

PQN Editions du 7ème jour y.c. JDD



A.C.P.M. - ONE -

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	4776	100.0%	9.2%	3267	100.0%	13.1%	1509	100.0%	5.6%	1656	100.0%	9.5%
Sexe												
Homme	3267	68.4%	13.1%	3267	100.0%	13.1%	0	0.0%	0.0%	1212	73.2%	13.6%
Femme	1509	31.6%	5.6%	0	0.0%	0.0%	1509	100.0%	5.6%	444	26.8%	5.2%
Age												
15 à 24 ans	755	15.8%	10.4%	552	16.9%	15.1%	203	13.5%	5.7%	372	22.4%	12.1%
25 à 34 ans	704	14.7%	9.3%	549	16.8%	14.8%	155	10.2%	4.0%	276	16.7%	8.7%
35 à 49 ans	1212	25.4%	9.7%	894	27.4%	14.5%	319	21.1%	5.0%	553	33.4%	8.7%
50 à 59 ans	896	18.8%	9.9%	592	18.1%	13.1%	304	20.1%	6.8%	383	23.1%	10.1%
60 ans et plus	1209	25.3%	7.7%	680	20.8%	9.9%	529	35.1%	6.0%	73	4.4%	7.3%
Individu												
Ménagères	1282	26.8%	5.5%	0	0.0%	0.0%	1282	84.9%	5.5%	339	20.5%	4.9%
Personne de référence	2998	62.8%	10.6%	2586	79.2%	12.6%	411	27.3%	5.2%	973	58.8%	11.5%
Responsable des achats	2941	61.6%	8.2%	1684	51.6%	12.8%	1257	83.3%	5.5%	869	52.5%	7.9%
PCS Individu												
Agriculteurs	19	0.4%	3.8%	16	0.5%	4.9%	3	0.2%	1.6%	0	0.0%	0.0%
Petits patrons	174	3.6%	10.8%	149	4.6%	12.7%	25	1.6%	5.7%	166	10.0%	11.6%
Affaires et Cadres	452	9.5%	9.2%	334	10.2%	11.8%	118	7.8%	5.6%	414	25.0%	9.4%
Professions intermédiaires	655	13.7%	9.1%	508	15.5%	14.0%	147	9.8%	4.1%	588	35.5%	10.0%
Employés	662	13.9%	7.9%	324	9.9%	14.3%	338	22.4%	5.5%	107	6.5%	5.9%
Ouvriers	831	17.4%	13.1%	779	23.9%	15.4%	52	3.5%	4.1%	35	2.1%	10.0%
Retraités	1000	20.9%	7.8%	593	18.1%	9.8%	408	27.0%	6.0%	9	0.5%	4.2%
Autres inactifs	983	20.6%	9.5%	564	17.3%	15.6%	419	27.7%	6.2%	338	20.4%	10.3%
PCS Personne de référence												
Agriculteurs	34	0.7%	4.5%	24	0.7%	6.1%	9	0.6%	2.6%	0	0.0%	0.0%
Petits patrons	256	5.4%	9.8%	174	5.3%	12.6%	82	5.4%	6.6%	256	15.5%	9.8%
Affaires et Cadres	631	13.2%	9.2%	443	13.6%	13.0%	188	12.5%	5.4%	631	38.1%	9.2%
Professions intermédiaires	769	16.1%	9.7%	596	18.2%	14.6%	173	11.5%	4.5%	769	46.5%	9.7%
Employés	518	10.8%	9.5%	344	10.5%	14.5%	174	11.6%	5.7%	0	0.0%	0.0%
Ouvriers	1020	21.4%	10.7%	792	24.2%	15.6%	228	15.1%	5.1%	0	0.0%	0.0%
Retraités	1213	25.4%	8.1%	703	21.5%	10.5%	509	33.8%	6.2%	0	0.0%	0.0%
Autres inactifs	336	7.0%	8.2%	191	5.8%	12.6%	145	9.6%	5.6%	0	0.0%	0.0%

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Taille du foyer												
1 personne	768	16.1%	7.7%	494	15.1%	11.4%	274	18.2%	4.8%	153	9.2%	7.9%
2 personnes	1593	33.4%	8.8%	1001	30.6%	11.5%	592	39.3%	6.3%	333	20.1%	8.1%
3 personnes	972	20.3%	10.6%	706	21.6%	14.9%	265	17.6%	6.0%	451	27.2%	11.2%
4 personnes	864	18.1%	9.3%	672	20.6%	14.9%	192	12.8%	4.1%	450	27.2%	9.5%
5 personnes et +	579	12.1%	10.5%	394	12.1%	14.9%	184	12.2%	6.5%	269	16.3%	10.5%
Présence d'enfants de moins de 15 ans												
Oui	1551	32.5%	9.8%	1134	34.7%	15.3%	418	27.7%	5.0%	739	44.6%	9.6%
Non	3225	67.5%	8.9%	2133	65.3%	12.2%	1091	72.3%	5.8%	917	55.4%	9.4%
Habitat												
Communes rurales	797	16.7%	6.7%	570	17.5%	10.0%	227	15.1%	3.6%	236	14.2%	7.3%
Agglo. - 20 000 hab	759	15.9%	8.4%	498	15.2%	11.5%	261	17.3%	5.5%	249	15.0%	9.7%
Agglo. 20 000 à 100 000 hab	657	13.8%	9.4%	452	13.8%	13.5%	204	13.5%	5.6%	206	12.4%	10.1%
Agglo. + 100 000 hab	1433	30.0%	9.3%	1038	31.8%	13.9%	395	26.2%	4.9%	518	31.3%	9.2%
Agglo. Paris	1129	23.6%	13.2%	708	21.7%	17.4%	421	27.9%	9.4%	448	27.1%	11.3%

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Régions INSEE												
Ile de France	1275	26.7%	13.3%	790	24.2%	17.2%	485	32.1%	9.7%	495	29.9%	11.3%
Nord Pas de Calais	271	5.7%	8.4%	227	6.9%	14.8%	44	2.9%	2.6%	105	6.4%	10.6%
Lorraine	159	3.3%	8.3%	121	3.7%	13.1%	38	2.5%	3.8%	56	3.4%	10.6%
Alsace	89	1.9%	5.8%	62	1.9%	8.4%	26	1.7%	3.3%	32	2.0%	7.3%
Franche-Comté	77	1.6%	8.0%	49	1.5%	10.5%	28	1.9%	5.7%	22	1.4%	8.9%
Champagne Ardennes	86	1.8%	7.9%	64	2.0%	12.2%	22	1.5%	3.9%	19	1.1%	6.6%
Picardie	177	3.7%	11.5%	126	3.9%	17.1%	51	3.4%	6.3%	60	3.6%	13.5%
Bourgogne	123	2.6%	9.1%	78	2.4%	12.0%	45	3.0%	6.4%	29	1.7%	8.5%
Haute Normandie	113	2.4%	7.6%	75	2.3%	10.5%	38	2.5%	4.9%	33	2.0%	7.3%
Basse Normandie	79	1.7%	6.6%	56	1.7%	9.9%	23	1.5%	3.6%	35	2.1%	9.7%
Centre	159	3.3%	7.6%	105	3.2%	10.4%	54	3.6%	4.9%	46	2.7%	6.9%
Pays de Loire	191	4.0%	6.4%	136	4.2%	9.4%	55	3.6%	3.5%	57	3.4%	6.4%
Bretagne	187	3.9%	7.0%	123	3.8%	9.6%	63	4.2%	4.6%	53	3.2%	7.5%
Poitou Charentes	101	2.1%	6.8%	73	2.2%	10.2%	28	1.8%	3.6%	30	1.8%	8.2%
Aquitaine	213	4.5%	7.6%	134	4.1%	10.1%	79	5.2%	5.4%	55	3.3%	6.6%
Midi Pyrénées	198	4.1%	8.0%	131	4.0%	11.0%	66	4.4%	5.2%	71	4.3%	8.7%
Limousin	46	1.0%	7.5%	31	0.9%	10.5%	16	1.0%	4.8%	8	0.5%	5.0%
Auvergne	103	2.2%	9.0%	62	1.9%	11.4%	40	2.7%	6.8%	33	2.0%	10.8%
Rhône Alpes	530	11.1%	10.2%	378	11.6%	15.0%	152	10.1%	5.6%	226	13.6%	11.7%
Languedoc Roussillon	178	3.7%	7.7%	124	3.8%	11.4%	54	3.6%	4.5%	50	3.0%	6.8%
Provence Alpes Côte d'Azur. Corse	422	8.8%	9.6%	319	9.8%	15.4%	102	6.8%	4.4%	142	8.6%	9.2%
Habitudes de connexion à Internet												
Tous les jours	3526	73.8%	9.5%	2446	74.9%	13.3%	1080	71.6%	5.8%	1466	88.5%	9.7%
Presque tous les jours	512	10.7%	9.2%	333	10.2%	13.1%	179	11.9%	5.9%	121	7.3%	7.6%
1 à 2 fois par semaine	302	6.3%	11.0%	198	6.1%	17.1%	104	6.9%	6.6%	52	3.1%	10.0%
1 à 3 fois par mois	47	1.0%	9.2%	31	1.0%	13.4%	16	1.1%	5.8%	12	0.7%	14.5%
Moins souvent	56	1.2%	9.9%	40	1.2%	14.0%	16	1.1%	5.7%	2	0.1%	4.6%

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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	143	3.0%	8.5%	80	2.4%	10.9%	63	4.2%	6.6%	5	0.3%	2.9%
De 9 000 à moins de 12 000 euros par an	176	3.7%	6.5%	112	3.4%	10.7%	64	4.3%	3.9%	13	0.8%	5.0%
De 12 000 à moins de 18 000 euros par an	442	9.2%	8.2%	294	9.0%	13.1%	148	9.8%	4.7%	38	2.3%	5.5%
De 18 000 à moins de 24 000 euros par an	611	12.8%	9.1%	433	13.2%	14.7%	179	11.8%	4.8%	124	7.5%	8.8%
De 24 000 à moins de 36 000 euros par an	1010	21.2%	8.6%	678	20.7%	12.2%	333	22.0%	5.4%	324	19.5%	9.2%
De 36 000 à moins de 45 000 euros par an	661	13.8%	9.0%	476	14.6%	12.7%	184	12.2%	5.1%	267	16.1%	9.3%
De 45 000 à moins de 65 000 euros par an	665	13.9%	9.5%	502	15.4%	12.8%	163	10.8%	5.3%	334	20.1%	9.0%
65 000 euros et plus par an	501	10.5%	11.8%	355	10.9%	14.4%	146	9.7%	8.2%	335	20.2%	11.6%
Refus	432	9.0%	10.2%	270	8.3%	15.3%	162	10.7%	6.6%	167	10.1%	11.2%
Ne sait pas	135	2.8%	12.6%	68	2.1%	14.0%	67	4.4%	11.4%	50	3.0%	12.9%