

# L'Equipe Dimanche



A.C.P.M. - ONE -

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	2952	100.0%	5.7%	2434	100.0%	9.8%	518	100.0%	1.9%	1170	100.0%	6.7%
<b>Sexe</b>												
<b>Homme</b>	2434	82.4%	9.8%	2434	100.0%	9.8%	0	0.0%	0.0%	970	82.9%	10.9%
<b>Femme</b>	518	17.6%	1.9%	0	0.0%	0.0%	518	100.0%	1.9%	200	17.1%	2.3%
<b>Age</b>												
<b>15 à 24 ans</b>	636	21.5%	8.8%	496	20.4%	13.6%	140	26.9%	3.9%	319	27.3%	10.4%
<b>25 à 34 ans</b>	561	19.0%	7.4%	491	20.2%	13.2%	70	13.5%	1.8%	229	19.6%	7.2%
<b>35 à 49 ans</b>	865	29.3%	6.9%	745	30.6%	12.1%	120	23.1%	1.9%	373	31.9%	5.9%
<b>50 à 59 ans</b>	485	16.4%	5.4%	391	16.1%	8.6%	95	18.3%	2.1%	224	19.2%	5.9%
<b>60 ans et plus</b>	404	13.7%	2.6%	310	12.7%	4.5%	94	18.2%	1.1%	25	2.1%	2.5%
<b>Individu</b>												
<b>Ménagères</b>	377	12.8%	1.6%	0	0.0%	0.0%	377	72.7%	1.6%	126	10.7%	1.8%
<b>Personne de référence</b>	1931	65.4%	6.8%	1834	75.3%	8.9%	98	18.9%	1.2%	715	61.1%	8.4%
<b>Responsable des achats</b>	1515	51.3%	4.2%	1159	47.6%	8.8%	356	68.7%	1.6%	527	45.1%	4.8%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	16	0.5%	3.2%	16	0.6%	4.6%	0	0.1%	0.3%	0	0.0%	0.0%
<b>Petits patrons</b>	122	4.1%	7.6%	120	4.9%	10.2%	2	0.4%	0.5%	119	10.2%	8.3%
<b>Affaires et Cadres</b>	282	9.6%	5.7%	236	9.7%	8.4%	46	8.8%	2.2%	262	22.4%	6.0%
<b>Professions intermédiaires</b>	480	16.3%	6.7%	410	16.9%	11.3%	70	13.5%	1.9%	437	37.3%	7.4%
<b>Employés</b>	387	13.1%	4.6%	252	10.3%	11.1%	135	26.1%	2.2%	52	4.4%	2.8%
<b>Ouvriers</b>	681	23.1%	10.8%	651	26.8%	12.9%	30	5.7%	2.3%	35	3.0%	10.0%
<b>Retraités</b>	366	12.4%	2.9%	286	11.7%	4.7%	80	15.5%	1.2%	4	0.3%	1.9%
<b>Autres inactifs</b>	618	20.9%	6.0%	463	19.0%	12.8%	155	30.0%	2.3%	261	22.3%	8.0%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	27	0.9%	3.6%	23	1.0%	5.9%	3	0.7%	1.0%	0	0.0%	0.0%
<b>Petits patrons</b>	179	6.1%	6.8%	146	6.0%	10.6%	33	6.3%	2.6%	179	15.3%	6.8%
<b>Affaires et Cadres</b>	406	13.8%	5.9%	326	13.4%	9.6%	80	15.5%	2.3%	406	34.7%	5.9%
<b>Professions intermédiaires</b>	585	19.8%	7.4%	498	20.5%	12.2%	87	16.7%	2.3%	585	50.0%	7.4%
<b>Employés</b>	359	12.1%	6.6%	279	11.5%	11.8%	79	15.3%	2.6%	0	0.0%	0.0%
<b>Ouvriers</b>	758	25.7%	8.0%	651	26.7%	12.8%	107	20.6%	2.4%	0	0.0%	0.0%
<b>Retraités</b>	490	16.6%	3.3%	387	15.9%	5.8%	102	19.7%	1.2%	0	0.0%	0.0%
<b>Autres inactifs</b>	149	5.0%	3.7%	123	5.0%	8.1%	26	5.1%	1.0%	0	0.0%	0.0%

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<b>Taille du foyer</b>												
<b>1 personne</b>	342	11.6%	3.4%	296	12.2%	6.8%	46	8.9%	0.8%	94	8.0%	4.8%
<b>2 personnes</b>	810	27.4%	4.5%	643	26.4%	7.4%	167	32.3%	1.8%	202	17.3%	4.9%
<b>3 personnes</b>	717	24.3%	7.8%	593	24.4%	12.5%	124	24.0%	2.8%	319	27.3%	8.0%
<b>4 personnes</b>	666	22.6%	7.2%	577	23.7%	12.8%	89	17.2%	1.9%	343	29.3%	7.2%
<b>5 personnes et +</b>	417	14.1%	7.6%	325	13.4%	12.3%	91	17.6%	3.2%	212	18.1%	8.3%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	1147	38.8%	7.3%	967	39.7%	13.0%	180	34.8%	2.2%	571	48.8%	7.4%
<b>Non</b>	1805	61.2%	5.0%	1467	60.3%	8.4%	338	65.2%	1.8%	599	51.2%	6.2%
<b>Habitat</b>												
<b>Communes rurales</b>	531	18.0%	4.4%	449	18.4%	7.8%	82	15.8%	1.3%	192	16.5%	6.0%
<b>Agglo. - 20 000 hab</b>	498	16.9%	5.5%	395	16.2%	9.1%	103	19.9%	2.2%	206	17.6%	8.0%
<b>Agglo. 20 000 à 100 000 hab</b>	454	15.4%	6.5%	363	14.9%	10.8%	91	17.6%	2.5%	159	13.6%	7.9%
<b>Agglo. + 100 000 hab</b>	1043	35.3%	6.7%	861	35.4%	11.5%	182	35.1%	2.3%	419	35.8%	7.5%
<b>Agglo. Paris</b>	426	14.4%	5.0%	366	15.0%	9.0%	61	11.7%	1.3%	193	16.5%	4.9%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Régions INSEE</b>												
Ile de France	476	16.1%	5.0%	407	16.7%	8.9%	69	13.4%	1.4%	215	18.4%	4.9%
Nord Pas de Calais	241	8.2%	7.5%	204	8.4%	13.4%	37	7.2%	2.2%	100	8.5%	10.0%
Lorraine	123	4.2%	6.4%	107	4.4%	11.5%	17	3.2%	1.7%	48	4.1%	9.0%
Alsace	72	2.4%	4.7%	58	2.4%	7.8%	14	2.6%	1.7%	27	2.3%	6.1%
Franche-Comté	56	1.9%	5.9%	46	1.9%	9.9%	10	2.0%	2.1%	17	1.4%	6.7%
Champagne Ardennes	55	1.8%	5.0%	48	2.0%	9.2%	6	1.2%	1.1%	15	1.2%	5.2%
Picardie	86	2.9%	5.6%	78	3.2%	10.6%	7	1.4%	0.9%	32	2.7%	7.2%
Bourgogne	56	1.9%	4.1%	50	2.1%	7.7%	5	1.1%	0.8%	17	1.5%	5.1%
Haute Normandie	65	2.2%	4.4%	46	1.9%	6.4%	19	3.7%	2.5%	24	2.1%	5.3%
Basse Normandie	59	2.0%	5.0%	49	2.0%	8.6%	10	2.0%	1.7%	29	2.5%	8.3%
Centre	99	3.4%	4.7%	81	3.3%	8.0%	18	3.5%	1.7%	35	3.0%	5.3%
Pays de Loire	142	4.8%	4.8%	119	4.9%	8.3%	23	4.4%	1.5%	46	4.0%	5.2%
Bretagne	117	4.0%	4.4%	96	4.0%	7.5%	20	3.9%	1.5%	42	3.6%	6.0%
Poitou Charentes	65	2.2%	4.4%	57	2.3%	7.9%	8	1.6%	1.1%	27	2.3%	7.3%
Aquitaine	122	4.1%	4.4%	96	4.0%	7.3%	25	4.9%	1.7%	44	3.7%	5.3%
Midi Pyrénées	139	4.7%	5.6%	106	4.4%	8.9%	33	6.3%	2.6%	60	5.1%	7.4%
Limousin	31	1.1%	5.1%	26	1.1%	8.9%	5	1.0%	1.6%	7	0.6%	4.5%
Auvergne	78	2.7%	6.9%	50	2.1%	9.2%	28	5.4%	4.8%	27	2.3%	8.8%
Rhône Alpes	404	13.7%	7.8%	321	13.2%	12.8%	84	16.1%	3.1%	191	16.3%	9.9%
Languedoc Roussillon	129	4.4%	5.6%	107	4.4%	9.9%	22	4.2%	1.8%	44	3.8%	6.0%
Provence Alpes Côte d'Azur. Corse	335	11.4%	7.7%	279	11.5%	13.5%	56	10.8%	2.4%	121	10.4%	7.9%
<b>Habitudes de connexion à Internet</b>												
Tous les jours	2311	78.3%	6.2%	1898	78.0%	10.3%	413	79.8%	2.2%	1045	89.3%	6.9%
Presque tous les jours	324	11.0%	5.8%	251	10.3%	9.9%	73	14.1%	2.4%	85	7.3%	5.4%
1 à 2 fois par semaine	160	5.4%	5.8%	131	5.4%	11.4%	29	5.5%	1.8%	27	2.3%	5.2%
1 à 3 fois par mois	27	0.9%	5.2%	26	1.1%	11.1%	1	0.1%	0.3%	10	0.8%	11.6%
Moins souvent	38	1.3%	6.7%	35	1.4%	12.3%	3	0.5%	0.9%	0	0.0%	0.0%

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<b>Revenus du foyer</b>												
<b>Moins de 9 000 euros par an</b>	65	2.2%	3.9%	61	2.5%	8.3%	4	0.9%	0.5%	2	0.1%	0.9%
<b>De 9 000 à moins de 12 000 euros par an</b>	84	2.9%	3.1%	67	2.7%	6.4%	18	3.4%	1.1%	9	0.8%	3.6%
<b>De 12 000 à moins de 18 000 euros par an</b>	258	8.7%	4.8%	208	8.6%	9.3%	50	9.6%	1.6%	29	2.5%	4.3%
<b>De 18 000 à moins de 24 000 euros par an</b>	395	13.4%	5.9%	334	13.7%	11.3%	61	11.7%	1.6%	92	7.9%	6.5%
<b>De 24 000 à moins de 36 000 euros par an</b>	607	20.6%	5.2%	502	20.6%	9.0%	105	20.3%	1.7%	221	18.9%	6.3%
<b>De 36 000 à moins de 45 000 euros par an</b>	471	16.0%	6.4%	401	16.5%	10.7%	70	13.5%	1.9%	202	17.2%	7.0%
<b>De 45 000 à moins de 65 000 euros par an</b>	426	14.4%	6.1%	363	14.9%	9.2%	63	12.1%	2.0%	236	20.2%	6.4%
<b>65 000 euros et plus par an</b>	287	9.7%	6.8%	240	9.9%	9.8%	47	9.1%	2.7%	217	18.5%	7.5%
<b>Refus</b>	267	9.0%	6.3%	206	8.5%	11.7%	61	11.7%	2.5%	120	10.3%	8.1%
<b>Ne sait pas</b>	90	3.1%	8.4%	51	2.1%	10.5%	40	7.6%	6.8%	42	3.6%	10.8%