%	2.4%	3	0.3%	1.0%
Haute Normandie	496	10.0%	33.3%	227	9.7%	32.0%	269	10.2%	34.5%	124	10.0%	27.3%
Basse Normandie	504	10.1%	42.1%	221	9.5%	39.0%	283	10.7%	44.9%	126	10.2%	35.4%
Centre	230	4.6%	10.9%	115	4.9%	11.3%	115	4.4%	10.6%	48	3.9%	7.2%
Pays de Loire	275	5.5%	9.2%	122	5.2%	8.5%	153	5.8%	9.9%	56	4.5%	6.3%
Bretagne	244	4.9%	9.1%	120	5.1%	9.3%	124	4.7%	8.9%	51	4.1%	7.2%
Poitou Charentes	142	2.9%	9.5%	72	3.1%	10.0%	71	2.7%	9.1%	34	2.7%	9.0%
Aquitaine	84	1.7%	3.0%	36	1.5%	2.7%	48	1.8%	3.3%	20	1.6%	2.4%
Midi Pyrénées	276	5.5%	11.2%	125	5.3%	10.5%	151	5.7%	11.8%	54	4.4%	6.7%
Limousin	3	0.1%	0.5%	0	0.0%	0.1%	2	0.1%	0.8%	1	0.1%	0.8%
Auvergne	70	1.4%	6.1%	25	1.1%	4.7%	44	1.7%	7.5%	12	0.9%	3.8%
Rhône Alpes	641	12.9%	12.3%	286	12.3%	11.4%	355	13.4%	13.1%	197	16.0%	10.2%
Languedoc Roussillon	87	1.8%	3.8%	54	2.3%	4.9%	34	1.3%	2.8%	15	1.2%	2.0%
Provence Alpes Côte d'Azur. Corse	39	0.8%	0.9%	12	0.5%	0.6%	27	1.0%	1.2%	14	1.1%	0.9%
Habitudes de connexion à Internet												
Tous les jours	3191	64.1%	8.6%	1650	70.6%	9.0%	1541	58.2%	8.2%	1055	85.4%	7.0%
Presque tous les jours	505	10.1%	9.1%	231	9.9%	9.1%	273	10.3%	9.0%	93	7.5%	5.9%
1 à 2 fois par semaine	341	6.8%	12.5%	154	6.6%	13.3%	186	7.0%	11.8%	42	3.4%	8.2%
1 à 3 fois par mois	48	1.0%	9.5%	15	0.7%	6.6%	33	1.2%	11.9%	13	1.0%	15.7%
Moins souvent	93	1.9%	16.4%	40	1.7%	13.9%	53	2.0%	18.9%	2	0.2%	3.9%
Jamais	20	0.4%	27.7%	19	0.8%	37.2%	1	0.0%	3.2%	0	0.0%	0.0%

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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	147	3.0%	8.7%	58	2.5%	8.0%	89	3.4%	9.3%	6	0.5%	3.4%
De 9 000 à moins de 12 000 euros par an	300	6.0%	11.1%	102	4.3%	9.7%	198	7.5%	11.9%	8	0.6%	3.2%
De 12 000 à moins de 18 000 euros par an	597	12.0%	11.1%	237	10.1%	10.5%	360	13.6%	11.5%	63	5.1%	9.2%
De 18 000 à moins de 24 000 euros par an	737	14.8%	11.0%	297	12.7%	10.1%	440	16.6%	11.7%	126	10.2%	8.9%
De 24 000 à moins de 36 000 euros par an	1253	25.2%	10.7%	586	25.1%	10.5%	667	25.2%	10.9%	277	22.5%	7.9%
De 36 000 à moins de 45 000 euros par an	713	14.3%	9.7%	379	16.2%	10.1%	335	12.6%	9.3%	217	17.6%	7.5%
De 45 000 à moins de 65 000 euros par an	496	10.0%	7.1%	300	12.8%	7.6%	196	7.4%	6.4%	248	20.1%	6.7%
65 000 euros et plus par an	282	5.7%	6.7%	181	7.8%	7.4%	101	3.8%	5.7%	168	13.6%	5.8%
Refus	366	7.4%	8.7%	162	6.9%	9.2%	205	7.7%	8.3%	91	7.4%	6.1%
Ne sait pas	89	1.8%	8.4%	33	1.4%	6.9%	56	2.1%	9.6%	32	2.6%	8.2%