

Total PQN

A.C.P.M. - ONE -



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	8033	100.0%	15.4%	4873	100.0%	19.5%	3160	100.0%	11.6%	3168	100.0%	18.2%
Sexe												
Homme	4873	60.7%	19.5%	4873	100.0%	19.5%	0	0.0%	0.0%	2050	64.7%	23.1%
Femme	3160	39.3%	11.6%	0	0.0%	0.0%	3160	100.0%	11.6%	1118	35.3%	13.1%
Age												
15 à 24 ans	1166	14.5%	16.1%	696	14.3%	19.0%	470	14.9%	13.1%	570	18.0%	18.5%
25 à 34 ans	1173	14.6%	15.5%	768	15.8%	20.7%	405	12.8%	10.5%	557	17.6%	17.5%
35 à 49 ans	1955	24.3%	15.6%	1260	25.8%	20.4%	695	22.0%	11.0%	1137	35.9%	18.0%
50 à 59 ans	1220	15.2%	13.6%	796	16.3%	17.6%	424	13.4%	9.5%	665	21.0%	17.5%
60 ans et plus	2519	31.4%	16.0%	1353	27.8%	19.7%	1166	36.9%	13.1%	239	7.5%	23.8%
Individu												
Ménagères	2667	33.2%	11.4%	0	0.0%	0.0%	2667	84.4%	11.4%	877	27.7%	12.5%
Personne de référence	4881	60.8%	17.2%	4002	82.1%	19.5%	879	27.8%	11.2%	1842	58.2%	21.7%
Responsable des achats	5110	63.6%	14.2%	2544	52.2%	19.4%	2566	81.2%	11.2%	1838	58.0%	16.7%
PCS Individu												
Agriculteurs	47	0.6%	9.3%	35	0.7%	10.2%	12	0.4%	7.3%	5	0.2%	21.6%
Petits patrons	283	3.5%	17.6%	223	4.6%	19.0%	61	1.9%	14.0%	265	8.4%	18.5%
Affaires et Cadres	1229	15.3%	25.0%	838	17.2%	29.7%	391	12.4%	18.7%	1126	35.5%	25.6%
Professions intermédiaires	1073	13.4%	14.9%	710	14.6%	19.6%	363	11.5%	10.1%	932	29.4%	15.9%
Employés	984	12.3%	11.8%	465	9.6%	20.6%	519	16.4%	8.5%	172	5.4%	9.5%
Ouvriers	850	10.6%	13.4%	766	15.7%	15.1%	84	2.7%	6.6%	45	1.4%	12.7%
Retraités	2053	25.6%	16.0%	1169	24.0%	19.3%	884	28.0%	13.1%	25	0.8%	12.0%
Autres inactifs	1514	18.9%	14.7%	668	13.7%	18.4%	847	26.8%	12.6%	598	18.9%	18.3%
PCS Personne de référence												
Agriculteurs	63	0.8%	8.4%	43	0.9%	10.9%	19	0.6%	5.5%	0	0.0%	0.0%
Petits patrons	407	5.1%	15.5%	256	5.2%	18.5%	151	4.8%	12.2%	407	12.8%	15.5%
Affaires et Cadres	1509	18.8%	22.0%	968	19.9%	28.4%	541	17.1%	15.7%	1509	47.6%	22.0%
Professions intermédiaires	1252	15.6%	15.8%	826	17.0%	20.2%	426	13.5%	11.1%	1252	39.5%	15.8%
Employés	785	9.8%	14.4%	460	9.4%	19.4%	325	10.3%	10.6%	0	0.0%	0.0%
Ouvriers	1161	14.5%	12.2%	816	16.7%	16.1%	346	10.9%	7.8%	0	0.0%	0.0%
Retraités	2400	29.9%	16.1%	1297	26.6%	19.4%	1103	34.9%	13.4%	0	0.0%	0.0%
Autres inactifs	456	5.7%	11.2%	207	4.3%	13.7%	248	7.9%	9.7%	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	1388	17.3%	13.8%	756	15.5%	17.4%	633	20.0%	11.1%	380	12.0%	19.6%
2 personnes	2911	36.2%	16.1%	1696	34.8%	19.5%	1214	38.4%	12.9%	738	23.3%	17.9%
3 personnes	1411	17.6%	15.3%	891	18.3%	18.8%	519	16.4%	11.6%	720	22.7%	18.0%
4 personnes	1392	17.3%	15.0%	956	19.6%	21.1%	435	13.8%	9.2%	794	25.1%	16.7%
5 personnes et +	932	11.6%	17.0%	574	11.8%	21.7%	358	11.3%	12.6%	535	16.9%	20.9%
Présence d'enfants de moins de 15 ans												
Oui	2424	30.2%	15.4%	1570	32.2%	21.2%	855	27.0%	10.2%	1347	42.5%	17.5%
Non	5608	69.8%	15.4%	3303	67.8%	18.8%	2305	73.0%	12.3%	1821	57.5%	18.7%
Habitat												
Communes rurales	1194	14.9%	10.0%	781	16.0%	13.6%	413	13.1%	6.6%	376	11.9%	11.7%
Agglo. - 20 000 hab	1007	12.5%	11.1%	612	12.6%	14.2%	395	12.5%	8.3%	377	11.9%	14.6%
Agglo. 20 000 à 100 000 hab	907	11.3%	13.0%	576	11.8%	17.2%	331	10.5%	9.1%	297	9.4%	14.7%
Agglo. + 100 000 hab	2256	28.1%	14.6%	1420	29.1%	19.0%	837	26.5%	10.4%	914	28.9%	16.3%
Agglo. Paris	2668	33.2%	31.1%	1485	30.5%	36.4%	1184	37.5%	26.3%	1203	38.0%	30.3%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	2896	36.0%	30.1%	1610	33.0%	35.1%	1286	40.7%	25.6%	1293	40.8%	29.6%
Nord Pas de Calais	322	4.0%	10.0%	222	4.6%	14.5%	100	3.2%	5.9%	128	4.1%	12.9%
Lorraine	186	2.3%	9.7%	120	2.5%	12.9%	66	2.1%	6.7%	63	2.0%	11.8%
Alsace	186	2.3%	12.1%	118	2.4%	15.9%	67	2.1%	8.5%	67	2.1%	15.1%
Franche-Comté	99	1.2%	10.3%	64	1.3%	13.8%	35	1.1%	7.1%	34	1.1%	13.6%
Champagne Ardennes	98	1.2%	9.0%	70	1.4%	13.4%	28	0.9%	4.9%	27	0.8%	9.4%
Picardie	265	3.3%	17.2%	168	3.4%	22.6%	97	3.1%	12.1%	84	2.7%	19.1%
Bourgogne	174	2.2%	12.8%	109	2.2%	16.7%	65	2.1%	9.2%	48	1.5%	14.2%
Haute Normandie	207	2.6%	13.9%	124	2.5%	17.5%	83	2.6%	10.6%	61	1.9%	13.4%
Basse Normandie	110	1.4%	9.2%	77	1.6%	13.6%	33	1.0%	5.2%	43	1.4%	12.1%
Centre	267	3.3%	12.7%	172	3.5%	17.0%	95	3.0%	8.7%	91	2.9%	13.7%
Pays de Loire	328	4.1%	11.0%	214	4.4%	14.8%	114	3.6%	7.4%	127	4.0%	14.3%
Bretagne	250	3.1%	9.4%	146	3.0%	11.4%	104	3.3%	7.5%	92	2.9%	13.0%
Poitou Charentes	154	1.9%	10.3%	96	2.0%	13.3%	59	1.9%	7.6%	45	1.4%	12.0%
Aquitaine	323	4.0%	11.6%	189	3.9%	14.2%	134	4.2%	9.1%	118	3.7%	14.2%
Midi Pyrénées	348	4.3%	14.1%	224	4.6%	18.8%	124	3.9%	9.7%	146	4.6%	18.1%
Limousin	74	0.9%	11.9%	44	0.9%	15.1%	29	0.9%	9.1%	20	0.6%	12.4%
Auvergne	133	1.7%	11.7%	76	1.6%	14.0%	57	1.8%	9.7%	50	1.6%	16.3%
Rhône Alpes	711	8.8%	13.6%	453	9.3%	18.0%	258	8.2%	9.5%	297	9.4%	15.4%
Languedoc Roussillon	271	3.4%	11.8%	175	3.6%	16.1%	95	3.0%	7.9%	104	3.3%	14.2%
Provence Alpes Côte d'Azur. Corse	632	7.9%	14.4%	400	8.2%	19.3%	232	7.3%	10.1%	230	7.3%	14.9%
Habitudes de connexion à Internet												
Tous les jours	6484	80.7%	17.5%	3983	81.7%	21.7%	2501	79.1%	13.3%	2897	91.5%	19.2%
Presque tous les jours	743	9.2%	13.3%	418	8.6%	16.4%	325	10.3%	10.7%	192	6.1%	12.1%
1 à 2 fois par semaine	303	3.8%	11.1%	162	3.3%	14.0%	141	4.5%	8.9%	53	1.7%	10.2%
1 à 3 fois par mois	49	0.6%	9.7%	27	0.6%	11.7%	22	0.7%	8.1%	8	0.3%	9.7%
Moins souvent	56	0.7%	9.8%	31	0.6%	10.9%	24	0.8%	8.7%	13	0.4%	23.9%
Jamais	3	0.0%	3.5%	2	0.0%	4.5%	0	0.0%	0.9%	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	167	2.1%	9.9%	85	1.7%	11.6%	83	2.6%	8.7%	18	0.6%	10.5%
De 9 000 à moins de 12 000 euros par an	249	3.1%	9.2%	118	2.4%	11.3%	131	4.2%	7.9%	25	0.8%	9.8%
De 12 000 à moins de 18 000 euros par an	606	7.5%	11.3%	357	7.3%	15.9%	250	7.9%	8.0%	97	3.1%	14.3%
De 18 000 à moins de 24 000 euros par an	823	10.2%	12.3%	467	9.6%	15.8%	356	11.3%	9.5%	238	7.5%	16.8%
De 24 000 à moins de 36 000 euros par an	1606	20.0%	13.7%	968	19.9%	17.4%	638	20.2%	10.4%	521	16.5%	14.9%
De 36 000 à moins de 45 000 euros par an	1121	14.0%	15.2%	686	14.1%	18.3%	435	13.8%	12.0%	454	14.3%	15.8%
De 45 000 à moins de 65 000 euros par an	1445	18.0%	20.6%	959	19.7%	24.3%	486	15.4%	15.8%	692	21.8%	18.6%
65 000 euros et plus par an	1230	15.3%	29.1%	802	16.5%	32.7%	428	13.5%	24.1%	792	25.0%	27.4%
Refus	633	7.9%	15.0%	359	7.4%	20.3%	274	8.7%	11.1%	269	8.5%	18.0%
Ne sait pas	153	1.9%	14.3%	73	1.5%	15.1%	80	2.5%	13.6%	61	1.9%	15.8%