

PQN Editions du 7ème jour y.c. JDD



A.C.P.M. - ONE -

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	5362	100.0%	10.2%	3607	100.0%	14.4%	1755	100.0%	6.4%	1842	100.0%	10.3%
Sexe												
Homme	3607	67.3%	14.4%	3607	100.0%	14.4%	0	0.0%	0.0%	1358	73.7%	14.8%
Femme	1755	32.7%	6.4%	0	0.0%	0.0%	1755	100.0%	6.4%	484	26.3%	5.6%
Age												
15 à 24 ans	868	16.2%	11.8%	620	17.2%	16.7%	248	14.1%	6.8%	365	19.8%	11.4%
25 à 34 ans	748	14.0%	9.8%	581	16.1%	15.6%	167	9.5%	4.3%	309	16.7%	9.6%
35 à 49 ans	1295	24.2%	10.2%	950	26.3%	15.2%	345	19.6%	5.4%	594	32.3%	9.6%
50 à 59 ans	915	17.1%	10.6%	598	16.6%	14.3%	317	18.1%	7.2%	412	22.4%	11.4%
60 ans et plus	1535	28.6%	9.5%	857	23.8%	11.8%	678	38.7%	7.6%	162	8.8%	10.2%
Individu												
Ménagères	1482	27.6%	6.3%	0	0.0%	0.0%	1482	84.5%	6.3%	369	20.0%	5.2%
Personne de référence	3266	60.9%	11.7%	2844	78.8%	13.8%	422	24.1%	5.7%	1105	60.0%	12.5%
Responsable des achats	3308	61.7%	9.2%	1839	51.0%	14.2%	1469	83.7%	6.4%	988	53.6%	8.8%
PCS Individu												
Agriculteurs	24	0.5%	4.7%	21	0.6%	6.5%	3	0.2%	1.8%	0	0.0%	0.0%
Petits patrons	205	3.8%	12.6%	190	5.3%	15.7%	15	0.9%	3.6%	200	10.8%	13.5%
Affaires et Cadres	487	9.1%	9.7%	363	10.1%	12.6%	125	7.1%	5.8%	439	23.8%	9.8%
Professions intermédiaires	716	13.3%	9.7%	557	15.4%	15.1%	159	9.0%	4.3%	654	35.5%	10.8%
Employés	762	14.2%	8.9%	387	10.7%	17.3%	375	21.3%	5.9%	130	7.1%	7.3%
Ouvriers	916	17.1%	14.2%	854	23.7%	16.6%	62	3.5%	4.8%	47	2.5%	10.6%
Retraités	1246	23.2%	9.7%	677	18.8%	11.3%	569	32.4%	8.2%	10	0.6%	4.6%
Autres inactifs	1006	18.8%	10.1%	558	15.5%	15.4%	448	25.5%	7.1%	363	19.7%	10.9%
PCS Personne de référence												
Agriculteurs	34	0.6%	4.3%	25	0.7%	7.0%	8	0.5%	2.0%	0	0.0%	0.0%
Petits patrons	302	5.6%	11.3%	249	6.9%	17.1%	53	3.0%	4.3%	302	16.4%	11.3%
Affaires et Cadres	680	12.7%	9.7%	468	13.0%	13.3%	212	12.1%	6.0%	680	36.9%	9.7%
Professions intermédiaires	860	16.0%	10.6%	641	17.8%	15.3%	219	12.5%	5.6%	860	46.7%	10.6%
Employés	624	11.6%	11.2%	403	11.2%	17.3%	221	12.6%	6.8%	0	0.0%	0.0%
Ouvriers	1145	21.3%	11.8%	873	24.2%	16.9%	272	15.5%	6.0%	0	0.0%	0.0%
Retraités	1450	27.0%	9.7%	767	21.3%	11.6%	684	38.9%	8.1%	0	0.0%	0.0%
Autres inactifs	267	5.0%	7.6%	181	5.0%	12.2%	86	4.9%	4.2%	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	897	16.7%	9.2%	575	15.9%	13.5%	322	18.3%	5.8%	216	11.7%	9.2%
2 personnes	1813	33.8%	9.9%	1121	31.1%	12.6%	692	39.4%	7.3%	394	21.4%	9.3%
3 personnes	987	18.4%	10.6%	737	20.4%	15.7%	251	14.3%	5.4%	455	24.7%	11.5%
4 personnes	1043	19.4%	11.1%	788	21.8%	16.7%	255	14.5%	5.4%	517	28.0%	11.0%
5 personnes et +	622	11.6%	11.1%	387	10.7%	15.1%	236	13.4%	7.8%	261	14.2%	9.9%
Présence d'enfants de moins de 15 ans												
Oui	1625	30.3%	10.4%	1135	31.5%	15.7%	489	27.9%	5.8%	773	42.0%	10.3%
Non	3737	69.7%	10.2%	2472	68.5%	13.8%	1266	72.1%	6.7%	1069	58.0%	10.4%
Habitat												
Communes rurales	913	17.0%	7.6%	623	17.3%	10.9%	290	16.5%	4.6%	270	14.6%	8.1%
Agglo. - 20 000 hab	864	16.1%	9.6%	584	16.2%	13.5%	280	15.9%	6.0%	272	14.8%	9.9%
Agglo. 20 000 à 100 000 hab	749	14.0%	10.7%	484	13.4%	14.7%	265	15.1%	7.2%	247	13.4%	11.6%
Agglo. + 100 000 hab	1634	30.5%	10.4%	1169	32.4%	15.4%	465	26.5%	5.7%	567	30.8%	10.1%
Agglo. Paris	1203	22.4%	13.7%	747	20.7%	17.9%	456	26.0%	9.9%	486	26.4%	12.1%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	1346	25.1%	13.8%	815	22.6%	17.6%	531	30.2%	10.4%	535	29.0%	12.2%
Nord Pas de Calais	312	5.8%	9.7%	256	7.1%	16.5%	57	3.2%	3.4%	113	6.2%	11.2%
Lorraine	193	3.6%	10.1%	142	3.9%	15.1%	51	2.9%	5.2%	46	2.5%	8.7%
Alsace	86	1.6%	5.5%	73	2.0%	9.7%	13	0.8%	1.7%	36	1.9%	7.8%
Franche-Comté	114	2.1%	11.8%	70	1.9%	14.8%	45	2.5%	9.0%	25	1.3%	8.8%
Champagne Ardennes	90	1.7%	8.2%	57	1.6%	10.7%	34	1.9%	5.8%	16	0.9%	5.4%
Picardie	179	3.3%	11.6%	129	3.6%	17.2%	50	2.9%	6.3%	51	2.8%	11.6%
Bourgogne	133	2.5%	9.7%	89	2.5%	13.7%	43	2.5%	6.0%	38	2.0%	10.0%
Haute Normandie	161	3.0%	10.9%	110	3.1%	15.6%	51	2.9%	6.6%	41	2.2%	8.9%
Basse Normandie	105	2.0%	8.7%	68	1.9%	11.8%	37	2.1%	5.8%	30	1.6%	8.2%
Centre	176	3.3%	8.6%	119	3.3%	12.1%	57	3.3%	5.3%	52	2.8%	8.2%
Pays de Loire	223	4.2%	7.4%	148	4.1%	10.3%	75	4.3%	4.7%	72	3.9%	8.0%
Bretagne	214	4.0%	8.0%	151	4.2%	11.6%	63	3.6%	4.6%	57	3.1%	7.3%
Poitou Charentes	133	2.5%	8.9%	101	2.8%	14.2%	31	1.8%	4.0%	49	2.7%	11.9%
Aquitaine	268	5.0%	9.6%	175	4.9%	13.0%	93	5.3%	6.4%	95	5.1%	10.5%
Midi Pyrénées	248	4.6%	10.0%	162	4.5%	13.5%	86	4.9%	6.7%	86	4.7%	9.8%
Limousin	63	1.2%	10.0%	39	1.1%	13.1%	24	1.3%	7.2%	13	0.7%	7.5%
Auvergne	121	2.3%	10.5%	72	2.0%	13.1%	49	2.8%	8.2%	33	1.8%	11.1%
Rhône Alpes	539	10.1%	10.2%	375	10.4%	14.7%	164	9.4%	6.0%	240	13.0%	12.1%
Languedoc Roussillon	216	4.0%	9.2%	154	4.3%	13.9%	62	3.5%	5.1%	67	3.7%	9.2%
Provence Alpes Côte d'Azur. Corse	440	8.2%	10.0%	301	8.3%	14.5%	139	7.9%	6.0%	148	8.0%	9.6%
Habitudes de connexion à Internet												
Tous les jours	4379	81.7%	10.2%	2999	83.1%	14.4%	1380	78.6%	6.3%	1637	88.8%	10.3%
Presque tous les jours	611	11.4%	10.0%	374	10.4%	13.6%	237	13.5%	7.1%	145	7.8%	10.5%
1 à 2 fois par semaine	309	5.8%	10.2%	183	5.1%	14.6%	126	7.2%	7.1%	48	2.6%	9.3%
1 à 3 fois par mois	49	0.9%	12.2%	40	1.1%	21.4%	9	0.5%	4.3%	12	0.6%	19.9%
Moins souvent	14	0.3%	13.1%	11	0.3%	28.4%	4	0.2%	5.1%	1	0.1%	6.4%

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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	123	2.3%	9.0%	85	2.3%	13.5%	39	2.2%	5.2%	13	0.7%	6.3%
De 9 000 à moins de 12 000 euros par an	197	3.7%	9.9%	125	3.5%	16.3%	72	4.1%	5.8%	17	0.9%	7.0%
De 12 000 à moins de 18 000 euros par an	437	8.2%	8.7%	268	7.4%	13.1%	170	9.7%	5.7%	59	3.2%	7.6%
De 18 000 à moins de 24 000 euros par an	628	11.7%	9.1%	417	11.6%	14.1%	211	12.0%	5.4%	122	6.6%	8.1%
De 24 000 à moins de 36 000 euros par an	1215	22.7%	9.9%	787	21.8%	13.8%	428	24.4%	6.5%	331	17.9%	9.4%
De 36 000 à moins de 45 000 euros par an	781	14.6%	10.2%	531	14.7%	13.7%	249	14.2%	6.6%	305	16.5%	10.5%
De 45 000 à moins de 65 000 euros par an	854	15.9%	11.0%	630	17.5%	14.6%	223	12.7%	6.5%	403	21.9%	10.5%
65 000 euros et plus par an	581	10.8%	13.6%	411	11.4%	16.1%	170	9.7%	9.8%	387	21.0%	13.4%
Refus	364	6.8%	10.2%	227	6.3%	14.9%	137	7.8%	6.7%	133	7.2%	10.0%
Ne sait pas	182	3.4%	11.6%	125	3.5%	17.0%	57	3.3%	6.8%	72	3.9%	11.0%