

Groupe Centre France hebdos



A.C.P.M. - ONE -

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	426	100.0%	0.8%	208	100.0%	0.8%	218	100.0%	0.8%	105	100.0%	0.6%
Sexe												
Homme	208	48.8%	0.8%	208	100.0%	0.8%	0	0.0%	0.0%	61	57.9%	0.7%
Femme	218	51.2%	0.8%	0	0.0%	0.0%	218	100.0%	0.8%	44	42.1%	0.5%
Age												
15 à 24 ans	39	9.2%	0.5%	19	9.2%	0.5%	20	9.1%	0.6%	14	13.1%	0.4%
25 à 34 ans	39	9.2%	0.5%	22	10.6%	0.6%	17	7.7%	0.4%	11	10.3%	0.3%
35 à 49 ans	82	19.2%	0.7%	49	23.5%	0.8%	33	15.2%	0.5%	38	35.8%	0.6%
50 à 59 ans	82	19.3%	0.9%	33	16.1%	0.7%	49	22.3%	1.1%	34	31.9%	0.9%
60 ans et plus	184	43.2%	1.2%	84	40.5%	1.2%	100	45.7%	1.1%	9	9.0%	0.9%
Individu												
Ménagères	192	45.0%	0.8%	0	0.0%	0.0%	192	87.9%	0.8%	35	33.7%	0.5%
Personne de référence	243	57.1%	0.9%	176	84.6%	0.9%	68	30.9%	0.9%	59	55.7%	0.7%
Responsable des achats	299	70.1%	0.8%	113	54.6%	0.9%	185	84.9%	0.8%	65	61.9%	0.6%
PCS Individu												
Agriculteurs	8	1.9%	1.6%	5	2.4%	1.5%	3	1.5%	1.9%	0	0.0%	0.0%
Petits patrons	23	5.4%	1.4%	21	10.3%	1.8%	1	0.7%	0.3%	22	21.1%	1.6%
Affaires et Cadres	20	4.7%	0.4%	10	4.8%	0.4%	10	4.6%	0.5%	19	18.2%	0.4%
Professions intermédiaires	44	10.2%	0.6%	32	15.3%	0.9%	12	5.4%	0.3%	33	31.7%	0.6%
Employés	55	13.0%	0.7%	7	3.2%	0.3%	49	22.4%	0.8%	15	13.9%	0.8%
Ouvriers	60	14.0%	0.9%	50	24.2%	1.0%	9	4.3%	0.7%	0	0.0%	0.0%
Retraités	154	36.1%	1.2%	72	34.6%	1.2%	82	37.5%	1.2%	2	1.8%	0.9%
Autres inactifs	63	14.7%	0.6%	11	5.2%	0.3%	52	23.7%	0.8%	14	13.3%	0.4%
PCS Personne de référence												
Agriculteurs	14	3.3%	1.9%	5	2.4%	1.3%	9	4.2%	2.6%	0	0.0%	0.0%
Petits patrons	32	7.5%	1.2%	21	10.2%	1.5%	11	4.9%	0.9%	32	30.5%	1.2%
Affaires et Cadres	27	6.4%	0.4%	13	6.1%	0.4%	15	6.7%	0.4%	27	25.9%	0.4%
Professions intermédiaires	46	10.8%	0.6%	27	13.0%	0.7%	19	8.7%	0.5%	46	43.6%	0.6%
Employés	26	6.2%	0.5%	9	4.4%	0.4%	17	7.9%	0.6%	0	0.0%	0.0%
Ouvriers	75	17.7%	0.8%	52	24.9%	1.0%	24	10.9%	0.5%	0	0.0%	0.0%
Retraités	172	40.3%	1.2%	79	38.2%	1.2%	92	42.3%	1.1%	0	0.0%	0.0%
Autres inactifs	33	7.7%	0.8%	2	0.7%	0.1%	31	14.4%	1.2%	0	0.0%	0.0%

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Taille du foyer												
1 personne	98	23.0%	1.0%	41	19.7%	0.9%	57	26.2%	1.0%	13	12.8%	0.7%
2 personnes	179	42.0%	1.0%	87	42.1%	1.0%	91	41.9%	1.0%	27	25.9%	0.7%
3 personnes	48	11.3%	0.5%	26	12.5%	0.5%	22	10.2%	0.5%	17	15.7%	0.4%
4 personnes	63	14.9%	0.7%	33	15.9%	0.7%	30	13.9%	0.6%	28	26.5%	0.6%
5 personnes et +	37	8.8%	0.7%	20	9.8%	0.8%	17	7.8%	0.6%	20	19.1%	0.8%
Présence d'enfants de moins de 15 ans												
Oui	91	21.5%	0.6%	44	21.1%	0.6%	48	21.8%	0.6%	43	41.0%	0.6%
Non	335	78.5%	0.9%	164	78.9%	0.9%	171	78.2%	0.9%	62	59.0%	0.6%
Habitat												
Communes rurales	165	38.8%	1.4%	66	32.0%	1.2%	99	45.2%	1.6%	45	42.4%	1.4%
Agglo. - 20 000 hab	142	33.3%	1.6%	77	37.2%	1.8%	65	29.6%	1.4%	27	25.9%	1.1%
Agglo. 20 000 à 100 000 hab	93	21.9%	1.3%	50	24.0%	1.5%	43	19.9%	1.2%	22	21.1%	1.1%
Agglo. + 100 000 hab	22	5.1%	0.1%	14	6.8%	0.2%	8	3.5%	0.1%	11	10.6%	0.2%
Agglo. Paris	4	1.0%	0.0%	0	0.0%	0.0%	4	1.9%	0.1%	0	0.0%	0.0%
Régions INSEE												
Ile de France	11	2.6%	0.1%	3	1.3%	0.1%	8	3.8%	0.2%	5	4.9%	0.1%
Champagne Ardennes	1	0.2%	0.1%	1	0.5%	0.2%	0	0.0%	0.0%	0	0.0%	0.0%
Bourgogne	36	8.4%	2.6%	17	8.4%	2.7%	18	8.4%	2.6%	5	4.5%	1.4%
Centre	156	36.6%	7.4%	69	33.4%	6.8%	87	39.7%	7.9%	33	31.1%	4.9%
Aquitaine	2	0.4%	0.1%	1	0.3%	0.0%	1	0.4%	0.1%	2	1.5%	0.2%
Limousin	0	0.1%	0.1%	0	0.2%	0.1%	0	0.0%	0.0%	0	0.4%	0.2%
Auvergne	78	18.4%	6.9%	30	14.2%	5.4%	49	22.3%	8.2%	14	13.4%	4.6%
Rhône Alpes	141	33.1%	2.7%	87	41.8%	3.5%	54	24.9%	2.0%	46	44.0%	2.4%
Languedoc Roussillon	1	0.2%	0.0%	0	0.0%	0.0%	1	0.5%	0.1%	0	0.2%	0.0%
Habitudes de connection à Internet												
Tous les jours	262	61.6%	0.7%	148	71.2%	0.8%	115	52.5%	0.6%	82	77.6%	0.5%
Presque tous les jours	41	9.7%	0.7%	22	10.5%	0.9%	19	8.9%	0.6%	16	15.2%	1.0%
1 à 2 fois par semaine	25	6.0%	0.9%	12	5.8%	1.0%	14	6.2%	0.9%	6	5.9%	1.2%
1 à 3 fois par mois	2	0.5%	0.4%	1	0.3%	0.2%	1	0.6%	0.5%	0	0.0%	0.0%
Moins souvent	1	0.3%	0.2%	0	0.0%	0.0%	1	0.6%	0.5%	1	1.3%	2.5%

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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	1	0.1%	0.0%	0	0.0%	0.0%	1	0.2%	0.1%	0	0.0%	0.0%
De 9 000 à moins de 12 000 euros par an	46	10.9%	1.7%	11	5.2%	1.0%	36	16.3%	2.1%	0	0.0%	0.0%
De 12 000 à moins de 18 000 euros par an	48	11.4%	0.9%	21	10.3%	1.0%	27	12.4%	0.9%	6	5.3%	0.8%
De 18 000 à moins de 24 000 euros par an	63	14.9%	0.9%	29	14.2%	1.0%	34	15.5%	0.9%	9	8.5%	0.6%
De 24 000 à moins de 36 000 euros par an	91	21.5%	0.8%	46	22.0%	0.8%	46	20.9%	0.7%	18	16.7%	0.5%
De 36 000 à moins de 45 000 euros par an	59	13.8%	0.8%	36	17.5%	1.0%	22	10.3%	0.6%	22	20.8%	0.8%
De 45 000 à moins de 65 000 euros par an	54	12.6%	0.8%	33	16.0%	0.8%	20	9.3%	0.7%	32	29.9%	0.8%
65 000 euros et plus par an	12	2.8%	0.3%	8	3.6%	0.3%	5	2.1%	0.3%	6	5.3%	0.2%
Refus	41	9.6%	1.0%	21	10.1%	1.2%	20	9.1%	0.8%	11	10.2%	0.7%
Ne sait pas	11	2.5%	1.0%	2	1.1%	0.5%	8	3.9%	1.4%	3	3.2%	0.9%