

# L'Indépendant

A.C.P.M. - ONE -



|                                   | Ensemble |           |             | Hommes   |           |             | Femmes   |           |             | FoyersCSP+ |           |             |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
|                                   | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers   | Structure | Pénétration |
| <b>ENSEMBLE</b>                   | 229      | 100.0%    | 0.4%        | 128      | 100.0%    | 0.5%        | 101      | 100.0%    | 0.4%        | 46         | 100.0%    | 0.3%        |
| <b>Sexe</b>                       |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Homme</b>                      | 128      | 55.9%     | 0.5%        | 128      | 100.0%    | 0.5%        | 0        | 0.0%      | 0.0%        | 28         | 59.7%     | 0.3%        |
| <b>Femme</b>                      | 101      | 44.1%     | 0.4%        | 0        | 0.0%      | 0.0%        | 101      | 100.0%    | 0.4%        | 19         | 40.3%     | 0.2%        |
| <b>Age</b>                        |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>15 à 24 ans</b>                | 21       | 9.1%      | 0.3%        | 11       | 8.6%      | 0.3%        | 10       | 9.7%      | 0.3%        | 4          | 8.9%      | 0.1%        |
| <b>25 à 34 ans</b>                | 13       | 5.7%      | 0.2%        | 6        | 5.0%      | 0.2%        | 7        | 6.6%      | 0.2%        | 6          | 13.2%     | 0.2%        |
| <b>35 à 49 ans</b>                | 52       | 22.6%     | 0.4%        | 37       | 28.5%     | 0.6%        | 15       | 15.1%     | 0.2%        | 13         | 28.7%     | 0.2%        |
| <b>50 à 59 ans</b>                | 51       | 22.1%     | 0.6%        | 24       | 18.7%     | 0.6%        | 27       | 26.4%     | 0.6%        | 16         | 34.3%     | 0.4%        |
| <b>60 ans et plus</b>             | 93       | 40.5%     | 0.6%        | 50       | 39.1%     | 0.7%        | 43       | 42.2%     | 0.5%        | 7          | 14.9%     | 0.4%        |
| <b>Individu</b>                   |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Ménagères</b>                  | 86       | 37.4%     | 0.4%        | 0        | 0.0%      | 0.0%        | 86       | 84.7%     | 0.4%        | 17         | 37.0%     | 0.2%        |
| <b>Personne de référence</b>      | 141      | 61.4%     | 0.5%        | 114      | 89.4%     | 0.6%        | 26       | 26.0%     | 0.4%        | 31         | 67.0%     | 0.4%        |
| <b>Responsable des achats</b>     | 161      | 70.1%     | 0.4%        | 74       | 58.0%     | 0.6%        | 86       | 85.5%     | 0.4%        | 36         | 78.0%     | 0.3%        |
| <b>PCS Individu</b>               |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Agriculteurs</b>               | 5        | 2.1%      | 0.9%        | 3        | 2.6%      | 1.0%        | 1        | 1.4%      | 0.7%        | 0          | 0.0%      | 0.0%        |
| <b>Petits patrons</b>             | 8        | 3.4%      | 0.5%        | 8        | 6.0%      | 0.6%        | 0        | 0.2%      | 0.0%        | 8          | 16.5%     | 0.5%        |
| <b>Affaires et Cadres</b>         | 19       | 8.1%      | 0.4%        | 9        | 7.3%      | 0.3%        | 9        | 9.1%      | 0.4%        | 13         | 27.9%     | 0.3%        |
| <b>Professions intermédiaires</b> | 22       | 9.8%      | 0.3%        | 9        | 7.0%      | 0.2%        | 13       | 13.2%     | 0.4%        | 17         | 35.8%     | 0.3%        |
| <b>Employés</b>                   | 31       | 13.4%     | 0.4%        | 10       | 7.7%      | 0.4%        | 21       | 20.6%     | 0.3%        | 1          | 3.0%      | 0.1%        |
| <b>Ouvriers</b>                   | 31       | 13.5%     | 0.5%        | 25       | 19.9%     | 0.5%        | 6        | 5.5%      | 0.4%        | 1          | 3.1%      | 0.3%        |
| <b>Retraités</b>                  | 66       | 28.8%     | 0.5%        | 40       | 31.2%     | 0.7%        | 26       | 25.8%     | 0.4%        | 0          | 0.0%      | 0.0%        |
| <b>Autres inactifs</b>            | 48       | 21.0%     | 0.5%        | 24       | 18.4%     | 0.6%        | 25       | 24.3%     | 0.4%        | 6          | 13.6%     | 0.2%        |
| <b>PCS Personne de référence</b>  |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Agriculteurs</b>               | 6        | 2.5%      | 0.7%        | 3        | 2.6%      | 0.9%        | 2        | 2.4%      | 0.6%        | 0          | 0.0%      | 0.0%        |
| <b>Petits patrons</b>             | 11       | 4.8%      | 0.4%        | 8        | 6.0%      | 0.5%        | 3        | 3.3%      | 0.3%        | 11         | 23.8%     | 0.4%        |
| <b>Affaires et Cadres</b>         | 19       | 8.2%      | 0.3%        | 11       | 8.4%      | 0.3%        | 8        | 8.1%      | 0.2%        | 19         | 40.7%     | 0.3%        |
| <b>Professions intermédiaires</b> | 16       | 7.2%      | 0.2%        | 9        | 7.2%      | 0.2%        | 7        | 7.2%      | 0.2%        | 16         | 35.5%     | 0.2%        |
| <b>Employés</b>                   | 30       | 13.0%     | 0.5%        | 10       | 7.7%      | 0.4%        | 20       | 19.7%     | 0.6%        | 0          | 0.0%      | 0.0%        |
| <b>Ouvriers</b>                   | 35       | 15.4%     | 0.4%        | 26       | 20.3%     | 0.5%        | 9        | 9.3%      | 0.2%        | 0          | 0.0%      | 0.0%        |
| <b>Retraités</b>                  | 81       | 35.2%     | 0.5%        | 43       | 33.6%     | 0.6%        | 38       | 37.2%     | 0.4%        | 0          | 0.0%      | 0.0%        |
| <b>Autres inactifs</b>            | 31       | 13.7%     | 0.9%        | 18       | 14.2%     | 1.2%        | 13       | 13.0%     | 0.6%        | 0          | 0.0%      | 0.0%        |

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|--|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
|  | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers   | Structure | Pénétration |
| <b>Taille du foyer</b>                       |          |           |             |          |           |             |          |           |             |            |           |             |
| 1 personne                                   | 46       | 20.2%     | 0.5%        | 27       | 21.1%     | 0.6%        | 19       | 19.1%     | 0.3%        | 6          | 12.6%     | 0.2%        |
| 2 personnes                                  | 91       | 39.9%     | 0.5%        | 45       | 34.8%     | 0.5%        | 47       | 46.4%     | 0.5%        | 15         | 32.8%     | 0.4%        |
| 3 personnes                                  | 40       | 17.5%     | 0.4%        | 23       | 18.1%     | 0.5%        | 17       | 16.6%     | 0.4%        | 9          | 18.6%     | 0.2%        |
| 4 personnes                                  | 37       | 16.2%     | 0.4%        | 26       | 20.0%     | 0.5%        | 11       | 11.3%     | 0.2%        | 13         | 28.6%     | 0.3%        |
| 5 personnes et +                             | 14       | 6.2%      | 0.3%        | 8        | 6.0%      | 0.3%        | 7        | 6.6%      | 0.2%        | 3          | 7.4%      | 0.1%        |
| <b>Présence d'enfants de moins de 15 ans</b> |          |           |             |          |           |             |          |           |             |            |           |             |
| Oui  | 55       | 24.1%     | 0.4%        | 38       | 29.6%     | 0.5%        | 17       | 17.1%     | 0.2%        | 19         | 41.2%     | 0.3%        |
| Non  | 174      | 75.9%     | 0.5%        | 90       | 70.4%     | 0.5%        | 84       | 82.9%     | 0.4%        | 27         | 58.8%     | 0.3%        |
| <b>Habitat</b>                               |          |           |             |          |           |             |          |           |             |            |           |             |
| Communes rurales                             | 51       | 22.3%     | 0.4%        | 26       | 20.3%     | 0.5%        | 25       | 24.8%     | 0.4%        | 7          | 15.1%     | 0.2%        |
| Agglo. - 20 000 hab                          | 80       | 34.8%     | 0.9%        | 47       | 36.4%     | 1.1%        | 33       | 32.7%     | 0.7%        | 11         | 23.0%     | 0.4%        |
| Agglo. 20 000 à 100 000 hab                  | 33       | 14.3%     | 0.5%        | 16       | 12.4%     | 0.5%        | 17       | 16.7%     | 0.5%        | 11         | 22.9%     | 0.5%        |
| Agglo. + 100 000 hab                         | 65       | 28.4%     | 0.4%        | 39       | 30.4%     | 0.5%        | 26       | 25.8%     | 0.3%        | 18         | 39.1%     | 0.3%        |
| Agglo. Paris                                 | 1        | 0.3%      | 0.0%        | 1        | 0.5%      | 0.0%        | 0        | 0.0%      | 0.0%        | 0          | 0.0%      | 0.0%        |
| <b>Régions INSEE</b>                         |          |           |             |          |           |             |          |           |             |            |           |             |
| Ile de France                                | 1        | 0.6%      | 0.0%        | 1        | 0.9%      | 0.0%        | 0        | 0.3%      | 0.0%        | 1          | 1.2%      | 0.0%        |
| Pays de Loire                                | 0        | 0.2%      | 0.0%        | 0        | 0.3%      | 0.0%        | 0        | 0.0%      | 0.0%        | 0          | 0.0%      | 0.0%        |
| Midi Pyrénées                                | 5        | 2.3%      | 0.2%        | 2        | 1.8%      | 0.2%        | 3        | 2.8%      | 0.2%        | 2          | 4.2%      | 0.2%        |
| Languedoc Roussillon                         | 218      | 95.0%     | 9.3%        | 122      | 95.1%     | 11.0%       | 96       | 94.8%     | 7.8%        | 43         | 93.0%     | 5.9%        |
| Provence Alpes Côte d'Azur.<br>Corse         | 4        | 1.9%      | 0.1%        | 2        | 1.7%      | 0.1%        | 2        | 2.1%      | 0.1%        | 1          | 1.5%      | 0.0%        |
| <b>Habitudes de connexion à Internet</b>     |          |           |             |          |           |             |          |           |             |            |           |             |
| Tous les jours                               | 177      | 77.1%     | 0.4%        | 95       | 73.9%     | 0.5%        | 82       | 81.3%     | 0.4%        | 38         | 82.3%     | 0.2%        |
| Presque tous les jours                       | 25       | 11.1%     | 0.4%        | 14       | 11.2%     | 0.5%        | 11       | 11.0%     | 0.3%        | 7          | 14.2%     | 0.5%        |
| 1 à 2 fois par semaine                       | 23       | 9.9%      | 0.8%        | 15       | 11.6%     | 1.2%        | 8        | 7.8%      | 0.4%        | 1          | 3.2%      | 0.3%        |
| 1 à 3 fois par mois                          | 4        | 1.8%      | 1.0%        | 4        | 3.2%      | 2.2%        | 0        | 0.0%      | 0.0%        | 0          | 0.0%      | 0.0%        |
| Moins souvent                                | 0        | 0.1%      | 0.1%        | 0        | 0.1%      | 0.4%        | 0        | 0.0%      | 0.0%        | 0          | 0.4%      | 0.7%        |

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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              | 8        | 3.5%      | 0.6%        | 5        | 3.8%      | 0.8%        | 3        | 3.1%      | 0.4%        | 0          | 0.6%      | 0.1%        |
| De 9 000 à moins de 12 000 euros par an  | 8        | 3.3%      | 0.4%        | 3        | 2.1%      | 0.3%        | 5        | 4.9%      | 0.4%        | 0          | 0.0%      | 0.0%        |
| De 12 000 à moins de 18 000 euros par an | 40       | 17.5%     | 0.8%        | 23       | 17.7%     | 1.1%        | 17       | 17.1%     | 0.6%        | 4          | 7.6%      | 0.5%        |
| De 18 000 à moins de 24 000 euros par an | 29       | 12.7%     | 0.4%        | 18       | 14.1%     | 0.6%        | 11       | 10.9%     | 0.3%        | 3          | 5.6%      | 0.2%        |
| De 24 000 à moins de 36 000 euros par an | 50       | 21.8%     | 0.4%        | 27       | 20.7%     | 0.5%        | 23       | 23.2%     | 0.4%        | 7          | 14.0%     | 0.2%        |
| De 36 000 à moins de 45 000 euros par an | 32       | 13.9%     | 0.4%        | 17       | 12.9%     | 0.4%        | 15       | 15.1%     | 0.4%        | 6          | 13.1%     | 0.2%        |
| De 45 000 à moins de 65 000 euros par an | 29       | 12.6%     | 0.4%        | 22       | 17.3%     | 0.5%        | 7        | 6.8%      | 0.2%        | 15         | 32.9%     | 0.4%        |
| 65 000 euros et plus par an              | 18       | 7.7%      | 0.4%        | 13       | 10.0%     | 0.5%        | 5        | 4.8%      | 0.3%        | 8          | 18.2%     | 0.3%        |
| Refus                                    | 13       | 5.7%      | 0.4%        | 1        | 1.1%      | 0.1%        | 12       | 11.4%     | 0.6%        | 2          | 5.4%      | 0.2%        |
| Ne sait pas                              | 3        | 1.3%      | 0.2%        | 0        | 0.2%      | 0.0%        | 3        | 2.7%      | 0.3%        | 1          | 2.6%      | 0.2%        |