

# Les DNA du Lundi / Les Dernières Nouvelles du Lundi



A.C.P.M. - ONE -

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	521	100.0%	1.0%	307	100.0%	1.2%	213	100.0%	0.8%	135	100.0%	0.8%
<b>Sexe</b>												
<b>Homme</b>	307	59.0%	1.2%	307	100.0%	1.2%	0	0.0%	0.0%	89	66.2%	1.0%
<b>Femme</b>	213	41.0%	0.8%	0	0.0%	0.0%	213	100.0%	0.8%	46	33.8%	0.5%
<b>Age</b>												
<b>15 à 24 ans</b>	26	5.0%	0.4%	19	6.1%	0.5%	7	3.5%	0.2%	8	6.2%	0.3%
<b>25 à 34 ans</b>	51	9.8%	0.7%	22	7.2%	0.6%	29	13.6%	0.7%	21	15.3%	0.6%
<b>35 à 49 ans</b>	130	24.9%	1.0%	85	27.5%	1.4%	45	21.2%	0.7%	53	39.0%	0.8%
<b>50 à 59 ans</b>	140	26.9%	1.6%	84	27.3%	2.0%	56	26.4%	1.3%	40	29.5%	1.1%
<b>60 ans et plus</b>	173	33.3%	1.1%	98	31.9%	1.4%	75	35.3%	0.8%	13	10.0%	0.8%
<b>Individu</b>												
<b>Ménagères</b>	191	36.7%	0.8%	0	0.0%	0.0%	191	89.6%	0.8%	39	29.3%	0.6%
<b>Personne de référence</b>	326	62.6%	1.2%	275	89.4%	1.3%	51	24.1%	0.7%	85	63.2%	1.0%
<b>Responsable des achats</b>	345	66.3%	1.0%	152	49.4%	1.2%	193	90.5%	0.8%	83	61.6%	0.7%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	6	1.2%	1.3%	6	2.1%	2.0%	0	0.0%	0.0%	0	0.0%	0.0%
<b>Petits patrons</b>	15	2.9%	0.9%	13	4.2%	1.1%	2	0.9%	0.5%	13	9.7%	0.9%
<b>Affaires et Cadres</b>	27	5.1%	0.5%	21	6.9%	0.7%	5	2.5%	0.3%	23	16.9%	0.5%
<b>Professions intermédiaires</b>	86	16.5%	1.2%	52	16.9%	1.4%	34	16.0%	0.9%	69	51.0%	1.1%
<b>Employés</b>	87	16.7%	1.0%	25	8.0%	1.1%	62	29.2%	1.0%	18	13.2%	1.0%
<b>Ouvriers</b>	102	19.5%	1.6%	80	26.0%	1.6%	22	10.2%	1.7%	2	1.2%	0.4%
<b>Retraités</b>	144	27.6%	1.1%	83	27.1%	1.4%	61	28.4%	0.9%	0	0.0%	0.0%
<b>Autres inactifs</b>	54	10.4%	0.5%	27	8.8%	0.7%	27	12.7%	0.4%	11	8.1%	0.3%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	8	1.5%	1.0%	6	2.1%	1.8%	1	0.6%	0.3%	0	0.0%	0.0%
<b>Petits patrons</b>	16	3.1%	0.6%	15	4.8%	1.0%	1	0.7%	0.1%	16	12.0%	0.6%
<b>Affaires et Cadres</b>	42	8.1%	0.6%	27	8.9%	0.8%	15	6.9%	0.4%	42	31.2%	0.6%
<b>Professions intermédiaires</b>	76	14.7%	0.9%	47	15.3%	1.1%	30	13.9%	0.8%	76	56.7%	0.9%
<b>Employés</b>	53	10.2%	1.0%	22	7.1%	0.9%	31	14.7%	1.0%	0	0.0%	0.0%
<b>Ouvriers</b>	122	23.5%	1.3%	80	26.1%	1.5%	42	19.7%	0.9%	0	0.0%	0.0%
<b>Retraités</b>	167	32.1%	1.1%	84	27.5%	1.3%	83	38.8%	1.0%	0	0.0%	0.0%
<b>Autres inactifs</b>	35	6.8%	1.0%	25	8.2%	1.7%	10	4.8%	0.5%	0	0.0%	0.0%

# Les DNA du Lundi / Les Dernières Nouvelles du Lundi



A.C.P.M. - ONE -

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Taille du foyer</b>												
<b>1 personne</b>	93	17.9%	1.0%	45	14.8%	1.1%	48	22.4%	0.9%	10	7.1%	0.4%
<b>2 personnes</b>	226	43.3%	1.2%	138	45.0%	1.6%	87	40.9%	0.9%	50	36.8%	1.2%
<b>3 personnes</b>	99	18.9%	1.1%	62	20.2%	1.3%	36	17.0%	0.8%	31	22.9%	0.8%
<b>4 personnes</b>	69	13.3%	0.7%	40	13.1%	0.9%	29	13.7%	0.6%	30	22.2%	0.6%
<b>5 personnes et +</b>	34	6.5%	0.6%	21	6.9%	0.8%	13	5.9%	0.4%	15	11.0%	0.6%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	117	22.6%	0.7%	81	26.3%	1.1%	37	17.1%	0.4%	47	34.7%	0.6%
<b>Non</b>	403	77.4%	1.1%	226	73.7%	1.3%	177	82.9%	0.9%	88	65.3%	0.9%
<b>Habitat</b>												
<b>Communes rurales</b>	156	29.9%	1.3%	97	31.5%	1.7%	59	27.7%	0.9%	43	32.0%	1.3%
<b>Agglo. - 20 000 hab</b>	133	25.5%	1.5%	79	25.7%	1.8%	54	25.3%	1.2%	39	28.9%	1.4%
<b>Agglo. 20 000 à 100 000 hab</b>	65	12.5%	0.9%	32	10.3%	1.0%	33	15.6%	0.9%	17	12.9%	0.8%
<b>Agglo. + 100 000 hab</b>	167	32.1%	1.1%	100	32.5%	1.3%	67	31.4%	0.8%	35	26.3%	0.6%
<b>Régions INSEE</b>												
<b>Nord Pas de Calais</b>	4	0.8%	0.1%	4	1.4%	0.3%	0	0.0%	0.0%	0	0.0%	0.0%
<b>Lorraine</b>	26	5.1%	1.4%	13	4.3%	1.4%	13	6.2%	1.3%	7	5.0%	1.3%
<b>Alsace</b>	485	93.1%	31.1%	287	93.5%	38.0%	197	92.5%	24.6%	125	92.5%	27.2%
<b>Franche-Comté</b>	1	0.1%	0.1%	0	0.1%	0.0%	1	0.3%	0.1%	0	0.0%	0.0%
<b>Bourgogne</b>	1	0.2%	0.1%	1	0.4%	0.2%	0	0.0%	0.0%	0	0.0%	0.0%
<b>Centre</b>	1	0.1%	0.0%	0	0.0%	0.0%	1	0.3%	0.1%	1	0.5%	0.1%
<b>Bretagne</b>	1	0.2%	0.0%	1	0.3%	0.1%	0	0.0%	0.0%	1	0.8%	0.1%
<b>Provence Alpes Côte d'Azur. Corse</b>	2	0.3%	0.0%	0	0.0%	0.0%	2	0.8%	0.1%	2	1.2%	0.1%
<b>Habitudes de connexion à Internet</b>												
<b>Tous les jours</b>	390	74.9%	0.9%	239	77.6%	1.1%	151	71.0%	0.7%	118	87.5%	0.7%
<b>Presque tous les jours</b>	88	17.0%	1.4%	49	15.9%	1.8%	40	18.5%	1.2%	10	7.5%	0.7%
<b>1 à 2 fois par semaine</b>	32	6.2%	1.1%	20	6.5%	1.6%	12	5.8%	0.7%	2	1.8%	0.5%
<b>1 à 3 fois par mois</b>	10	1.9%	2.5%	0	0.0%	0.0%	10	4.7%	4.6%	4	3.2%	7.3%

# Les DNA du Lundi / Les Dernières Nouvelles du Lundi



A.C.P.M. - ONE -

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Revenus du foyer</b>												
Moins de 9 000 euros par an	11	2.0%	0.8%	8	2.5%	1.2%	3	1.4%	0.4%	4	2.9%	1.8%
De 9 000 à moins de 12 000 euros par an	30	5.7%	1.5%	10	3.2%	1.3%	20	9.2%	1.6%	2	1.3%	0.7%
De 12 000 à moins de 18 000 euros par an	40	7.7%	0.8%	26	8.5%	1.3%	14	6.5%	0.5%	0	0.0%	0.0%
De 18 000 à moins de 24 000 euros par an	46	8.8%	0.7%	17	5.6%	0.6%	29	13.5%	0.7%	13	9.6%	0.9%
De 24 000 à moins de 36 000 euros par an	141	27.1%	1.1%	82	26.6%	1.4%	59	27.8%	0.9%	27	20.4%	0.8%
De 36 000 à moins de 45 000 euros par an	55	10.7%	0.7%	30	9.7%	0.8%	26	12.0%	0.7%	17	12.9%	0.6%
De 45 000 à moins de 65 000 euros par an	107	20.6%	1.4%	76	24.8%	1.8%	31	14.5%	0.9%	40	29.6%	1.0%
65 000 euros et plus par an	33	6.3%	0.8%	21	7.0%	0.8%	11	5.4%	0.7%	18	13.4%	0.6%
Refus	43	8.3%	1.2%	31	10.2%	2.1%	12	5.7%	0.6%	8	5.6%	0.6%
Ne sait pas	14	2.8%	0.9%	6	1.9%	0.8%	9	4.0%	1.0%	6	4.4%	0.9%