

# Groupe Bourgogne / Rhône Alpes 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>	2282	100.0%	4.4%	1150	100.0%	4.6%	1132	100.0%	4.1%	670	100.0%	3.8%
<b>Sexe</b>												
<b>Homme</b>	1150	50.4%	4.6%	1150	100.0%	4.6%	0	0.0%	0.0%	373	55.7%	4.1%
<b>Femme</b>	1132	49.6%	4.1%	0	0.0%	0.0%	1132	100.0%	4.1%	297	44.3%	3.4%
<b>Age</b>												
<b>15 à 24 ans</b>	226	9.9%	3.1%	111	9.7%	3.0%	115	10.1%	3.1%	106	15.8%	3.3%
<b>25 à 34 ans</b>	243	10.7%	3.2%	121	10.5%	3.2%	123	10.8%	3.1%	86	12.8%	2.7%
<b>35 à 49 ans</b>	477	20.9%	3.8%	264	22.9%	4.2%	213	18.8%	3.3%	214	31.9%	3.4%
<b>50 à 59 ans</b>	396	17.4%	4.6%	201	17.5%	4.8%	195	17.2%	4.4%	176	26.2%	4.9%
<b>60 ans et plus</b>	940	41.2%	5.8%	453	39.4%	6.2%	486	43.0%	5.5%	88	13.2%	5.6%
<b>Individu</b>												
<b>Ménagères</b>	997	43.7%	4.3%	0	0.0%	0.0%	997	88.1%	4.3%	236	35.3%	3.3%
<b>Personne de référence</b>	1239	54.3%	4.4%	1000	86.9%	4.9%	239	21.1%	3.2%	351	52.4%	4.0%
<b>Responsable des achats</b>	1530	67.0%	4.3%	546	47.5%	4.2%	984	86.9%	4.3%	373	55.7%	3.3%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	30	1.3%	5.7%	19	1.7%	5.9%	11	0.9%	5.4%	0	0.0%	0.0%
<b>Petits patrons</b>	106	4.6%	6.5%	90	7.9%	7.4%	16	1.4%	3.8%	102	15.2%	6.9%
<b>Affaires et Cadres</b>	145	6.4%	2.9%	90	7.8%	3.1%	56	4.9%	2.6%	117	17.5%	2.6%
<b>Professions intermédiaires</b>	273	12.0%	3.7%	155	13.4%	4.2%	118	10.5%	3.2%	224	33.5%	3.7%
<b>Employés</b>	359	15.7%	4.2%	76	6.6%	3.4%	283	25.0%	4.5%	87	13.0%	4.9%
<b>Ouvriers</b>	276	12.1%	4.3%	237	20.6%	4.6%	39	3.5%	3.0%	15	2.2%	3.4%
<b>Retraités</b>	790	34.6%	6.1%	375	32.6%	6.3%	415	36.6%	6.0%	8	1.2%	3.7%
<b>Autres inactifs</b>	303	13.3%	3.0%	109	9.4%	3.0%	195	17.2%	3.1%	116	17.4%	3.5%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	53	2.3%	6.9%	25	2.2%	6.9%	28	2.5%	6.9%	0	0.0%	0.0%
<b>Petits patrons</b>	142	6.2%	5.3%	101	8.8%	7.0%	41	3.7%	3.4%	142	21.3%	5.3%
<b>Affaires et Cadres</b>	222	9.7%	3.2%	109	9.4%	3.1%	114	10.0%	3.2%	222	33.2%	3.2%
<b>Professions intermédiaires</b>	305	13.4%	3.8%	163	14.2%	3.9%	142	12.5%	3.6%	305	45.5%	3.8%
<b>Employés</b>	189	8.3%	3.4%	69	6.0%	3.0%	120	10.6%	3.7%	0	0.0%	0.0%
<b>Ouvriers</b>	386	16.9%	4.0%	242	21.0%	4.7%	144	12.7%	3.2%	0	0.0%	0.0%
<b>Retraités</b>	893	39.1%	5.9%	394	34.2%	5.9%	499	44.1%	5.9%	0	0.0%	0.0%
<b>Autres inactifs</b>	93	4.1%	2.6%	48	4.2%	3.2%	45	3.9%	2.2%	0	0.0%	0.0%

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<b>Taille du foyer</b>												
1 personne	341	14.9%	3.5%	151	13.2%	3.6%	189	16.7%	3.4%	73	10.9%	3.1%
2 personnes	956	41.9%	5.2%	453	39.4%	5.1%	502	44.4%	5.3%	169	25.2%	4.0%
3 personnes	363	15.9%	3.9%	207	18.0%	4.4%	156	13.8%	3.4%	133	19.9%	3.4%
4 personnes	404	17.7%	4.3%	227	19.7%	4.8%	178	15.7%	3.8%	192	28.6%	4.1%
5 personnes et +	218	9.6%	3.9%	112	9.7%	4.4%	107	9.4%	3.5%	103	15.4%	3.9%
<b>Présence d'enfants de moins de 15 ans</b>												
Oui	589	25.8%	3.8%	313	27.2%	4.3%	276	24.4%	3.3%	271	40.4%	3.6%
Non	1694	74.2%	4.6%	838	72.8%	4.7%	856	75.6%	4.5%	399	59.6%	3.9%
<b>Habitat</b>												
Communes rurales	552	24.2%	4.6%	227	19.7%	4.0%	325	28.7%	5.2%	143	21.4%	4.3%
Agglo. - 20 000 hab	456	20.0%	5.1%	247	21.5%	5.7%	209	18.5%	4.5%	140	20.9%	5.1%
Agglo. 20 000 à 100 000 hab	409	17.9%	5.9%	214	18.6%	6.5%	195	17.2%	5.3%	138	20.6%	6.5%
Agglo. + 100 000 hab	857	37.6%	5.4%	457	39.8%	6.0%	400	35.3%	4.9%	240	35.8%	4.3%
Agglo. Paris	8	0.3%	0.1%	5	0.5%	0.1%	3	0.2%	0.1%	8	1.2%	0.2%
<b>Régions INSEE</b>												
Ile de France	8	0.3%	0.1%	5	0.5%	0.1%	3	0.2%	0.1%	8	1.2%	0.2%
Franche-Comté	13	0.6%	1.3%	8	0.7%	1.7%	5	0.4%	1.0%	4	0.6%	1.5%
Champagne Ardennes	1	0.0%	0.1%	1	0.1%	0.2%	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	0.1%	0.2%
Bourgogne	293	12.8%	21.4%	131	11.4%	20.0%	162	14.3%	22.6%	89	13.2%	23.5%
Haute Normandie	3	0.1%	0.2%	2	0.2%	0.3%	1	0.1%	0.1%	0	0.0%	0.0%
Midi Pyrénées	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.1%	0.1%
Auvergne	73	3.2%	6.4%	35	3.0%	6.4%	38	3.4%	6.4%	14	2.2%	4.9%
Rhône Alpes	1765	77.3%	33.3%	890	77.4%	34.9%	874	77.2%	31.8%	508	75.9%	25.6%
Languedoc Roussillon	16	0.7%	0.7%	16	1.4%	1.5%	0	0.0%	0.0%	10	1.6%	1.4%
Provence Alpes Côte d'Azur. Corse	109	4.8%	2.5%	60	5.2%	2.9%	49	4.3%	2.1%	34	5.0%	2.2%
<b>Habitudes de connection à Internet</b>												
Tous les jours	1795	78.6%	4.2%	906	78.7%	4.3%	889	78.5%	4.1%	589	88.0%	3.7%
Presque tous les jours	290	12.7%	4.8%	142	12.3%	5.1%	149	13.1%	4.4%	46	6.9%	3.4%
1 à 2 fois par semaine	166	7.3%	5.5%	87	7.6%	7.0%	79	7.0%	4.5%	32	4.7%	6.2%
1 à 3 fois par mois	28	1.2%	6.9%	14	1.2%	7.6%	14	1.2%	6.4%	2	0.3%	3.5%
Moins souvent	3	0.2%	3.1%	2	0.2%	4.9%	2	0.1%	2.2%	0	0.0%	0.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Revenus du foyer</b>												
Moins de 9 000 euros par an	26	1.1%	1.9%	19	1.7%	3.1%	7	0.6%	0.9%	1	0.1%	0.3%
De 9 000 à moins de 12 000 euros par an	44	1.9%	2.2%	15	1.3%	1.9%	30	2.6%	2.4%	1	0.1%	0.4%
De 12 000 à moins de 18 000 euros par an	195	8.5%	3.9%	102	8.9%	5.0%	93	8.2%	3.1%	30	4.5%	3.9%
De 18 000 à moins de 24 000 euros par an	309	13.6%	4.5%	121	10.5%	4.1%	189	16.7%	4.8%	51	7.6%	3.4%
De 24 000 à moins de 36 000 euros par an	575	25.2%	4.7%	297	25.9%	5.2%	278	24.5%	4.2%	132	19.7%	3.8%
De 36 000 à moins de 45 000 euros par an	348	15.3%	4.5%	162	14.1%	4.2%	187	16.5%	4.9%	117	17.5%	4.0%
De 45 000 à moins de 65 000 euros par an	332	14.6%	4.3%	209	18.2%	4.9%	123	10.9%	3.6%	149	22.2%	3.9%
65 000 euros et plus par an	199	8.7%	4.6%	130	11.3%	5.1%	70	6.1%	4.0%	120	18.0%	4.2%
Refus	195	8.5%	5.5%	85	7.4%	5.6%	110	9.7%	5.4%	45	6.8%	3.4%
Ne sait pas	58	2.6%	3.7%	11	1.0%	1.5%	47	4.2%	5.6%	24	3.6%	3.7%