

Groupe Bourgogne Rhône Alpes



A.C.P.M. - ONE -

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	2093	100.0%	4.0%	1067	100.0%	4.2%	1025	100.0%	3.8%	565	100.0%	3.2%
Sexe												
Homme	1067	51.0%	4.2%	1067	100.0%	4.2%	0	0.0%	0.0%	327	57.9%	3.6%
Femme	1025	49.0%	3.8%	0	0.0%	0.0%	1025	100.0%	3.8%	238	42.1%	2.7%
Age												
15 à 24 ans	183	8.8%	2.5%	107	10.0%	2.9%	77	7.5%	2.1%	75	13.3%	2.3%
25 à 34 ans	200	9.6%	2.6%	116	10.9%	3.1%	84	8.2%	2.1%	81	14.3%	2.5%
35 à 49 ans	455	21.7%	3.6%	252	23.6%	4.0%	203	19.8%	3.2%	202	35.8%	3.3%
50 à 59 ans	353	16.8%	4.1%	181	17.0%	4.3%	172	16.7%	3.9%	139	24.5%	3.8%
60 ans et plus	902	43.1%	5.6%	411	38.5%	5.7%	491	47.9%	5.5%	68	12.0%	4.3%
Individu												
Ménagères	941	45.0%	4.0%	0	0.0%	0.0%	941	91.8%	4.0%	207	36.7%	2.9%
Personne de référence	1152	55.1%	4.1%	924	86.6%	4.5%	228	22.2%	3.1%	311	55.0%	3.5%
Responsable des achats	1429	68.3%	4.0%	510	47.8%	3.9%	919	89.6%	4.0%	334	59.1%	3.0%
PCS Individu												
Agriculteurs	23	1.1%	4.5%	17	1.6%	5.3%	6	0.6%	3.1%	0	0.0%	0.0%
Petits patrons	72	3.5%	4.4%	66	6.2%	5.4%	6	0.6%	1.5%	70	12.3%	4.7%
Affaires et Cadres	147	7.0%	2.9%	85	7.9%	2.9%	62	6.1%	2.9%	123	21.7%	2.7%
Professions intermédiaires	254	12.1%	3.4%	135	12.7%	3.7%	119	11.6%	3.2%	202	35.7%	3.3%
Employés	347	16.6%	4.1%	92	8.7%	4.1%	255	24.8%	4.0%	79	14.0%	4.4%
Ouvriers	257	12.3%	4.0%	223	20.9%	4.3%	34	3.3%	2.6%	12	2.2%	2.8%
Retraités	766	36.6%	5.9%	359	33.6%	6.0%	407	39.7%	5.9%	6	1.0%	2.6%
Autres inactifs	227	10.8%	2.3%	90	8.4%	2.5%	137	13.3%	2.2%	74	13.0%	2.2%
PCS Personne de référence												
Agriculteurs	48	2.3%	6.3%	24	2.2%	6.5%	25	2.4%	6.0%	0	0.0%	0.0%
Petits patrons	106	5.1%	4.0%	75	7.0%	5.2%	31	3.0%	2.5%	106	18.8%	4.0%
Affaires et Cadres	189	9.1%	2.7%	102	9.6%	2.9%	87	8.5%	2.5%	189	33.5%	2.7%
Professions intermédiaires	270	12.9%	3.3%	150	14.0%	3.6%	120	11.7%	3.1%	270	47.7%	3.3%
Employés	205	9.8%	3.7%	83	7.8%	3.6%	122	11.9%	3.7%	0	0.0%	0.0%
Ouvriers	318	15.2%	3.3%	198	18.6%	3.8%	120	11.7%	2.7%	0	0.0%	0.0%
Retraités	877	41.9%	5.8%	385	36.1%	5.8%	492	48.0%	5.9%	0	0.0%	0.0%
Autres inactifs	78	3.7%	2.2%	50	4.7%	3.4%	28	2.8%	1.4%	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	348	16.6%	3.6%	158	14.8%	3.7%	190	18.5%	3.4%	63	11.1%	2.7%
2 personnes	903	43.1%	4.9%	430	40.2%	4.8%	473	46.1%	5.0%	150	26.5%	3.6%
3 personnes	306	14.6%	3.3%	171	16.0%	3.6%	136	13.2%	2.9%	94	16.6%	2.4%
4 personnes	338	16.1%	3.6%	211	19.8%	4.5%	127	12.4%	2.7%	169	29.8%	3.6%
5 personnes et +	198	9.4%	3.5%	98	9.1%	3.8%	100	9.7%	3.3%	90	15.9%	3.4%
Présence d'enfants de moins de 15 ans												
Oui	506	24.2%	3.2%	288	26.9%	4.0%	219	21.4%	2.6%	236	41.8%	3.1%
Non	1586	75.8%	4.3%	780	73.1%	4.4%	806	78.6%	4.3%	329	58.2%	3.2%
Habitat												
Communes rurales	567	27.1%	4.7%	246	23.0%	4.3%	321	31.3%	5.1%	131	23.1%	3.9%
Agglo. - 20 000 hab	385	18.4%	4.3%	185	17.3%	4.3%	200	19.5%	4.3%	124	21.9%	4.5%
Agglo. 20 000 à 100 000 hab	358	17.1%	5.1%	192	18.0%	5.8%	166	16.2%	4.5%	91	16.1%	4.3%
Agglo. + 100 000 hab	770	36.8%	4.9%	440	41.3%	5.8%	330	32.2%	4.1%	211	37.4%	3.8%
Agglo. Paris	12	0.6%	0.1%	4	0.4%	0.1%	8	0.8%	0.2%	9	1.5%	0.2%
Régions INSEE												
Ile de France	14	0.7%	0.1%	4	0.4%	0.1%	10	0.9%	0.2%	10	1.8%	0.2%
Nord Pas de Calais	1	0.0%	0.0%	0	0.0%	0.0%	1	0.1%	0.0%	0	0.0%	0.0%
Alsace	3	0.2%	0.2%	3	0.3%	0.4%	0	0.0%	0.0%	1	0.1%	0.1%
Franche-Comté	89	4.3%	9.2%	43	4.0%	9.1%	46	4.5%	9.4%	18	3.1%	6.2%
Champagne Ardennes	1	0.0%	0.1%	1	0.1%	0.1%	0	0.0%	0.0%	1	0.1%	0.2%
Picardie	1	0.0%	0.1%	1	0.1%	0.1%	0	0.0%	0.0%	1	0.2%	0.2%
Bourgogne	348	16.6%	25.4%	153	14.3%	23.4%	195	19.0%	27.2%	92	16.4%	24.5%
Haute Normandie	1	0.1%	0.1%	1	0.1%	0.1%	1	0.1%	0.1%	1	0.1%	0.1%
Centre	3	0.1%	0.1%	1	0.1%	0.1%	2	0.2%	0.2%	2	0.4%	0.3%
Pays de Loire	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Bretagne	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.1%	0.0%
Poitou Charentes	2	0.1%	0.1%	2	0.2%	0.3%	0	0.0%	0.0%	0	0.0%	0.0%
Aquitaine	1	0.0%	0.0%	0	0.0%	0.0%	1	0.1%	0.0%	1	0.1%	0.1%
Midi Pyrénées	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Limousin	1	0.0%	0.1%	0	0.0%	0.0%	1	0.1%	0.2%	0	0.0%	0.0%
Auvergne	56	2.7%	4.8%	29	2.8%	5.3%	26	2.6%	4.4%	14	2.5%	4.8%
Rhône Alpes	1455	69.5%	27.5%	762	71.4%	29.9%	692	67.5%	25.2%	383	67.8%	19.3%
Languedoc Roussillon	8	0.4%	0.4%	7	0.6%	0.6%	2	0.2%	0.1%	3	0.5%	0.4%
Provence Alpes Côte d'Azur. Corse	109	5.2%	2.5%	60	5.6%	2.9%	49	4.8%	2.1%	39	6.8%	2.5%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Habitudes de connection à Internet												
Tous les jours	1666	79.6%	3.9%	869	81.4%	4.2%	797	77.8%	3.6%	510	90.3%	3.2%
Presque tous les jours	242	11.5%	4.0%	104	9.8%	3.8%	137	13.4%	4.1%	33	5.8%	2.4%
1 à 2 fois par semaine	151	7.2%	5.0%	74	7.0%	5.9%	76	7.4%	4.3%	21	3.7%	4.1%
1 à 3 fois par mois	31	1.5%	7.9%	19	1.8%	10.1%	13	1.2%	5.9%	1	0.2%	1.6%
Moins souvent	3	0.1%	2.6%	1	0.1%	2.4%	2	0.2%	2.7%	0	0.1%	1.6%
Revenus du foyer												
Moins de 9 000 euros par an	26	1.2%	1.9%	15	1.4%	2.5%	11	1.0%	1.4%	3	0.5%	1.5%
De 9 000 à moins de 12 000 euros par an	39	1.9%	2.0%	13	1.2%	1.7%	26	2.5%	2.1%	1	0.2%	0.4%
De 12 000 à moins de 18 000 euros par an	201	9.6%	4.0%	97	9.1%	4.7%	105	10.2%	3.5%	25	4.4%	3.2%
De 18 000 à moins de 24 000 euros par an	268	12.8%	3.9%	120	11.2%	4.1%	149	14.5%	3.8%	44	7.8%	2.9%
De 24 000 à moins de 36 000 euros par an	538	25.7%	4.4%	277	25.9%	4.8%	262	25.5%	4.0%	111	19.7%	3.2%
De 36 000 à moins de 45 000 euros par an	345	16.5%	4.5%	170	16.0%	4.4%	174	17.0%	4.6%	113	19.9%	3.9%
De 45 000 à moins de 65 000 euros par an	288	13.8%	3.7%	173	16.2%	4.0%	115	11.2%	3.3%	120	21.2%	3.1%
65 000 euros et plus par an	183	8.7%	4.3%	123	11.5%	4.8%	59	5.8%	3.4%	111	19.6%	3.8%
Refus	166	7.9%	4.7%	71	6.7%	4.7%	95	9.2%	4.7%	28	5.0%	2.1%
Ne sait pas	38	1.8%	2.4%	8	0.7%	1.0%	30	3.0%	3.6%	10	1.7%	1.5%