

Groupe Journaux du Midi



A.C.P.M. - ONE -

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	809	100.0%	1.5%	426	100.0%	1.7%	383	100.0%	1.4%	199	100.0%	1.1%
Sexe												
Homme	426	52.7%	1.7%	426	100.0%	1.7%	0	0.0%	0.0%	113	56.9%	1.2%
Femme	383	47.3%	1.4%	0	0.0%	0.0%	383	100.0%	1.4%	86	43.1%	1.0%
Age												
15 à 24 ans	68	8.4%	0.9%	43	10.0%	1.2%	25	6.5%	0.7%	26	13.2%	0.8%
25 à 34 ans	61	7.6%	0.8%	27	6.3%	0.7%	35	9.0%	0.9%	27	13.7%	0.8%
35 à 49 ans	161	19.9%	1.3%	105	24.6%	1.7%	56	14.7%	0.9%	71	35.5%	1.1%
50 à 59 ans	158	19.5%	1.8%	79	18.5%	1.9%	79	20.6%	1.8%	52	26.1%	1.4%
60 ans et plus	361	44.6%	2.2%	173	40.6%	2.4%	188	49.1%	2.1%	23	11.5%	1.4%
Individu												
Ménagères	351	43.4%	1.5%	0	0.0%	0.0%	351	91.7%	1.5%	79	39.7%	1.1%
Personne de référence	444	54.8%	1.6%	362	84.9%	1.8%	82	21.3%	1.1%	108	54.5%	1.2%
Responsable des achats	564	69.8%	1.6%	221	51.9%	1.7%	343	89.7%	1.5%	128	64.5%	1.1%
PCS Individu												
Agriculteurs	15	1.9%	3.0%	13	3.1%	4.1%	2	0.6%	1.2%	0	0.0%	0.2%
Petits patrons	29	3.6%	1.8%	25	5.8%	2.0%	4	1.1%	1.0%	24	12.0%	1.6%
Affaires et Cadres	58	7.1%	1.1%	34	8.0%	1.2%	24	6.2%	1.1%	44	22.4%	1.0%
Professions intermédiaires	86	10.6%	1.2%	40	9.3%	1.1%	46	12.0%	1.2%	70	35.2%	1.2%
Employés	115	14.3%	1.3%	40	9.4%	1.8%	75	19.7%	1.2%	18	9.1%	1.0%
Ouvriers	82	10.2%	1.3%	70	16.4%	1.4%	13	3.3%	1.0%	6	3.3%	1.5%
Retraités	293	36.3%	2.3%	148	34.6%	2.5%	146	38.1%	2.1%	0	0.1%	0.1%
Autres inactifs	130	16.1%	1.3%	57	13.5%	1.6%	73	19.1%	1.2%	36	17.9%	1.1%
PCS Personne de référence												
Agriculteurs	18	2.3%	2.4%	13	3.1%	3.6%	5	1.4%	1.3%	0	0.0%	0.0%
Petits patrons	43	5.3%	1.6%	27	6.3%	1.8%	17	4.3%	1.3%	43	21.7%	1.6%
Affaires et Cadres	66	8.2%	0.9%	40	9.4%	1.1%	26	6.8%	0.7%	66	33.3%	0.9%
Professions intermédiaires	89	11.0%	1.1%	46	10.9%	1.1%	43	11.2%	1.1%	89	45.0%	1.1%
Employés	74	9.2%	1.3%	36	8.4%	1.5%	38	10.0%	1.2%	0	0.0%	0.0%
Ouvriers	102	12.6%	1.0%	71	16.6%	1.4%	31	8.1%	0.7%	0	0.0%	0.0%
Retraités	348	43.0%	2.3%	157	36.9%	2.4%	191	49.8%	2.3%	0	0.0%	0.0%
Autres inactifs	68	8.4%	1.9%	36	8.5%	2.4%	32	8.4%	1.6%	0	0.0%	0.0%

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Taille du foyer												
1 personne	132	16.4%	1.4%	65	15.3%	1.5%	67	17.5%	1.2%	26	13.0%	1.1%
2 personnes	369	45.6%	2.0%	173	40.7%	2.0%	196	51.1%	2.1%	51	25.6%	1.2%
3 personnes	141	17.4%	1.5%	85	19.8%	1.8%	56	14.7%	1.2%	40	20.1%	1.0%
4 personnes	123	15.2%	1.3%	83	19.6%	1.8%	39	10.2%	0.8%	69	34.5%	1.5%
5 personnes et +	44	5.5%	0.8%	20	4.6%	0.8%	25	6.4%	0.8%	14	6.9%	0.5%
Présence d'enfants de moins de 15 ans												
Oui	169	20.9%	1.1%	98	22.9%	1.3%	71	18.6%	0.8%	78	39.2%	1.0%
Non	640	79.1%	1.7%	329	77.1%	1.8%	312	81.4%	1.7%	121	60.8%	1.2%
Habitat												
Communes rurales	196	24.2%	1.6%	104	24.4%	1.8%	92	24.0%	1.5%	46	23.3%	1.4%
Agglo. - 20 000 hab	227	28.1%	2.5%	118	27.7%	2.7%	110	28.6%	2.4%	39	19.9%	1.4%
Agglo. 20 000 à 100 000 hab	177	21.9%	2.5%	96	22.5%	2.9%	81	21.2%	2.2%	54	27.0%	2.5%
Agglo. + 100 000 hab	201	24.9%	1.3%	105	24.7%	1.4%	96	25.1%	1.2%	57	28.7%	1.0%
Agglo. Paris	7	0.9%	0.1%	3	0.7%	0.1%	4	1.0%	0.1%	2	1.1%	0.1%
Régions INSEE												
Ile de France	8	1.0%	0.1%	4	0.9%	0.1%	4	1.1%	0.1%	3	1.4%	0.1%
Nord Pas de Calais	5	0.7%	0.2%	0	0.0%	0.0%	5	1.4%	0.3%	0	0.0%	0.0%
Alsace	1	0.1%	0.1%	1	0.2%	0.1%	0	0.0%	0.0%	1	0.5%	0.2%
Franche-Comté	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Picardie	1	0.2%	0.1%	0	0.0%	0.0%	1	0.3%	0.2%	0	0.0%	0.0%
Bourgogne	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Pays de Loire	0	0.1%	0.0%	0	0.1%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Poitou Charentes	1	0.1%	0.1%	0	0.0%	0.0%	1	0.3%	0.1%	1	0.5%	0.2%
Aquitaine	2	0.2%	0.1%	2	0.4%	0.1%	0	0.1%	0.0%	1	0.6%	0.1%
Midi Pyrénées	106	13.1%	4.3%	51	11.9%	4.2%	55	14.4%	4.3%	21	10.4%	2.3%
Auvergne	1	0.1%	0.1%	0	0.1%	0.1%	1	0.2%	0.1%	0	0.1%	0.0%
Rhône Alpes	6	0.8%	0.1%	3	0.7%	0.1%	3	0.8%	0.1%	3	1.6%	0.2%
Languedoc Roussillon	666	82.4%	28.5%	363	85.1%	32.8%	304	79.4%	24.7%	163	81.9%	22.1%
Provence Alpes Côte d'Azur. Corse	10	1.3%	0.2%	2	0.6%	0.1%	8	2.1%	0.3%	6	3.0%	0.4%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Habitudes de connection à Internet												
Tous les jours	630	77.8%	1.5%	329	77.2%	1.6%	301	78.5%	1.4%	178	89.6%	1.1%
Presque tous les jours	104	12.9%	1.7%	48	11.2%	1.7%	57	14.8%	1.7%	18	9.2%	1.3%
1 à 2 fois par semaine	66	8.2%	2.2%	43	10.0%	3.4%	23	6.1%	1.3%	2	1.1%	0.4%
1 à 3 fois par mois	6	0.8%	1.6%	4	1.0%	2.3%	2	0.5%	0.9%	0	0.0%	0.1%
Moins souvent	3	0.3%	2.3%	2	0.5%	6.2%	0	0.1%	0.3%	0	0.1%	0.7%
Revenus du foyer												
Moins de 9 000 euros par an	10	1.2%	0.7%	6	1.3%	0.9%	4	1.1%	0.6%	1	0.6%	0.6%
De 9 000 à moins de 12 000 euros par an	32	4.0%	1.6%	16	3.9%	2.1%	16	4.2%	1.3%	4	2.0%	1.6%
De 12 000 à moins de 18 000 euros par an	103	12.7%	2.1%	46	10.8%	2.2%	57	15.0%	1.9%	11	5.3%	1.3%
De 18 000 à moins de 24 000 euros par an	102	12.6%	1.5%	55	12.9%	1.9%	47	12.3%	1.2%	11	5.5%	0.7%
De 24 000 à moins de 36 000 euros par an	209	25.9%	1.7%	108	25.4%	1.9%	101	26.3%	1.5%	41	20.5%	1.2%
De 36 000 à moins de 45 000 euros par an	121	14.9%	1.6%	60	14.1%	1.5%	61	15.8%	1.6%	35	17.7%	1.2%
De 45 000 à moins de 65 000 euros par an	119	14.7%	1.5%	89	20.8%	2.1%	30	7.9%	0.9%	51	25.8%	1.3%
65 000 euros et plus par an	39	4.8%	0.9%	22	5.1%	0.8%	17	4.5%	1.0%	23	11.5%	0.8%
Refus	59	7.3%	1.7%	22	5.1%	1.4%	37	9.8%	1.8%	17	8.3%	1.3%
Ne sait pas	15	1.8%	0.9%	3	0.6%	0.3%	12	3.1%	1.4%	6	2.8%	0.8%