

# Les Echos. le quotidien de l'économie



A.C.P.M. - ONE -

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	673	100.0%	1.3%	423	100.0%	1.7%	250	100.0%	0.9%	368	100.0%	2.1%
<b>Sexe</b>												
<b>Homme</b>	423	62.8%	1.7%	423	100.0%	1.7%	0	0.0%	0.0%	245	66.8%	2.7%
<b>Femme</b>	250	37.2%	0.9%	0	0.0%	0.0%	250	100.0%	0.9%	122	33.2%	1.4%
<b>Age</b>												
<b>15 à 24 ans</b>	104	15.5%	1.4%	62	14.6%	1.7%	42	17.0%	1.2%	48	12.9%	1.5%
<b>25 à 34 ans</b>	101	15.0%	1.3%	66	15.7%	1.8%	35	13.9%	0.9%	61	16.5%	1.9%
<b>35 à 49 ans</b>	171	25.4%	1.4%	111	26.2%	1.8%	60	24.1%	0.9%	127	34.4%	2.0%
<b>50 à 59 ans</b>	110	16.3%	1.3%	69	16.3%	1.6%	41	16.4%	0.9%	79	21.4%	2.2%
<b>60 ans et plus</b>	187	27.7%	1.2%	115	27.2%	1.6%	72	28.6%	0.8%	54	14.7%	3.4%
<b>Individu</b>												
<b>Ménagères</b>	214	31.8%	0.9%	0	0.0%	0.0%	214	85.4%	0.9%	101	27.6%	1.4%
<b>Personne de référence</b>	412	61.2%	1.5%	352	83.4%	1.7%	59	23.6%	0.8%	236	64.2%	2.7%
<b>Responsable des achats</b>	454	67.4%	1.3%	242	57.3%	1.9%	212	84.5%	0.9%	234	63.8%	2.1%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	6	0.9%	1.2%	6	1.5%	1.9%	0	0.0%	0.1%	0	0.0%	0.3%
<b>Petits patrons</b>	29	4.3%	1.8%	25	5.9%	2.1%	4	1.6%	0.9%	27	7.2%	1.8%
<b>Affaires et Cadres</b>	219	32.6%	4.4%	154	36.4%	5.3%	66	26.2%	3.0%	203	55.3%	4.5%
<b>Professions intermédiaires</b>	76	11.3%	1.0%	44	10.3%	1.2%	32	12.9%	0.9%	70	19.1%	1.2%
<b>Employés</b>	69	10.3%	0.8%	41	9.7%	1.8%	28	11.3%	0.4%	11	2.9%	0.6%
<b>Ouvriers</b>	29	4.3%	0.5%	25	6.0%	0.5%	4	1.6%	0.3%	0	0.0%	0.0%
<b>Retraités</b>	118	17.5%	0.9%	76	17.9%	1.3%	42	16.9%	0.6%	1	0.3%	0.5%
<b>Autres inactifs</b>	126	18.7%	1.3%	52	12.3%	1.4%	74	29.5%	1.2%	56	15.2%	1.7%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	7	1.0%	0.9%	6	1.5%	1.7%	1	0.3%	0.2%	0	0.0%	0.0%
<b>Petits patrons</b>	38	5.7%	1.4%	28	6.6%	1.9%	10	4.1%	0.8%	38	10.4%	1.4%
<b>Affaires et Cadres</b>	246	36.6%	3.5%	164	38.9%	4.7%	82	32.8%	2.3%	246	67.0%	3.5%
<b>Professions intermédiaires</b>	83	12.4%	1.0%	53	12.6%	1.3%	30	11.9%	0.8%	83	22.6%	1.0%
<b>Employés</b>	52	7.7%	0.9%	31	7.3%	1.3%	21	8.2%	0.6%	0	0.0%	0.0%
<b>Ouvriers</b>	61	9.0%	0.6%	36	8.5%	0.7%	25	9.9%	0.5%	0	0.0%	0.0%
<b>Retraités</b>	150	22.3%	1.0%	86	20.4%	1.3%	64	25.5%	0.8%	0	0.0%	0.0%
<b>Autres inactifs</b>	36	5.4%	1.0%	18	4.2%	1.2%	18	7.3%	0.9%	0	0.0%	0.0%

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<b>Taille du foyer</b>												
<b>1 personne</b>	122	18.1%	1.2%	81	19.3%	1.9%	41	16.2%	0.7%	61	16.7%	2.6%
<b>2 personnes</b>	244	36.3%	1.3%	134	31.6%	1.5%	110	44.1%	1.2%	97	26.3%	2.3%
<b>3 personnes</b>	115	17.1%	1.2%	83	19.6%	1.8%	33	13.0%	0.7%	70	19.0%	1.8%
<b>4 personnes</b>	125	18.6%	1.3%	83	19.7%	1.8%	42	16.8%	0.9%	90	24.4%	1.9%
<b>5 personnes et +</b>	66	9.8%	1.2%	42	9.8%	1.6%	25	9.9%	0.8%	50	13.7%	1.9%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	185	27.5%	1.2%	118	27.9%	1.6%	67	26.7%	0.8%	134	36.4%	1.8%
<b>Non</b>	488	72.5%	1.3%	305	72.1%	1.7%	184	73.3%	1.0%	234	63.6%	2.3%
<b>Habitat</b>												
<b>Communes rurales</b>	66	9.8%	0.6%	41	9.7%	0.7%	25	10.0%	0.4%	29	7.9%	0.9%
<b>Agglo. - 20 000 hab</b>	53	7.9%	0.6%	29	6.9%	0.7%	24	9.7%	0.5%	24	6.5%	0.9%
<b>Agglo. 20 000 à 100 000 hab</b>	63	9.4%	0.9%	35	8.2%	1.0%	29	11.4%	0.8%	31	8.6%	1.5%
<b>Agglo. + 100 000 hab</b>	238	35.4%	1.5%	170	40.1%	2.2%	68	27.4%	0.8%	106	28.9%	1.9%
<b>Agglo. Paris</b>	252	37.5%	2.9%	148	35.1%	3.6%	104	41.4%	2.3%	177	48.1%	4.4%

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<b>Régions INSEE</b>												
Ile de France	265	39.4%	2.7%	156	36.9%	3.4%	109	43.6%	2.1%	181	49.3%	4.1%
Nord Pas de Calais	17	2.6%	0.5%	11	2.7%	0.7%	6	2.4%	0.4%	15	4.1%	1.5%
Lorraine	12	1.8%	0.6%	7	1.8%	0.8%	5	2.0%	0.5%	8	2.2%	1.5%
Alsace	10	1.5%	0.7%	2	0.5%	0.3%	8	3.2%	1.0%	6	1.6%	1.3%
Franche-Comté	6	0.9%	0.6%	4	0.9%	0.8%	2	0.9%	0.4%	2	0.5%	0.7%
Champagne Ardennes	4	0.7%	0.4%	4	0.8%	0.7%	1	0.4%	0.2%	2	0.4%	0.5%
Picardie	16	2.4%	1.0%	13	3.0%	1.7%	3	1.3%	0.4%	7	1.9%	1.6%
Bourgogne	8	1.1%	0.6%	5	1.2%	0.8%	3	1.0%	0.4%	4	1.2%	1.2%
Haute Normandie	15	2.2%	1.0%	9	2.2%	1.3%	6	2.2%	0.7%	4	1.0%	0.8%
Basse Normandie	2	0.3%	0.2%	1	0.3%	0.2%	1	0.5%	0.2%	1	0.4%	0.4%
Centre	18	2.6%	0.9%	10	2.3%	1.0%	8	3.1%	0.7%	10	2.7%	1.5%
Pays de Loire	35	5.3%	1.2%	28	6.6%	1.9%	8	3.1%	0.5%	16	4.2%	1.7%
Bretagne	27	3.9%	1.0%	14	3.4%	1.1%	12	4.8%	0.9%	7	1.9%	0.9%
Poitou Charentes	6	0.8%	0.4%	3	0.7%	0.4%	2	1.0%	0.3%	1	0.4%	0.3%
Aquitaine	21	3.1%	0.7%	14	3.2%	1.0%	8	3.0%	0.5%	7	1.9%	0.8%
Midi Pyrénées	26	3.8%	1.0%	17	3.9%	1.4%	9	3.6%	0.7%	14	3.7%	1.6%
Limousin	11	1.6%	1.8%	7	1.6%	2.3%	4	1.7%	1.3%	3	0.9%	1.9%
Auvergne	7	1.0%	0.6%	4	1.0%	0.8%	2	0.9%	0.4%	2	0.5%	0.6%
Rhône Alpes	77	11.5%	1.5%	54	12.7%	2.1%	23	9.4%	0.9%	38	10.3%	1.9%
Languedoc Roussillon	21	3.1%	0.9%	13	3.2%	1.2%	8	3.0%	0.6%	7	1.9%	1.0%
Provence Alpes Côte d'Azur. Corse	69	10.3%	1.6%	47	11.1%	2.3%	22	8.8%	1.0%	33	9.0%	2.2%
<b>Habitudes de connexion à Internet</b>												
Tous les jours	637	94.6%	1.5%	408	96.5%	2.0%	229	91.4%	1.0%	356	96.8%	2.2%
Presque tous les jours	28	4.1%	0.5%	12	2.8%	0.4%	16	6.4%	0.5%	10	2.7%	0.7%
1 à 2 fois par semaine	8	1.2%	0.3%	3	0.7%	0.2%	5	2.0%	0.3%	2	0.4%	0.3%
1 à 3 fois par mois	1	0.1%	0.1%	0	0.0%	0.1%	0	0.2%	0.2%	0	0.1%	0.4%

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<b>Revenus du foyer</b>												
Moins de 9 000 euros par an	18	2.7%	1.4%	16	3.8%	2.6%	3	1.0%	0.3%	1	0.2%	0.4%
De 9 000 à moins de 12 000 euros par an	16	2.4%	0.8%	6	1.5%	0.8%	10	3.9%	0.8%	1	0.2%	0.3%
De 12 000 à moins de 18 000 euros par an	28	4.2%	0.6%	11	2.5%	0.5%	18	7.1%	0.6%	4	1.1%	0.5%
De 18 000 à moins de 24 000 euros par an	51	7.6%	0.7%	27	6.3%	0.9%	25	9.8%	0.6%	11	3.1%	0.8%
De 24 000 à moins de 36 000 euros par an	78	11.5%	0.6%	44	10.5%	0.8%	33	13.3%	0.5%	36	9.8%	1.0%
De 36 000 à moins de 45 000 euros par an	75	11.2%	1.0%	47	11.2%	1.2%	28	11.2%	0.7%	39	10.7%	1.4%
De 45 000 à moins de 65 000 euros par an	120	17.9%	1.6%	81	19.2%	1.9%	39	15.5%	1.1%	86	23.4%	2.2%
65 000 euros et plus par an	212	31.4%	4.9%	148	35.1%	5.8%	63	25.3%	3.7%	162	44.2%	5.6%
Refus	53	7.8%	1.5%	34	8.0%	2.2%	19	7.5%	0.9%	19	5.1%	1.4%
Ne sait pas	21	3.1%	1.3%	8	1.8%	1.0%	13	5.4%	1.6%	8	2.1%	1.2%