

Groupe Centre Ouest

A.C.P.M. - ONE -



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	609	100.0%	1.2%	294	100.0%	1.2%	316	100.0%	1.2%	136	100.0%	0.8%
Sexe												
Homme	294	48.2%	1.2%	294	100.0%	1.2%	0	0.0%	0.0%	82	60.2%	0.9%
Femme	316	51.8%	1.2%	0	0.0%	0.0%	316	100.0%	1.2%	54	39.8%	0.6%
Age												
15 à 24 ans	27	4.4%	0.4%	14	4.7%	0.4%	13	4.1%	0.4%	9	7.0%	0.3%
25 à 34 ans	63	10.3%	0.8%	37	12.6%	1.0%	26	8.2%	0.7%	20	14.7%	0.6%
35 à 49 ans	123	20.1%	1.0%	62	21.0%	1.0%	61	19.3%	0.9%	52	38.5%	0.8%
50 à 59 ans	115	18.8%	1.3%	39	13.3%	0.9%	75	23.9%	1.7%	37	27.1%	1.0%
60 ans et plus	283	46.4%	1.8%	142	48.5%	2.0%	141	44.5%	1.6%	17	12.7%	1.1%
Individu												
Ménagères	296	48.5%	1.3%	0	0.0%	0.0%	296	93.6%	1.3%	47	34.6%	0.7%
Personne de référence	365	59.9%	1.3%	273	92.8%	1.3%	92	29.2%	1.2%	86	63.6%	1.0%
Responsable des achats	430	70.5%	1.2%	147	50.0%	1.1%	283	89.6%	1.2%	82	60.3%	0.7%
PCS Individu												
Agriculteurs	6	1.0%	1.1%	5	1.7%	1.5%	1	0.3%	0.5%	0	0.0%	0.0%
Petits patrons	13	2.1%	0.8%	10	3.4%	0.8%	3	1.0%	0.7%	10	7.7%	0.7%
Affaires et Cadres	42	6.9%	0.8%	27	9.3%	0.9%	15	4.7%	0.7%	36	26.9%	0.8%
Professions intermédiaires	70	11.5%	0.9%	40	13.6%	1.1%	30	9.5%	0.8%	59	43.4%	1.0%
Employés	118	19.4%	1.4%	20	6.8%	0.9%	99	31.2%	1.6%	17	12.7%	1.0%
Ouvriers	73	11.9%	1.1%	55	18.6%	1.1%	18	5.7%	1.4%	1	0.7%	0.2%
Retraités	244	40.0%	1.9%	127	43.2%	2.1%	117	37.1%	1.7%	1	0.6%	0.4%
Autres inactifs	43	7.1%	0.4%	10	3.5%	0.3%	33	10.5%	0.5%	11	8.0%	0.3%
PCS Personne de référence												
Agriculteurs	11	1.8%	1.4%	5	1.7%	1.3%	6	2.0%	1.5%	0	0.0%	0.0%
Petits patrons	18	2.9%	0.7%	10	3.6%	0.7%	7	2.4%	0.6%	18	13.2%	0.7%
Affaires et Cadres	45	7.4%	0.6%	28	9.6%	0.8%	17	5.3%	0.5%	45	33.1%	0.6%
Professions intermédiaires	73	12.0%	0.9%	43	14.6%	1.0%	30	9.5%	0.8%	73	53.7%	0.9%
Employés	58	9.5%	1.0%	23	7.8%	1.0%	35	11.0%	1.1%	0	0.0%	0.0%
Ouvriers	110	18.1%	1.1%	46	15.8%	0.9%	64	20.2%	1.4%	0	0.0%	0.0%
Retraités	270	44.4%	1.8%	130	44.2%	2.0%	141	44.5%	1.7%	0	0.0%	0.0%
Autres inactifs	24	4.0%	0.7%	8	2.7%	0.5%	16	5.1%	0.8%	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	135	22.2%	1.4%	54	18.2%	1.3%	82	25.8%	1.5%	24	17.8%	1.0%
2 personnes	275	45.2%	1.5%	137	46.5%	1.5%	139	44.0%	1.5%	35	25.7%	0.8%
3 personnes	73	12.0%	0.8%	40	13.5%	0.8%	33	10.5%	0.7%	23	17.3%	0.6%
4 personnes	86	14.1%	0.9%	46	15.7%	1.0%	40	12.6%	0.8%	32	23.6%	0.7%
5 personnes et +	40	6.6%	0.7%	18	6.1%	0.7%	22	7.0%	0.7%	21	15.6%	0.8%
Présence d'enfants de moins de 15 ans												
Oui	144	23.6%	0.9%	71	24.0%	1.0%	73	23.2%	0.9%	55	40.6%	0.7%
Non	466	76.4%	1.3%	223	76.0%	1.2%	243	76.8%	1.3%	81	59.4%	0.8%
Habitat												
Communes rurales	213	34.9%	1.8%	94	32.0%	1.6%	119	37.6%	1.9%	41	30.2%	1.2%
Agglo. - 20 000 hab	133	21.9%	1.5%	67	22.9%	1.6%	66	20.9%	1.4%	31	22.5%	1.1%
Agglo. 20 000 à 100 000 hab	103	16.8%	1.5%	42	14.5%	1.3%	60	19.1%	1.6%	28	20.4%	1.3%
Agglo. + 100 000 hab	149	24.5%	0.9%	80	27.2%	1.0%	69	22.0%	0.9%	33	24.5%	0.6%
Agglo. Paris	12	1.9%	0.1%	10	3.5%	0.2%	2	0.5%	0.0%	3	2.4%	0.1%
Régions INSEE												
Ile de France	12	2.0%	0.1%	10	3.5%	0.2%	2	0.6%	0.0%	4	2.7%	0.1%
Bourgogne	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Centre	347	56.9%	16.9%	157	53.5%	16.0%	190	60.1%	17.7%	80	58.8%	12.6%
Pays de Loire	5	0.9%	0.2%	2	0.7%	0.1%	3	1.0%	0.2%	2	1.6%	0.2%
Poitou Charentes	238	39.1%	16.0%	121	41.0%	16.9%	118	37.4%	15.2%	48	35.4%	11.7%
Aquitaine	1	0.2%	0.0%	1	0.3%	0.1%	0	0.0%	0.0%	0	0.0%	0.0%
Midi Pyrénées	0	0.0%	0.0%	0	0.1%	0.0%	0	0.0%	0.0%	0	0.1%	0.0%
Limousin	2	0.4%	0.4%	1	0.5%	0.5%	1	0.3%	0.3%	1	0.5%	0.4%
Auvergne	2	0.3%	0.1%	1	0.4%	0.2%	1	0.2%	0.1%	1	0.8%	0.4%
Rhône Alpes	1	0.2%	0.0%	0	0.0%	0.0%	1	0.4%	0.0%	0	0.0%	0.0%
Provence Alpes Côte d'Azur. Corse	0	0.0%	0.0%	0	0.0%	0.0%	0	0.1%	0.0%	0	0.0%	0.0%
Habitudes de connection à Internet												
Tous les jours	506	83.0%	1.2%	250	85.0%	1.2%	256	81.2%	1.2%	128	94.2%	0.8%
Presque tous les jours	70	11.4%	1.1%	30	10.2%	1.1%	40	12.6%	1.2%	6	4.6%	0.5%
1 à 2 fois par semaine	30	4.9%	1.0%	13	4.4%	1.0%	17	5.3%	0.9%	1	1.1%	0.3%
1 à 3 fois par mois	4	0.6%	0.9%	1	0.3%	0.5%	3	0.9%	1.3%	0	0.0%	0.0%
Moins souvent	0	0.1%	0.3%	0	0.0%	0.0%	0	0.1%	0.5%	0	0.2%	1.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Revenus du foyer												
Moins de 9 000 euros par an	8	1.3%	0.6%	6	2.1%	1.0%	1	0.5%	0.2%	2	1.1%	0.7%
De 9 000 à moins de 12 000 euros par an	26	4.3%	1.3%	21	7.0%	2.7%	6	1.8%	0.5%	2	1.7%	0.9%
De 12 000 à moins de 18 000 euros par an	52	8.5%	1.0%	9	3.1%	0.4%	43	13.5%	1.4%	9	6.9%	1.2%
De 18 000 à moins de 24 000 euros par an	97	15.9%	1.4%	40	13.6%	1.4%	57	18.1%	1.5%	12	8.6%	0.8%
De 24 000 à moins de 36 000 euros par an	163	26.7%	1.3%	71	24.1%	1.2%	92	29.2%	1.4%	27	19.6%	0.8%
De 36 000 à moins de 45 000 euros par an	99	16.2%	1.3%	57	19.3%	1.5%	42	13.3%	1.1%	29	21.2%	1.0%
De 45 000 à moins de 65 000 euros par an	91	14.9%	1.2%	52	17.6%	1.2%	39	12.4%	1.1%	34	25.3%	0.9%
65 000 euros et plus par an	25	4.2%	0.6%	18	6.2%	0.7%	7	2.3%	0.4%	14	10.2%	0.5%
Refus	42	7.0%	1.2%	17	5.7%	1.1%	26	8.2%	1.3%	5	3.5%	0.4%
Ne sait pas	6	1.0%	0.4%	4	1.3%	0.5%	2	0.8%	0.3%	3	2.0%	0.4%