

# Libération

A.C.P.M. - ONE -



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	1129	100.0%	2.2%	690	100.0%	2.7%	439	100.0%	1.6%	566	100.0%	3.2%
<b>Sexe</b>												
<b>Homme</b>	690	61.1%	2.7%	690	100.0%	2.7%	0	0.0%	0.0%	354	62.7%	3.9%
<b>Femme</b>	439	38.9%	1.6%	0	0.0%	0.0%	439	100.0%	1.6%	211	37.3%	2.4%
<b>Age</b>												
<b>15 à 24 ans</b>	157	13.9%	2.1%	83	12.1%	2.2%	73	16.7%	2.0%	86	15.1%	2.7%
<b>25 à 34 ans</b>	176	15.6%	2.3%	120	17.4%	3.2%	56	12.8%	1.4%	101	17.8%	3.1%
<b>35 à 49 ans</b>	292	25.8%	2.3%	174	25.2%	2.8%	117	26.7%	1.8%	186	32.9%	3.0%
<b>50 à 59 ans</b>	170	15.0%	2.0%	108	15.6%	2.6%	62	14.1%	1.4%	103	18.3%	2.9%
<b>60 ans et plus</b>	335	29.7%	2.1%	205	29.7%	2.8%	130	29.6%	1.5%	90	15.9%	5.7%
<b>Individu</b>												
<b>Ménagères</b>	355	31.5%	1.5%	0	0.0%	0.0%	355	80.9%	1.5%	162	28.6%	2.3%
<b>Personne de référence</b>	700	62.0%	2.5%	571	82.7%	2.8%	129	29.3%	1.7%	337	59.5%	3.8%
<b>Responsable des achats</b>	777	68.8%	2.2%	428	62.0%	3.3%	349	79.5%	1.5%	360	63.7%	3.2%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	10	0.9%	2.0%	8	1.1%	2.4%	2	0.6%	1.3%	0	0.0%	0.0%
<b>Petits patrons</b>	67	6.0%	4.1%	57	8.3%	4.7%	10	2.3%	2.4%	67	11.9%	4.6%
<b>Affaires et Cadres</b>	241	21.3%	4.8%	140	20.2%	4.8%	101	23.1%	4.7%	215	38.1%	4.8%
<b>Professions intermédiaires</b>	169	15.0%	2.3%	115	16.6%	3.1%	54	12.3%	1.5%	154	27.3%	2.5%
<b>Employés</b>	125	11.1%	1.5%	54	7.9%	2.4%	71	16.2%	1.1%	24	4.2%	1.3%
<b>Ouvriers</b>	94	8.3%	1.5%	86	12.5%	1.7%	8	1.8%	0.6%	15	2.7%	3.5%
<b>Retraités</b>	226	20.0%	1.8%	140	20.3%	2.3%	86	19.5%	1.2%	5	0.9%	2.3%
<b>Autres inactifs</b>	197	17.4%	2.0%	90	13.1%	2.5%	107	24.2%	1.7%	84	14.9%	2.5%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	10	0.9%	1.3%	8	1.1%	2.2%	2	0.5%	0.6%	0	0.0%	0.0%
<b>Petits patrons</b>	87	7.7%	3.2%	67	9.7%	4.6%	20	4.6%	1.6%	87	15.4%	3.2%
<b>Affaires et Cadres</b>	282	24.9%	4.0%	153	22.1%	4.3%	129	29.4%	3.6%	282	49.8%	4.0%
<b>Professions intermédiaires</b>	197	17.4%	2.4%	135	19.5%	3.2%	62	14.1%	1.6%	197	34.8%	2.4%
<b>Employés</b>	97	8.6%	1.7%	43	6.3%	1.9%	54	12.2%	1.7%	0	0.0%	0.0%
<b>Ouvriers</b>	126	11.2%	1.3%	84	12.2%	1.6%	42	9.6%	0.9%	0	0.0%	0.0%
<b>Retraités</b>	261	23.1%	1.7%	157	22.8%	2.4%	104	23.7%	1.2%	0	0.0%	0.0%
<b>Autres inactifs</b>	70	6.2%	2.0%	44	6.3%	2.9%	26	5.9%	1.3%	0	0.0%	0.0%

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<b>Taille du foyer</b>												
<b>1 personne</b>	221	19.5%	2.3%	127	18.4%	3.0%	94	21.3%	1.7%	85	15.1%	3.6%
<b>2 personnes</b>	380	33.7%	2.1%	236	34.2%	2.7%	144	32.8%	1.5%	160	28.3%	3.8%
<b>3 personnes</b>	198	17.5%	2.1%	120	17.3%	2.5%	78	17.7%	1.7%	112	19.9%	2.8%
<b>4 personnes</b>	206	18.2%	2.2%	138	19.9%	2.9%	69	15.6%	1.5%	139	24.5%	3.0%
<b>5 personnes et +</b>	125	11.0%	2.2%	70	10.1%	2.7%	55	12.5%	1.8%	69	12.2%	2.6%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	335	29.7%	2.1%	195	28.3%	2.7%	140	31.9%	1.7%	208	36.8%	2.8%
<b>Non</b>	794	70.3%	2.2%	495	71.7%	2.8%	299	68.1%	1.6%	357	63.2%	3.5%
<b>Habitat</b>												
<b>Communes rurales</b>	149	13.2%	1.2%	98	14.2%	1.7%	51	11.6%	0.8%	63	11.1%	1.9%
<b>Agglo. - 20 000 hab</b>	103	9.1%	1.1%	56	8.2%	1.3%	46	10.5%	1.0%	40	7.1%	1.5%
<b>Agglo. 20 000 à 100 000 hab</b>	103	9.1%	1.5%	66	9.6%	2.0%	36	8.2%	1.0%	54	9.5%	2.5%
<b>Agglo. + 100 000 hab</b>	390	34.5%	2.5%	231	33.5%	3.0%	159	36.1%	2.0%	185	32.7%	3.3%
<b>Agglo. Paris</b>	385	34.1%	4.4%	238	34.5%	5.7%	147	33.5%	3.2%	224	39.6%	5.6%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Régions INSEE</b>												
Ile de France	410	36.3%	4.2%	252	36.5%	5.4%	158	36.0%	3.1%	236	41.7%	5.4%
Nord Pas de Calais	46	4.1%	1.4%	22	3.2%	1.4%	24	5.5%	1.4%	19	3.3%	1.8%
Lorraine	34	3.0%	1.7%	24	3.5%	2.6%	9	2.1%	1.0%	10	1.7%	1.8%
Alsace	27	2.4%	1.7%	19	2.7%	2.5%	9	2.0%	1.1%	9	1.6%	2.0%
Franche-Comté	12	1.0%	1.2%	7	1.1%	1.6%	4	0.9%	0.8%	9	1.6%	3.2%
Champagne Ardennes	11	1.0%	1.0%	6	0.9%	1.1%	5	1.1%	0.8%	3	0.5%	1.0%
Picardie	18	1.6%	1.1%	11	1.6%	1.5%	6	1.4%	0.8%	9	1.7%	2.1%
Bourgogne	17	1.5%	1.2%	10	1.4%	1.5%	7	1.6%	1.0%	6	1.1%	1.6%
Haute Normandie	20	1.7%	1.3%	12	1.7%	1.7%	8	1.8%	1.0%	11	1.9%	2.3%
Basse Normandie	15	1.4%	1.3%	8	1.1%	1.3%	8	1.7%	1.2%	5	0.8%	1.3%
Centre	33	2.9%	1.6%	22	3.2%	2.2%	11	2.5%	1.0%	15	2.6%	2.3%
Pays de Loire	41	3.6%	1.3%	31	4.5%	2.1%	10	2.2%	0.6%	19	3.3%	2.1%
Bretagne	46	4.1%	1.7%	28	4.0%	2.1%	19	4.2%	1.3%	22	3.8%	2.8%
Poitou Charentes	29	2.5%	1.9%	16	2.3%	2.2%	13	2.9%	1.7%	12	2.2%	3.0%
Aquitaine	52	4.6%	1.9%	24	3.4%	1.7%	29	6.5%	2.0%	29	5.1%	3.2%
Midi Pyrénées	39	3.4%	1.6%	24	3.5%	2.0%	14	3.3%	1.1%	19	3.4%	2.2%
Limousin	12	1.0%	1.9%	8	1.2%	2.8%	4	0.8%	1.1%	3	0.5%	1.8%
Auvergne	17	1.5%	1.5%	10	1.5%	1.9%	7	1.6%	1.2%	9	1.7%	3.2%
Rhône Alpes	101	8.9%	1.9%	62	9.0%	2.4%	38	8.8%	1.4%	59	10.5%	3.0%
Languedoc Roussillon	42	3.7%	1.8%	34	4.9%	3.1%	8	1.8%	0.7%	15	2.6%	2.0%
Provence Alpes Côte d'Azur. Corse	110	9.7%	2.5%	61	8.8%	2.9%	49	11.2%	2.1%	48	8.4%	3.1%
<b>Habitudes de connexion à Internet</b>												
Tous les jours	1000	88.5%	2.3%	619	89.7%	3.0%	381	86.7%	1.7%	531	93.9%	3.3%
Presque tous les jours	91	8.1%	1.5%	54	7.8%	2.0%	38	8.6%	1.1%	32	5.7%	2.3%
1 à 2 fois par semaine	34	3.0%	1.1%	15	2.1%	1.2%	19	4.4%	1.1%	2	0.3%	0.4%
1 à 3 fois par mois	4	0.3%	0.9%	2	0.4%	1.3%	1	0.3%	0.6%	1	0.1%	1.1%
Moins souvent	1	0.0%	0.5%	0	0.1%	1.1%	0	0.0%	0.2%	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>												
<b>Moins de 9 000 euros par an</b>	25	2.2%	1.9%	18	2.7%	3.0%	7	1.6%	0.9%	3	0.6%	1.6%
<b>De 9 000 à moins de 12 000 euros par an</b>	55	4.9%	2.8%	27	3.9%	3.5%	28	6.4%	2.3%	7	1.3%	3.0%
<b>De 12 000 à moins de 18 000 euros par an</b>	70	6.2%	1.4%	38	5.6%	1.9%	31	7.2%	1.1%	17	3.1%	2.2%
<b>De 18 000 à moins de 24 000 euros par an</b>	95	8.4%	1.4%	55	8.0%	1.9%	40	9.1%	1.0%	35	6.3%	2.4%
<b>De 24 000 à moins de 36 000 euros par an</b>	196	17.4%	1.6%	123	17.8%	2.1%	74	16.8%	1.1%	86	15.2%	2.5%
<b>De 36 000 à moins de 45 000 euros par an</b>	157	13.9%	2.0%	91	13.1%	2.3%	67	15.2%	1.8%	84	14.8%	2.9%
<b>De 45 000 à moins de 65 000 euros par an</b>	227	20.1%	2.9%	144	20.9%	3.3%	83	18.8%	2.4%	131	23.1%	3.4%
<b>65 000 euros et plus par an</b>	200	17.7%	4.7%	139	20.1%	5.4%	62	14.1%	3.6%	156	27.6%	5.4%
<b>Refus</b>	73	6.4%	2.1%	45	6.5%	3.0%	28	6.3%	1.4%	32	5.7%	2.4%
<b>Ne sait pas</b>	31	2.7%	2.0%	11	1.6%	1.5%	20	4.6%	2.4%	13	2.3%	1.9%