

# L'Equipe

A.C.P.M. - ONE -



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	2580	100.0%	4.9%	2124	100.0%	8.5%	456	100.0%	1.7%	1111	100.0%	6.2%
<b>Sexe</b>												
<b>Homme</b>	2124	82.3%	8.5%	2124	100.0%	8.5%	0	0.0%	0.0%	953	85.8%	10.4%
<b>Femme</b>	456	17.7%	1.7%	0	0.0%	0.0%	456	100.0%	1.7%	158	14.2%	1.8%
<b>Age</b>												
<b>15 à 24 ans</b>	500	19.4%	6.8%	399	18.8%	10.7%	101	22.1%	2.8%	233	20.9%	7.2%
<b>25 à 34 ans</b>	526	20.4%	6.9%	452	21.3%	12.2%	74	16.2%	1.9%	275	24.7%	8.6%
<b>35 à 49 ans</b>	729	28.3%	5.8%	633	29.8%	10.2%	96	21.0%	1.5%	378	34.0%	6.1%
<b>50 à 59 ans</b>	378	14.6%	4.4%	312	14.7%	7.5%	66	14.5%	1.5%	177	16.0%	4.9%
<b>60 ans et plus</b>	447	17.3%	2.8%	328	15.4%	4.5%	119	26.1%	1.3%	49	4.4%	3.1%
<b>Individu</b>												
<b>Ménagères</b>	350	13.6%	1.5%	0	0.0%	0.0%	350	76.8%	1.5%	106	9.5%	1.5%
<b>Personne de référence</b>	1718	66.6%	6.1%	1632	76.8%	7.9%	86	18.9%	1.2%	745	67.1%	8.4%
<b>Responsable des achats</b>	1394	54.0%	3.9%	1063	50.0%	8.2%	331	72.7%	1.4%	540	48.6%	4.8%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	13	0.5%	2.6%	6	0.3%	1.7%	8	1.7%	3.9%	1	0.1%	3.2%
<b>Petits patrons</b>	120	4.7%	7.4%	115	5.4%	9.4%	5	1.2%	1.3%	117	10.5%	7.9%
<b>Affaires et Cadres</b>	284	11.0%	5.6%	248	11.7%	8.6%	36	8.0%	1.7%	268	24.1%	6.0%
<b>Professions intermédiaires</b>	469	18.2%	6.3%	422	19.9%	11.4%	47	10.4%	1.3%	441	39.7%	7.3%
<b>Employés</b>	337	13.0%	3.9%	233	11.0%	10.4%	104	22.8%	1.6%	49	4.4%	2.7%
<b>Ouvriers</b>	505	19.6%	7.8%	491	23.1%	9.6%	14	3.1%	1.1%	25	2.2%	5.6%
<b>Retraités</b>	353	13.7%	2.7%	259	12.2%	4.3%	94	20.6%	1.4%	1	0.1%	0.4%
<b>Autres inactifs</b>	499	19.3%	5.0%	352	16.6%	9.7%	147	32.3%	2.3%	210	18.9%	6.3%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	17	0.7%	2.3%	10	0.5%	2.8%	7	1.6%	1.8%	0	0.0%	0.0%
<b>Petits patrons</b>	168	6.5%	6.3%	145	6.8%	10.0%	23	5.0%	1.9%	168	15.1%	6.3%
<b>Affaires et Cadres</b>	387	15.0%	5.5%	323	15.2%	9.2%	64	14.0%	1.8%	387	34.8%	5.5%
<b>Professions intermédiaires</b>	557	21.6%	6.9%	486	22.9%	11.6%	71	15.6%	1.8%	557	50.1%	6.9%
<b>Employés</b>	317	12.3%	5.7%	243	11.4%	10.5%	75	16.4%	2.3%	0	0.0%	0.0%
<b>Ouvriers</b>	582	22.5%	6.0%	515	24.2%	10.0%	67	14.7%	1.5%	0	0.0%	0.0%
<b>Retraités</b>	445	17.3%	3.0%	321	15.1%	4.8%	124	27.3%	1.5%	0	0.0%	0.0%
<b>Autres inactifs</b>	107	4.1%	3.0%	83	3.9%	5.6%	24	5.3%	1.2%	0	0.0%	0.0%

# L'Equipe

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>	348	13.5%	3.6%	287	13.5%	6.7%	61	13.3%	1.1%	115	10.3%	4.9%
<b>2 personnes</b>	709	27.5%	3.9%	542	25.5%	6.1%	167	36.7%	1.8%	228	20.5%	5.4%
<b>3 personnes</b>	563	21.8%	6.0%	498	23.4%	10.6%	65	14.3%	1.4%	266	23.9%	6.7%
<b>4 personnes</b>	647	25.1%	6.9%	547	25.7%	11.6%	101	22.1%	2.1%	349	31.4%	7.4%
<b>5 personnes et +</b>	314	12.2%	5.6%	252	11.8%	9.8%	62	13.6%	2.0%	154	13.8%	5.8%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	945	36.6%	6.0%	804	37.9%	11.1%	141	30.9%	1.7%	512	46.1%	6.8%
<b>Non</b>	1635	63.4%	4.4%	1320	62.1%	7.4%	315	69.1%	1.7%	599	53.9%	5.8%
<b>Habitat</b>												
<b>Communes rurales</b>	461	17.8%	3.8%	372	17.5%	6.5%	89	19.5%	1.4%	172	15.4%	5.1%
<b>Agglo. - 20 000 hab</b>	398	15.4%	4.4%	326	15.4%	7.6%	71	15.7%	1.5%	176	15.8%	6.4%
<b>Agglo. 20 000 à 100 000 hab</b>	365	14.1%	5.2%	278	13.1%	8.4%	87	19.1%	2.4%	130	11.7%	6.1%
<b>Agglo. + 100 000 hab</b>	862	33.4%	5.5%	743	35.0%	9.8%	119	26.2%	1.5%	375	33.7%	6.7%
<b>Agglo. Paris</b>	495	19.2%	5.6%	406	19.1%	9.7%	89	19.5%	1.9%	259	23.3%	6.5%

# L'Equipe

A.C.P.M. - ONE -



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Régions INSEE</b>												
Ile de France	530	20.5%	5.4%	436	20.5%	9.4%	94	20.6%	1.8%	278	25.0%	6.3%
Nord Pas de Calais	131	5.1%	4.1%	113	5.3%	7.3%	18	3.9%	1.1%	66	5.9%	6.5%
Lorraine	96	3.7%	5.0%	75	3.5%	8.0%	21	4.5%	2.1%	33	2.9%	6.1%
Alsace	53	2.1%	3.4%	48	2.2%	6.3%	6	1.2%	0.7%	19	1.7%	4.1%
Franche-Comté	49	1.9%	5.0%	40	1.9%	8.6%	8	1.8%	1.7%	15	1.3%	5.3%
Champagne Ardennes	31	1.2%	2.8%	25	1.2%	4.8%	6	1.3%	1.0%	9	0.8%	3.1%
Picardie	84	3.2%	5.4%	76	3.6%	10.2%	8	1.7%	1.0%	24	2.2%	5.6%
Bourgogne	70	2.7%	5.1%	55	2.6%	8.4%	15	3.3%	2.1%	25	2.2%	6.5%
Haute Normandie	66	2.6%	4.4%	59	2.8%	8.3%	7	1.5%	0.9%	26	2.3%	5.6%
Basse Normandie	38	1.5%	3.1%	32	1.5%	5.7%	6	1.2%	0.9%	15	1.3%	4.1%
Centre	80	3.1%	3.9%	63	3.0%	6.4%	17	3.7%	1.6%	32	2.9%	5.0%
Pays de Loire	144	5.6%	4.8%	107	5.0%	7.4%	37	8.1%	2.3%	50	4.5%	5.5%
Bretagne	119	4.6%	4.4%	100	4.7%	7.7%	20	4.3%	1.4%	42	3.8%	5.3%
Poitou Charentes	53	2.1%	3.5%	43	2.0%	6.0%	10	2.2%	1.3%	28	2.5%	6.8%
Aquitaine	149	5.8%	5.3%	113	5.3%	8.3%	37	8.0%	2.5%	55	5.0%	6.1%
Midi Pyrénées	130	5.0%	5.3%	102	4.8%	8.5%	28	6.3%	2.2%	72	6.5%	8.2%
Limousin	30	1.2%	4.9%	28	1.3%	9.5%	2	0.4%	0.6%	9	0.8%	5.2%
Auvergne	69	2.7%	6.0%	58	2.7%	10.6%	11	2.4%	1.8%	27	2.4%	9.1%
Rhône Alpes	317	12.3%	6.0%	262	12.4%	10.3%	55	12.0%	2.0%	158	14.2%	8.0%
Languedoc Roussillon	104	4.0%	4.5%	92	4.3%	8.3%	12	2.7%	1.0%	39	3.5%	5.3%
Provence Alpes Côte d'Azur. Corse	237	9.2%	5.4%	197	9.3%	9.5%	40	8.7%	1.7%	91	8.2%	5.9%
<b>Habitudes de connexion à Internet</b>												
Tous les jours	2234	86.6%	5.2%	1859	87.5%	8.9%	375	82.2%	1.7%	1019	91.7%	6.4%
Presque tous les jours	222	8.6%	3.6%	172	8.1%	6.2%	51	11.1%	1.5%	67	6.1%	4.9%
1 à 2 fois par semaine	93	3.6%	3.1%	67	3.1%	5.3%	26	5.8%	1.5%	16	1.5%	3.2%
1 à 3 fois par mois	27	1.1%	6.9%	23	1.1%	12.5%	4	0.9%	2.0%	9	0.8%	15.0%
Moins souvent	4	0.1%	3.2%	4	0.2%	9.3%	0	0.0%	0.0%	0	0.0%	0.0%

# L'Equipe

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>												
<b>Moins de 9 000 euros par an</b>	42	1.6%	3.1%	34	1.6%	5.5%	8	1.7%	1.0%	7	0.6%	3.3%
<b>De 9 000 à moins de 12 000 euros par an</b>	72	2.8%	3.6%	57	2.7%	7.4%	16	3.4%	1.3%	7	0.6%	2.7%
<b>De 12 000 à moins de 18 000 euros par an</b>	174	6.8%	3.5%	123	5.8%	6.0%	51	11.2%	1.7%	33	3.0%	4.2%
<b>De 18 000 à moins de 24 000 euros par an</b>	272	10.6%	4.0%	229	10.8%	7.8%	43	9.5%	1.1%	77	6.9%	5.1%
<b>De 24 000 à moins de 36 000 euros par an</b>	600	23.3%	4.9%	484	22.8%	8.5%	116	25.4%	1.8%	183	16.4%	5.2%
<b>De 36 000 à moins de 45 000 euros par an</b>	430	16.7%	5.6%	371	17.4%	9.5%	59	13.0%	1.6%	221	19.9%	7.6%
<b>De 45 000 à moins de 65 000 euros par an</b>	418	16.2%	5.4%	366	17.2%	8.5%	51	11.3%	1.5%	243	21.8%	6.3%
<b>65 000 euros et plus par an</b>	286	11.1%	6.7%	244	11.5%	9.5%	43	9.4%	2.5%	221	19.8%	7.7%
<b>Refus</b>	190	7.4%	5.4%	148	7.0%	9.7%	43	9.4%	2.1%	80	7.2%	6.0%
<b>Ne sait pas</b>	95	3.7%	6.0%	68	3.2%	9.3%	26	5.8%	3.1%	41	3.7%	6.2%