

L'Equipe Dimanche



A.C.P.M. - ONE -

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	3463	100.0%	6.6%	2797	100.0%	11.1%	665	100.0%	2.4%	1328	100.0%	7.4%
Sexe												
Homme	2797	80.8%	11.1%	2797	100.0%	11.1%	0	0.0%	0.0%	1101	82.9%	12.0%
Femme	665	19.2%	2.4%	0	0.0%	0.0%	665	100.0%	2.4%	227	17.1%	2.6%
Age												
15 à 24 ans	748	21.6%	10.1%	590	21.1%	15.9%	158	23.7%	4.3%	317	23.9%	9.9%
25 à 34 ans	604	17.5%	7.9%	522	18.6%	14.0%	83	12.4%	2.1%	262	19.8%	8.2%
35 à 49 ans	930	26.9%	7.3%	778	27.8%	12.5%	153	23.0%	2.4%	421	31.7%	6.8%
50 à 59 ans	564	16.3%	6.5%	449	16.0%	10.7%	115	17.3%	2.6%	258	19.5%	7.2%
60 ans et plus	617	17.8%	3.8%	459	16.4%	6.3%	158	23.7%	1.8%	69	5.2%	4.3%
Individu												
Ménagères	502	14.5%	2.1%	0	0.0%	0.0%	502	75.4%	2.1%	146	11.0%	2.1%
Personne de référence	2219	64.1%	7.9%	2094	74.9%	10.2%	125	18.8%	1.7%	835	62.9%	9.4%
Responsable des achats	1832	52.9%	5.1%	1328	47.5%	10.3%	505	75.8%	2.2%	637	48.0%	5.7%
PCS Individu												
Agriculteurs	18	0.5%	3.5%	16	0.6%	4.9%	2	0.4%	1.2%	0	0.0%	0.0%
Petits patrons	139	4.0%	8.5%	136	4.9%	11.2%	2	0.3%	0.5%	139	10.4%	9.4%
Affaires et Cadres	291	8.4%	5.8%	256	9.2%	8.9%	35	5.2%	1.6%	272	20.5%	6.1%
Professions intermédiaires	562	16.2%	7.6%	477	17.1%	12.9%	84	12.7%	2.3%	516	38.8%	8.5%
Employés	475	13.7%	5.6%	304	10.9%	13.6%	171	25.7%	2.7%	67	5.0%	3.7%
Ouvriers	790	22.8%	12.3%	754	26.9%	14.7%	36	5.4%	2.8%	45	3.4%	10.1%
Retraités	495	14.3%	3.8%	363	13.0%	6.1%	132	19.9%	1.9%	5	0.4%	2.4%
Autres inactifs	693	20.0%	7.0%	491	17.6%	13.5%	202	30.4%	3.2%	284	21.4%	8.5%
PCS Personne de référence												
Agriculteurs	26	0.7%	3.3%	20	0.7%	5.6%	6	0.8%	1.3%	0	0.0%	0.0%
Petits patrons	213	6.2%	8.0%	190	6.8%	13.1%	23	3.4%	1.9%	213	16.1%	8.0%
Affaires et Cadres	438	12.6%	6.2%	354	12.6%	10.1%	84	12.6%	2.4%	438	33.0%	6.2%
Professions intermédiaires	677	19.5%	8.3%	557	19.9%	13.3%	120	18.0%	3.1%	677	51.0%	8.3%
Employés	452	13.0%	8.1%	331	11.8%	14.3%	120	18.1%	3.7%	0	0.0%	0.0%
Ouvriers	874	25.2%	9.0%	762	27.3%	14.7%	112	16.8%	2.5%	0	0.0%	0.0%
Retraités	616	17.8%	4.1%	447	16.0%	6.7%	169	25.4%	2.0%	0	0.0%	0.0%
Autres inactifs	168	4.8%	4.7%	136	4.8%	9.1%	32	4.8%	1.6%	0	0.0%	0.0%

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Taille du foyer												
1 personne	438	12.6%	4.5%	358	12.8%	8.4%	80	12.1%	1.5%	133	10.0%	5.6%
2 personnes	988	28.5%	5.4%	767	27.4%	8.6%	221	33.2%	2.3%	247	18.6%	5.9%
3 personnes	780	22.5%	8.4%	663	23.7%	14.1%	118	17.7%	2.5%	355	26.8%	9.0%
4 personnes	821	23.7%	8.7%	683	24.4%	14.5%	138	20.7%	2.9%	402	30.3%	8.6%
5 personnes et +	436	12.6%	7.8%	328	11.7%	12.8%	109	16.3%	3.6%	191	14.4%	7.2%
Présence d'enfants de moins de 15 ans												
Oui	1222	35.3%	7.8%	996	35.6%	13.7%	226	33.9%	2.7%	598	45.0%	8.0%
Non	2241	64.7%	6.1%	1801	64.4%	10.1%	440	66.1%	2.3%	730	55.0%	7.1%
Habitat												
Communes rurales	640	18.5%	5.3%	514	18.4%	9.0%	126	18.9%	2.0%	211	15.9%	6.3%
Agglo. - 20 000 hab	602	17.4%	6.7%	491	17.5%	11.4%	111	16.7%	2.4%	229	17.2%	8.3%
Agglo. 20 000 à 100 000 hab	500	14.4%	7.2%	378	13.5%	11.4%	123	18.4%	3.3%	181	13.6%	8.5%
Agglo. + 100 000 hab	1232	35.6%	7.8%	1001	35.8%	13.1%	231	34.8%	2.9%	473	35.6%	8.4%
Agglo. Paris	489	14.1%	5.6%	414	14.8%	9.9%	75	11.2%	1.6%	233	17.6%	5.8%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	547	15.8%	5.6%	463	16.5%	10.0%	84	12.7%	1.6%	255	19.2%	5.8%
Nord Pas de Calais	255	7.4%	7.9%	210	7.5%	13.5%	45	6.8%	2.7%	101	7.6%	10.0%
Lorraine	147	4.2%	7.7%	122	4.4%	13.0%	25	3.8%	2.5%	41	3.1%	7.7%
Alsace	70	2.0%	4.5%	70	2.5%	9.3%	0	0.0%	0.0%	29	2.2%	6.4%
Franche-Comté	71	2.1%	7.4%	61	2.2%	13.0%	10	1.5%	2.0%	18	1.3%	6.3%
Champagne Ardennes	51	1.5%	4.6%	42	1.5%	7.8%	9	1.4%	1.6%	8	0.6%	2.6%
Picardie	104	3.0%	6.7%	95	3.4%	12.8%	9	1.3%	1.1%	28	2.1%	6.4%
Bourgogne	78	2.2%	5.7%	64	2.3%	9.8%	14	2.1%	1.9%	27	2.0%	7.0%
Haute Normandie	109	3.1%	7.3%	81	2.9%	11.4%	28	4.2%	3.6%	35	2.6%	7.6%
Basse Normandie	71	2.1%	5.9%	59	2.1%	10.3%	12	1.8%	1.9%	25	1.9%	6.9%
Centre	119	3.4%	5.8%	92	3.3%	9.3%	27	4.1%	2.5%	40	3.0%	6.4%
Pays de Loire	157	4.5%	5.2%	119	4.3%	8.3%	38	5.7%	2.4%	52	3.9%	5.7%
Bretagne	151	4.4%	5.6%	132	4.7%	10.1%	19	2.9%	1.4%	47	3.5%	6.0%
Poitou Charentes	93	2.7%	6.3%	79	2.8%	11.0%	15	2.2%	1.9%	45	3.4%	10.9%
Aquitaine	188	5.4%	6.7%	145	5.2%	10.8%	42	6.4%	2.9%	71	5.4%	7.9%
Midi Pyrénées	185	5.4%	7.5%	141	5.0%	11.7%	45	6.7%	3.5%	79	6.0%	9.0%
Limousin	42	1.2%	6.7%	34	1.2%	11.5%	7	1.1%	2.3%	10	0.8%	6.1%
Auvergne	80	2.3%	7.0%	56	2.0%	10.1%	24	3.7%	4.1%	26	2.0%	8.9%
Rhône Alpes	426	12.3%	8.0%	330	11.8%	12.9%	96	14.5%	3.5%	214	16.1%	10.8%
Languedoc Roussillon	172	5.0%	7.4%	136	4.9%	12.3%	36	5.4%	2.9%	61	4.6%	8.4%
Provence Alpes Côte d'Azur. Corse	346	10.0%	7.9%	267	9.5%	12.9%	79	11.9%	3.4%	114	8.6%	7.4%
Habitudes de connexion à Internet												
Tous les jours	2916	84.2%	6.8%	2380	85.1%	11.4%	536	80.6%	2.4%	1187	89.4%	7.5%
Presque tous les jours	369	10.6%	6.0%	272	9.7%	9.9%	97	14.5%	2.9%	104	7.8%	7.5%
1 à 2 fois par semaine	130	3.8%	4.3%	100	3.6%	8.0%	30	4.5%	1.7%	27	2.0%	5.2%
1 à 3 fois par mois	38	1.1%	9.5%	38	1.4%	20.4%	0	0.0%	0.0%	9	0.7%	15.5%
Moins souvent	10	0.3%	9.1%	7	0.2%	18.4%	3	0.5%	4.3%	0	0.0%	0.0%

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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	57	1.6%	4.2%	46	1.7%	7.4%	11	1.6%	1.4%	6	0.4%	2.7%
De 9 000 à moins de 12 000 euros par an	124	3.6%	6.2%	99	3.5%	12.9%	25	3.8%	2.1%	11	0.8%	4.4%
De 12 000 à moins de 18 000 euros par an	253	7.3%	5.0%	199	7.1%	9.7%	54	8.1%	1.8%	54	4.1%	6.9%
De 18 000 à moins de 24 000 euros par an	418	12.1%	6.1%	334	11.9%	11.3%	84	12.7%	2.1%	84	6.3%	5.6%
De 24 000 à moins de 36 000 euros par an	773	22.3%	6.3%	607	21.7%	10.6%	166	24.9%	2.5%	236	17.8%	6.7%
De 36 000 à moins de 45 000 euros par an	525	15.1%	6.8%	442	15.8%	11.4%	83	12.5%	2.2%	241	18.2%	8.3%
De 45 000 à moins de 65 000 euros par an	567	16.4%	7.3%	476	17.0%	11.0%	92	13.8%	2.7%	287	21.6%	7.5%
65 000 euros et plus par an	348	10.1%	8.1%	293	10.5%	11.5%	55	8.3%	3.2%	249	18.7%	8.6%
Refus	246	7.1%	6.9%	196	7.0%	12.9%	50	7.5%	2.5%	97	7.3%	7.3%
Ne sait pas	151	4.4%	9.6%	106	3.8%	14.4%	45	6.8%	5.4%	63	4.8%	9.6%