

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	1312	100.0%	2.5%	615	100.0%	2.4%	697	100.0%	2.6%	287	100.0%	1.6%
Sexe												
Homme	615	46.9%	2.4%	615	100.0%	2.4%	0	0.0%	0.0%	158	55.0%	1.7%
Femme	697	53.1%	2.6%	0	0.0%	0.0%	697	100.0%	2.6%	129	45.0%	1.5%
Age												
15 à 24 ans	95	7.3%	1.3%	52	8.5%	1.4%	43	6.2%	1.2%	29	10.3%	0.9%
25 à 34 ans	128	9.7%	1.7%	57	9.3%	1.5%	71	10.2%	1.8%	51	17.8%	1.6%
35 à 49 ans	265	20.2%	2.1%	140	22.7%	2.2%	125	18.0%	1.9%	90	31.4%	1.4%
50 à 59 ans	257	19.6%	3.0%	127	20.7%	3.0%	129	18.6%	2.9%	82	28.6%	2.3%
60 ans et plus	567	43.2%	3.5%	239	38.8%	3.3%	329	47.1%	3.7%	34	11.9%	2.2%
Individu												
Ménagères	640	48.8%	2.7%	0	0.0%	0.0%	640	91.8%	2.7%	111	38.8%	1.6%
Personne de référence	715	54.5%	2.6%	540	87.8%	2.6%	174	25.0%	2.4%	151	52.6%	1.7%
Responsable des achats	950	72.4%	2.7%	326	53.0%	2.5%	624	89.5%	2.7%	191	66.5%	1.7%
PCS Individu												
Agriculteurs	27	2.1%	5.3%	16	2.6%	5.0%	11	1.6%	5.8%	1	0.2%	1.5%
Petits patrons	26	2.0%	1.6%	20	3.3%	1.6%	6	0.8%	1.3%	23	8.2%	1.6%
Affaires et Cadres	80	6.1%	1.6%	51	8.3%	1.8%	29	4.1%	1.3%	66	23.0%	1.5%
Professions intermédiaires	162	12.3%	2.2%	71	11.6%	1.9%	91	13.0%	2.5%	120	41.9%	2.0%
Employés	244	18.6%	2.9%	80	13.1%	3.6%	164	23.5%	2.6%	30	10.4%	1.7%
Ouvriers	131	10.0%	2.0%	107	17.4%	2.1%	24	3.5%	1.9%	4	1.3%	0.9%
Retraités	481	36.6%	3.7%	208	33.8%	3.5%	273	39.1%	3.9%	8	2.7%	3.4%
Autres inactifs	161	12.3%	1.6%	61	9.9%	1.7%	100	14.3%	1.6%	35	12.4%	1.1%
PCS Personne de référence												
Agriculteurs	36	2.7%	4.6%	15	2.4%	4.1%	21	3.0%	5.0%	0	0.0%	0.0%
Petits patrons	40	3.0%	1.5%	23	3.7%	1.6%	17	2.4%	1.4%	40	13.8%	1.5%
Affaires et Cadres	104	7.9%	1.5%	62	10.0%	1.8%	42	6.1%	1.2%	104	36.2%	1.5%
Professions intermédiaires	143	10.9%	1.8%	73	11.9%	1.7%	70	10.0%	1.8%	143	49.9%	1.8%
Employés	131	10.0%	2.4%	70	11.5%	3.0%	61	8.7%	1.9%	0	0.0%	0.0%
Ouvriers	234	17.8%	2.4%	114	18.6%	2.2%	120	17.2%	2.6%	0	0.0%	0.0%
Retraités	545	41.5%	3.6%	224	36.5%	3.4%	320	45.9%	3.8%	0	0.0%	0.0%
Autres inactifs	81	6.2%	2.3%	34	5.5%	2.3%	47	6.8%	2.3%	0	0.0%	0.0%

Groupe Centre France



A.C.P.M. - ONE -

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du foyer												
1 personne	264	20.1%	2.7%	117	19.0%	2.7%	147	21.1%	2.7%	39	13.5%	1.6%
2 personnes	588	44.8%	3.2%	273	44.4%	3.1%	315	45.2%	3.3%	92	32.0%	2.2%
3 personnes	197	15.0%	2.1%	102	16.6%	2.2%	95	13.6%	2.0%	57	19.8%	1.4%
4 personnes	172	13.1%	1.8%	90	14.6%	1.9%	82	11.8%	1.7%	72	25.1%	1.5%
5 personnes et +	92	7.0%	1.6%	34	5.5%	1.3%	58	8.4%	1.9%	28	9.6%	1.0%
Présence d'enfants de moins de 15 ans												
Oui	276	21.0%	1.8%	125	20.3%	1.7%	151	21.6%	1.8%	104	36.2%	1.4%
Non	1037	79.0%	2.8%	490	79.7%	2.7%	546	78.4%	2.9%	183	63.8%	1.8%
Habitat												
Communes rurales	500	38.1%	4.2%	216	35.2%	3.8%	284	40.7%	4.5%	96	33.6%	2.9%
Agglo. - 20 000 hab	252	19.2%	2.8%	127	20.6%	2.9%	125	17.9%	2.7%	51	17.7%	1.8%
Agglo. 20 000 à 100 000 hab	268	20.4%	3.8%	136	22.0%	4.1%	133	19.0%	3.6%	54	19.0%	2.6%
Agglo. + 100 000 hab	265	20.2%	1.7%	118	19.1%	1.5%	147	21.1%	1.8%	73	25.4%	1.3%
Agglo. Paris	27	2.1%	0.3%	19	3.1%	0.4%	9	1.2%	0.2%	12	4.3%	0.3%
Régions INSEE												
Ile de France	28	2.1%	0.3%	19	3.1%	0.4%	9	1.3%	0.2%	12	4.3%	0.3%
Nord Pas de Calais	2	0.2%	0.1%	2	0.4%	0.2%	0	0.0%	0.0%	2	0.9%	0.2%
Champagne Ardennes	2	0.1%	0.2%	1	0.2%	0.3%	0	0.0%	0.1%	0	0.1%	0.1%
Picardie	0	0.0%	0.0%	0	0.1%	0.1%	0	0.0%	0.0%	0	0.0%	0.0%
Bourgogne	189	14.4%	13.8%	84	13.7%	12.9%	105	15.0%	14.6%	34	11.8%	9.0%
Haute Normandie	1	0.1%	0.1%	0	0.0%	0.0%	1	0.2%	0.2%	1	0.5%	0.3%
Basse Normandie	1	0.0%	0.0%	0	0.0%	0.0%	0	0.1%	0.1%	0	0.0%	0.0%
Centre	336	25.6%	16.4%	154	25.1%	15.6%	182	26.1%	17.0%	73	25.6%	11.6%
Pays de Loire	1	0.0%	0.0%	0	0.0%	0.0%	1	0.1%	0.0%	1	0.2%	0.1%
Poitou Charentes	3	0.2%	0.2%	3	0.5%	0.4%	0	0.0%	0.0%	0	0.1%	0.0%
Aquitaine	2	0.1%	0.1%	1	0.2%	0.1%	0	0.1%	0.0%	0	0.2%	0.0%
Midi Pyrénées	4	0.3%	0.2%	3	0.5%	0.2%	1	0.2%	0.1%	2	0.7%	0.2%
Limousin	236	17.9%	37.7%	107	17.3%	35.9%	129	18.5%	39.4%	51	17.7%	29.4%
Auvergne	501	38.2%	43.6%	236	38.4%	42.8%	265	38.0%	44.3%	105	36.6%	35.3%
Rhône Alpes	4	0.3%	0.1%	2	0.3%	0.1%	3	0.4%	0.1%	3	1.0%	0.1%
Languedoc Roussillon	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.1%	0.0%
Provence Alpes Côte d'Azur. Corse	2	0.2%	0.0%	2	0.3%	0.1%	0	0.0%	0.0%	1	0.3%	0.1%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Habitudes de connection à Internet												
Tous les jours	987	75.2%	2.3%	493	80.1%	2.4%	494	70.9%	2.3%	244	85.3%	1.5%
Presque tous les jours	195	14.8%	3.2%	87	14.1%	3.2%	108	15.5%	3.2%	32	11.1%	2.3%
1 à 2 fois par semaine	111	8.5%	3.7%	32	5.2%	2.5%	79	11.4%	4.5%	10	3.5%	2.0%
1 à 3 fois par mois	11	0.8%	2.6%	2	0.3%	1.1%	8	1.2%	4.0%	0	0.1%	0.5%
Moins souvent	10	0.7%	8.7%	2	0.3%	5.1%	8	1.1%	10.5%	0	0.0%	0.0%
Revenus du foyer												
Moins de 9 000 euros par an	22	1.6%	1.6%	12	1.9%	1.9%	10	1.4%	1.3%	3	1.0%	1.4%
De 9 000 à moins de 12 000 euros par an	33	2.5%	1.6%	15	2.5%	2.0%	17	2.5%	1.4%	3	1.1%	1.2%
De 12 000 à moins de 18 000 euros par an	126	9.6%	2.5%	46	7.6%	2.3%	80	11.5%	2.7%	12	4.3%	1.6%
De 18 000 à moins de 24 000 euros par an	236	18.0%	3.4%	106	17.3%	3.6%	130	18.6%	3.3%	32	11.3%	2.2%
De 24 000 à moins de 36 000 euros par an	337	25.7%	2.7%	158	25.7%	2.8%	180	25.8%	2.7%	61	21.3%	1.7%
De 36 000 à moins de 45 000 euros par an	224	17.1%	2.9%	103	16.8%	2.7%	121	17.4%	3.2%	54	18.9%	1.9%
De 45 000 à moins de 65 000 euros par an	181	13.8%	2.3%	103	16.7%	2.4%	78	11.3%	2.3%	62	21.8%	1.6%
65 000 euros et plus par an	61	4.7%	1.4%	39	6.4%	1.5%	22	3.1%	1.2%	34	11.7%	1.2%
Refus	60	4.5%	1.7%	20	3.3%	1.3%	39	5.7%	1.9%	19	6.7%	1.4%
Ne sait pas	31	2.4%	2.0%	12	2.0%	1.6%	19	2.8%	2.3%	5	1.9%	0.8%