

# Les DNA / Les Dernières Nouvelles d'Alsace



A.C.P.M. - ONE -

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	552	100.0%	1.1%	269	100.0%	1.1%	283	100.0%	1.0%	130	100.0%	0.7%
<b>Sexe</b>												
<b>Homme</b>	269	48.7%	1.1%	269	100.0%	1.1%	0	0.0%	0.0%	78	60.0%	0.9%
<b>Femme</b>	283	51.3%	1.0%	0	0.0%	0.0%	283	100.0%	1.0%	52	40.0%	0.6%
<b>Age</b>												
<b>15 à 24 ans</b>	29	5.3%	0.4%	15	5.7%	0.4%	14	4.9%	0.4%	19	15.0%	0.6%
<b>25 à 34 ans</b>	47	8.6%	0.6%	22	8.2%	0.6%	25	8.9%	0.7%	15	11.9%	0.5%
<b>35 à 49 ans</b>	96	17.3%	0.8%	59	21.9%	1.0%	37	13.0%	0.6%	41	31.3%	0.6%
<b>50 à 59 ans</b>	124	22.4%	1.4%	69	25.6%	1.5%	55	19.4%	1.2%	36	28.0%	1.0%
<b>60 ans et plus</b>	256	46.4%	1.6%	104	38.7%	1.5%	152	53.8%	1.7%	18	13.9%	1.8%
<b>Individu</b>												
<b>Ménagères</b>	259	46.9%	1.1%	0	0.0%	0.0%	259	91.4%	1.1%	35	27.0%	0.5%
<b>Personne de référence</b>	329	59.7%	1.2%	240	89.3%	1.2%	89	31.5%	1.1%	79	60.5%	0.9%
<b>Responsable des achats</b>	392	71.0%	1.1%	137	50.8%	1.0%	255	90.1%	1.1%	74	56.6%	0.7%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	11	2.0%	2.2%	8	2.9%	2.3%	3	1.1%	2.0%	3	2.0%	10.3%
<b>Petits patrons</b>	13	2.4%	0.8%	11	4.2%	1.0%	2	0.7%	0.5%	12	9.4%	0.9%
<b>Affaires et Cadres</b>	34	6.1%	0.7%	29	10.6%	1.0%	5	1.9%	0.3%	30	22.9%	0.7%
<b>Professions intermédiaires</b>	64	11.5%	0.9%	36	13.4%	1.0%	28	9.7%	0.8%	53	40.9%	0.9%
<b>Employés</b>	68	12.3%	0.8%	17	6.4%	0.8%	51	17.9%	0.8%	13	10.1%	0.7%
<b>Ouvriers</b>	81	14.7%	1.3%	66	24.5%	1.3%	16	5.5%	1.2%	0	0.0%	0.0%
<b>Retraités</b>	209	37.8%	1.6%	85	31.6%	1.4%	124	43.8%	1.8%	1	1.1%	0.7%
<b>Autres inactifs</b>	72	13.1%	0.7%	17	6.5%	0.5%	55	19.3%	0.8%	18	13.6%	0.5%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	12	2.2%	1.6%	11	4.2%	2.8%	1	0.3%	0.2%	0	0.0%	0.0%
<b>Petits patrons</b>	17	3.0%	0.6%	14	5.2%	1.0%	3	0.9%	0.2%	17	12.7%	0.6%
<b>Affaires et Cadres</b>	46	8.3%	0.7%	29	11.0%	0.9%	16	5.8%	0.5%	46	35.2%	0.7%
<b>Professions intermédiaires</b>	68	12.3%	0.9%	35	12.9%	0.8%	33	11.7%	0.9%	68	52.0%	0.9%
<b>Employés</b>	48	8.7%	0.9%	16	6.0%	0.7%	32	11.3%	1.0%	0	0.0%	0.0%
<b>Ouvriers</b>	90	16.3%	0.9%	60	22.5%	1.2%	30	10.5%	0.7%	0	0.0%	0.0%
<b>Retraités</b>	229	41.4%	1.5%	88	32.6%	1.3%	141	49.8%	1.7%	0	0.0%	0.0%
<b>Autres inactifs</b>	43	7.7%	1.0%	15	5.7%	1.0%	27	9.7%	1.1%	0	0.0%	0.0%

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<b>Taille du foyer</b>												
1 personne	116	21.0%	1.2%	39	14.3%	0.9%	77	27.3%	1.4%	13	9.6%	0.6%
2 personnes	265	48.0%	1.5%	134	49.9%	1.5%	131	46.2%	1.4%	40	30.9%	1.0%
3 personnes	79	14.3%	0.9%	43	15.9%	0.9%	36	12.7%	0.8%	39	30.0%	1.0%
4 personnes	49	8.9%	0.5%	30	11.0%	0.7%	19	6.8%	0.4%	22	17.2%	0.5%
5 personnes et +	43	7.8%	0.8%	23	8.7%	0.9%	20	7.0%	0.7%	16	12.2%	0.6%
<b>Présence d'enfants de moins de 15 ans</b>												
Oui	101	18.3%	0.6%	58	21.5%	0.8%	43	15.3%	0.5%	48	36.9%	0.6%
Non	451	81.7%	1.2%	211	78.5%	1.2%	240	84.7%	1.3%	82	63.1%	0.8%
<b>Habitat</b>												
Communes rurales	155	28.0%	1.3%	55	20.5%	1.0%	99	35.1%	1.6%	30	22.8%	0.9%
Agglo. - 20 000 hab	146	26.4%	1.6%	81	30.1%	1.9%	65	22.8%	1.4%	28	21.9%	1.1%
Agglo. 20 000 à 100 000 hab	73	13.2%	1.0%	36	13.3%	1.1%	37	13.1%	1.0%	23	17.6%	1.1%
Agglo. + 100 000 hab	179	32.4%	1.2%	97	36.0%	1.3%	82	29.0%	1.0%	49	37.6%	0.9%
Agglo. Paris	0	0.0%	0.0%	0	0.0%	0.0%	0	0.1%	0.0%	0	0.1%	0.0%
<b>Régions INSEE</b>												
Ile de France	0	0.0%	0.0%	0	0.0%	0.0%	0	0.1%	0.0%	0	0.1%	0.0%
Nord Pas de Calais	3	0.6%	0.1%	3	1.1%	0.2%	0	0.0%	0.0%	0	0.0%	0.0%
Lorraine	11	2.0%	0.6%	4	1.3%	0.4%	8	2.7%	0.8%	4	3.1%	0.8%
Alsace	532	96.4%	34.7%	258	96.1%	34.7%	274	96.7%	34.6%	124	95.0%	28.0%
Franche-Comté	1	0.1%	0.1%	0	0.2%	0.1%	0	0.1%	0.1%	0	0.3%	0.1%
Champagne Ardennes	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Bourgogne	2	0.4%	0.2%	1	0.5%	0.2%	1	0.3%	0.1%	1	1.0%	0.4%
Basse Normandie	0	0.1%	0.0%	0	0.1%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Centre	2	0.3%	0.1%	1	0.4%	0.1%	0	0.1%	0.0%	1	0.6%	0.1%
Midi Pyrénées	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Rhône Alpes	1	0.1%	0.0%	1	0.2%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
<b>Habitudes de connexion à Internet</b>												
Tous les jours	328	59.4%	0.9%	202	75.2%	1.1%	126	44.5%	0.7%	111	85.1%	0.7%
Presque tous les jours	82	14.9%	1.5%	35	12.9%	1.4%	48	16.8%	1.6%	9	7.0%	0.6%
1 à 2 fois par semaine	43	7.7%	1.6%	10	3.6%	0.8%	33	11.6%	2.1%	6	4.7%	1.2%
1 à 3 fois par mois	6	1.0%	1.1%	1	0.3%	0.4%	5	1.7%	1.8%	4	3.1%	4.9%
Moins souvent	10	1.8%	1.8%	6	2.3%	2.2%	4	1.4%	1.4%	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>												
Moins de 9 000 euros par an	4	0.7%	0.2%	3	1.0%	0.4%	1	0.4%	0.1%	2	1.4%	1.1%
De 9 000 à moins de 12 000 euros par an	30	5.4%	1.1%	9	3.2%	0.8%	21	7.5%	1.3%	3	2.1%	1.1%
De 12 000 à moins de 18 000 euros par an	80	14.4%	1.5%	24	8.9%	1.1%	56	19.7%	1.8%	2	1.8%	0.3%
De 18 000 à moins de 24 000 euros par an	50	9.0%	0.7%	19	6.9%	0.6%	31	11.0%	0.8%	14	10.6%	1.0%
De 24 000 à moins de 36 000 euros par an	154	27.9%	1.3%	70	25.9%	1.2%	85	29.8%	1.4%	27	20.4%	0.8%
De 36 000 à moins de 45 000 euros par an	71	12.8%	1.0%	43	16.0%	1.1%	28	9.8%	0.8%	20	15.0%	0.7%
De 45 000 à moins de 65 000 euros par an	60	10.9%	0.9%	43	16.0%	1.1%	17	6.0%	0.6%	22	16.5%	0.6%
65 000 euros et plus par an	34	6.1%	0.8%	26	9.7%	1.1%	7	2.6%	0.4%	19	14.9%	0.7%
Refus	61	11.0%	1.4%	31	11.6%	1.8%	29	10.4%	1.2%	20	15.4%	1.3%
Ne sait pas	10	1.8%	0.9%	2	0.7%	0.4%	8	2.8%	1.4%	2	1.8%	0.6%