

Groupe Centre France Dimanche



A.C.P.M. - ONE -

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	1069	100.0%	2.0%	512	100.0%	2.0%	557	100.0%	2.0%	217	100.0%	1.2%
Sexe												
Homme	512	47.9%	2.0%	512	100.0%	2.0%	0	0.0%	0.0%	115	52.9%	1.3%
Femme	557	52.1%	2.0%	0	0.0%	0.0%	557	100.0%	2.0%	102	47.1%	1.2%
Age												
15 à 24 ans	87	8.2%	1.2%	45	8.8%	1.2%	42	7.6%	1.2%	27	12.5%	0.8%
25 à 34 ans	110	10.3%	1.4%	44	8.7%	1.2%	65	11.7%	1.7%	26	12.0%	0.8%
35 à 49 ans	243	22.8%	1.9%	133	26.1%	2.1%	110	19.7%	1.7%	75	34.6%	1.2%
50 à 59 ans	206	19.2%	2.4%	95	18.6%	2.3%	110	19.8%	2.5%	62	28.7%	1.7%
60 ans et plus	423	39.6%	2.6%	194	37.9%	2.7%	229	41.1%	2.6%	27	12.3%	1.7%
Individu												
Ménagères	501	46.9%	2.1%	0	0.0%	0.0%	501	89.9%	2.1%	88	40.7%	1.2%
Personne de référence	599	56.1%	2.1%	447	87.4%	2.2%	152	27.3%	2.1%	116	53.7%	1.3%
Responsable des achats	743	69.5%	2.1%	264	51.6%	2.0%	479	86.0%	2.1%	138	63.4%	1.2%
PCS Individu												
Agriculteurs	20	1.9%	3.9%	14	2.7%	4.3%	6	1.1%	3.2%	1	0.2%	1.5%
Petits patrons	25	2.4%	1.5%	20	3.9%	1.6%	5	1.0%	1.3%	22	10.1%	1.5%
Affaires et Cadres	61	5.7%	1.2%	38	7.4%	1.3%	23	4.1%	1.1%	48	22.0%	1.1%
Professions intermédiaires	113	10.6%	1.5%	48	9.4%	1.3%	65	11.7%	1.8%	86	39.7%	1.4%
Employés	206	19.2%	2.4%	61	11.9%	2.7%	145	26.0%	2.3%	19	8.9%	1.1%
Ouvriers	137	12.8%	2.1%	115	22.5%	2.2%	21	3.8%	1.6%	5	2.3%	1.1%
Retraités	370	34.6%	2.9%	173	33.8%	2.9%	197	35.4%	2.9%	5	2.2%	2.1%
Autres inactifs	137	12.8%	1.4%	43	8.3%	1.2%	94	16.9%	1.5%	32	14.5%	0.9%
PCS Personne de référence												
Agriculteurs	24	2.3%	3.1%	12	2.3%	3.3%	12	2.2%	3.0%	0	0.0%	0.0%
Petits patrons	34	3.2%	1.3%	21	4.2%	1.5%	13	2.3%	1.0%	34	15.7%	1.3%
Affaires et Cadres	81	7.6%	1.1%	42	8.2%	1.2%	39	7.0%	1.1%	81	37.2%	1.1%
Professions intermédiaires	102	9.5%	1.3%	51	10.1%	1.2%	51	9.1%	1.3%	102	47.0%	1.3%
Employés	112	10.5%	2.0%	53	10.5%	2.3%	58	10.4%	1.8%	0	0.0%	0.0%
Ouvriers	218	20.4%	2.2%	121	23.6%	2.3%	97	17.4%	2.1%	0	0.0%	0.0%
Retraités	430	40.3%	2.9%	187	36.6%	2.8%	243	43.6%	2.9%	0	0.0%	0.0%
Autres inactifs	68	6.3%	1.9%	23	4.5%	1.6%	44	8.0%	2.2%	0	0.0%	0.0%

Groupe Centre France Dimanche



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	221	20.7%	2.3%	99	19.3%	2.3%	122	21.9%	2.2%	32	14.9%	1.4%
2 personnes	458	42.9%	2.5%	238	46.6%	2.7%	220	39.5%	2.3%	66	30.5%	1.6%
3 personnes	170	15.9%	1.8%	83	16.2%	1.8%	87	15.6%	1.9%	43	19.9%	1.1%
4 personnes	145	13.5%	1.5%	64	12.5%	1.4%	80	14.4%	1.7%	54	24.7%	1.1%
5 personnes et +	74	7.0%	1.3%	27	5.3%	1.1%	47	8.5%	1.6%	22	10.0%	0.8%
Présence d'enfants de moins de 15 ans												
Oui	248	23.2%	1.6%	111	21.6%	1.5%	138	24.7%	1.6%	79	36.6%	1.1%
Non	821	76.8%	2.2%	401	78.4%	2.2%	420	75.3%	2.2%	137	63.4%	1.3%
Habitat												
Communes rurales	397	37.2%	3.3%	185	36.2%	3.2%	212	38.1%	3.4%	69	31.7%	2.1%
Agglo. - 20 000 hab	230	21.5%	2.6%	120	23.5%	2.8%	109	19.6%	2.4%	40	18.5%	1.5%
Agglo. 20 000 à 100 000 hab	178	16.7%	2.6%	87	16.9%	2.6%	92	16.4%	2.5%	41	18.7%	1.9%
Agglo. + 100 000 hab	236	22.1%	1.5%	107	20.9%	1.4%	129	23.2%	1.6%	54	25.0%	1.0%
Agglo. Paris	27	2.5%	0.3%	13	2.5%	0.3%	15	2.6%	0.3%	13	6.0%	0.3%
Régions INSEE												
Ile de France	31	2.9%	0.3%	14	2.7%	0.3%	17	3.0%	0.3%	14	6.5%	0.3%
Picardie	2	0.2%	0.1%	2	0.4%	0.3%	0	0.0%	0.0%	0	0.0%	0.0%
Bourgogne	71	6.7%	5.2%	40	7.9%	6.2%	31	5.6%	4.3%	10	4.8%	2.8%
Haute Normandie	1	0.1%	0.1%	0	0.0%	0.0%	1	0.2%	0.1%	1	0.5%	0.2%
Centre	270	25.3%	13.1%	135	26.4%	13.7%	135	24.2%	12.6%	59	27.3%	9.3%
Aquitaine	0	0.0%	0.0%	0	0.1%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Midi Pyrénées	7	0.7%	0.3%	5	0.9%	0.4%	3	0.5%	0.2%	4	1.6%	0.4%
Limousin	197	18.4%	31.5%	90	17.6%	30.2%	107	19.2%	32.7%	37	16.9%	21.3%
Auvergne	481	45.0%	41.9%	220	43.1%	40.0%	261	46.8%	43.7%	87	40.1%	29.3%
Rhône Alpes	4	0.3%	0.1%	2	0.4%	0.1%	1	0.2%	0.0%	4	1.6%	0.2%
Languedoc Roussillon	2	0.1%	0.1%	0	0.0%	0.0%	1	0.3%	0.1%	1	0.7%	0.2%
Provence Alpes Côte d'Azur. Corse	2	0.2%	0.1%	2	0.5%	0.1%	0	0.0%	0.0%	0	0.0%	0.0%
Habitudes de connexion à Internet												
Tous les jours	818	76.6%	1.9%	401	78.5%	1.9%	417	74.8%	1.9%	185	85.1%	1.2%
Presque tous les jours	153	14.3%	2.5%	72	14.0%	2.6%	81	14.5%	2.4%	26	11.9%	1.9%
1 à 2 fois par semaine	85	8.0%	2.8%	33	6.5%	2.7%	52	9.3%	2.9%	7	3.1%	1.3%
1 à 3 fois par mois	6	0.5%	1.4%	2	0.4%	1.0%	4	0.7%	1.8%	0	0.0%	0.0%
Moins souvent	7	0.7%	6.5%	3	0.6%	8.7%	4	0.7%	5.3%	0	0.0%	0.0%

Groupe Centre France Dimanche



A.C.P.M. - ONE -

	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	24	2.2%	1.7%	8	1.6%	1.3%	16	2.9%	2.1%	1	0.4%	0.4%
De 9 000 à moins de 12 000 euros par an	27	2.5%	1.3%	10	2.0%	1.3%	16	2.9%	1.3%	1	0.7%	0.6%
De 12 000 à moins de 18 000 euros par an	125	11.7%	2.5%	44	8.5%	2.1%	81	14.6%	2.7%	6	2.8%	0.8%
De 18 000 à moins de 24 000 euros par an	178	16.7%	2.6%	86	16.8%	2.9%	92	16.6%	2.3%	31	14.4%	2.1%
De 24 000 à moins de 36 000 euros par an	268	25.0%	2.2%	135	26.5%	2.4%	132	23.7%	2.0%	46	21.4%	1.3%
De 36 000 à moins de 45 000 euros par an	169	15.8%	2.2%	77	15.1%	2.0%	92	16.5%	2.4%	41	19.1%	1.4%
De 45 000 à moins de 65 000 euros par an	157	14.7%	2.0%	91	17.7%	2.1%	66	11.9%	1.9%	48	22.2%	1.3%
65 000 euros et plus par an	45	4.2%	1.1%	28	5.6%	1.1%	17	3.0%	1.0%	27	12.4%	0.9%
Refus	57	5.4%	1.6%	24	4.7%	1.6%	33	6.0%	1.6%	12	5.7%	0.9%
Ne sait pas	19	1.8%	1.2%	8	1.6%	1.1%	11	1.9%	1.3%	2	1.0%	0.3%