

Complément'R

A.C.P.M. - ONE -



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	4702	100.0%	9.0%	2246	100.0%	8.9%	2456	100.0%	9.0%	1198	100.0%	6.7%
Sexe												
Homme	2246	47.8%	8.9%	2246	100.0%	8.9%	0	0.0%	0.0%	613	51.2%	6.7%
Femme	2456	52.2%	9.0%	0	0.0%	0.0%	2456	100.0%	9.0%	585	48.8%	6.7%
Age												
15 à 24 ans	470	10.0%	6.4%	229	10.2%	6.1%	242	9.8%	6.6%	161	13.4%	5.0%
25 à 34 ans	552	11.7%	7.2%	264	11.8%	7.1%	288	11.7%	7.4%	162	13.5%	5.0%
35 à 49 ans	983	20.9%	7.8%	498	22.2%	8.0%	485	19.7%	7.5%	399	33.3%	6.4%
50 à 59 ans	940	20.0%	10.9%	448	19.9%	10.7%	492	20.0%	11.1%	334	27.9%	9.2%
60 ans et plus	1756	37.3%	10.9%	807	35.9%	11.1%	949	38.6%	10.7%	142	11.9%	9.0%
Individu												
Ménagères	2205	46.9%	9.4%	0	0.0%	0.0%	2205	89.8%	9.4%	495	41.3%	7.0%
Personne de référence	2553	54.3%	9.1%	1968	87.6%	9.6%	585	23.8%	7.9%	642	53.6%	7.2%
Responsable des achats	3263	69.4%	9.1%	1092	48.6%	8.4%	2171	88.4%	9.5%	759	63.3%	6.8%
PCS Individu												
Agriculteurs	91	1.9%	17.7%	62	2.8%	19.3%	29	1.2%	15.1%	4	0.4%	11.8%
Petits patrons	135	2.9%	8.2%	96	4.3%	7.9%	38	1.6%	9.2%	122	10.2%	8.3%
Affaires et Cadres	283	6.0%	5.6%	169	7.5%	5.8%	114	4.7%	5.3%	247	20.6%	5.5%
Professions intermédiaires	579	12.3%	7.8%	307	13.7%	8.3%	272	11.1%	7.4%	459	38.3%	7.6%
Employés	799	17.0%	9.3%	162	7.2%	7.2%	637	25.9%	10.1%	143	11.9%	8.0%
Ouvriers	696	14.8%	10.8%	567	25.2%	11.0%	129	5.3%	9.9%	28	2.3%	6.4%
Retraités	1444	30.7%	11.2%	660	29.4%	11.0%	783	31.9%	11.3%	21	1.7%	9.3%
Autres inactifs	676	14.4%	6.8%	222	9.9%	6.1%	454	18.5%	7.2%	174	14.6%	5.2%
PCS Personne de référence												
Agriculteurs	131	2.8%	16.8%	67	3.0%	18.4%	64	2.6%	15.4%	0	0.0%	0.0%
Petits patrons	213	4.5%	8.0%	102	4.5%	7.0%	112	4.5%	9.1%	213	17.8%	8.0%
Affaires et Cadres	380	8.1%	5.4%	193	8.6%	5.5%	187	7.6%	5.3%	380	31.7%	5.4%
Professions intermédiaires	604	12.9%	7.4%	318	14.2%	7.6%	286	11.6%	7.3%	604	50.5%	7.4%
Employés	442	9.4%	7.9%	179	8.0%	7.7%	263	10.7%	8.1%	0	0.0%	0.0%
Ouvriers	1046	22.2%	10.8%	572	25.5%	11.1%	474	19.3%	10.5%	0	0.0%	0.0%
Retraités	1667	35.4%	11.1%	714	31.8%	10.8%	952	38.8%	11.3%	0	0.0%	0.0%
Autres inactifs	219	4.7%	6.2%	100	4.5%	6.7%	119	4.8%	5.8%	0	0.0%	0.0%

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Taille du foyer												
1 personne	791	16.8%	8.1%	339	15.1%	8.0%	452	18.4%	8.2%	140	11.7%	5.9%
2 personnes	1902	40.4%	10.4%	917	40.8%	10.3%	985	40.1%	10.4%	343	28.7%	8.2%
3 personnes	787	16.7%	8.4%	377	16.8%	8.0%	410	16.7%	8.9%	249	20.8%	6.3%
4 personnes	732	15.6%	7.8%	402	17.9%	8.5%	330	13.4%	7.0%	288	24.0%	6.1%
5 personnes et +	490	10.4%	8.8%	211	9.4%	8.2%	279	11.4%	9.2%	178	14.9%	6.8%
Présence d'enfants de moins de 15 ans												
Oui	1251	26.6%	8.0%	585	26.1%	8.1%	666	27.1%	7.9%	462	38.5%	6.1%
Non	3451	73.4%	9.4%	1661	73.9%	9.3%	1791	72.9%	9.5%	736	61.5%	7.1%
Habitat												
Communes rurales	1646	35.0%	13.7%	766	34.1%	13.4%	879	35.8%	14.0%	382	31.9%	11.4%
Agglo. - 20 000 hab	1106	23.5%	12.3%	528	23.5%	12.2%	579	23.6%	12.4%	303	25.3%	11.0%
Agglo. 20 000 à 100 000 hab	914	19.4%	13.1%	419	18.7%	12.7%	495	20.1%	13.5%	218	18.2%	10.3%
Agglo. + 100 000 hab	693	14.7%	4.4%	368	16.4%	4.8%	325	13.2%	4.0%	176	14.7%	3.1%
Agglo. Paris	344	7.3%	3.9%	165	7.3%	4.0%	179	7.3%	3.9%	119	9.9%	3.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	514	10.9%	5.3%	245	10.9%	5.3%	269	10.9%	5.3%	170	14.2%	3.9%
Nord Pas de Calais	696	14.8%	21.7%	373	16.6%	24.1%	323	13.1%	19.4%	167	13.9%	16.5%
Lorraine	4	0.1%	0.2%	2	0.1%	0.2%	2	0.1%	0.2%	2	0.1%	0.3%
Alsace	11	0.2%	0.7%	3	0.1%	0.3%	8	0.3%	1.0%	0	0.0%	0.0%
Franche-Comté	105	2.2%	10.8%	43	1.9%	9.2%	61	2.5%	12.3%	26	2.2%	9.4%
Champagne Ardennes	7	0.2%	0.7%	7	0.3%	1.4%	0	0.0%	0.0%	0	0.0%	0.0%
Picardie	362	7.7%	23.5%	184	8.2%	24.6%	179	7.3%	22.4%	81	6.7%	18.4%
Bourgogne	29	0.6%	2.2%	22	1.0%	3.4%	7	0.3%	1.0%	4	0.3%	1.1%
Haute Normandie	503	10.7%	33.9%	234	10.4%	33.1%	269	11.0%	34.6%	137	11.5%	29.9%
Basse Normandie	487	10.3%	40.2%	217	9.7%	37.9%	270	11.0%	42.3%	120	10.0%	33.3%
Centre	206	4.4%	10.0%	123	5.5%	12.5%	83	3.4%	7.8%	57	4.8%	9.0%
Pays de Loire	270	5.7%	8.9%	118	5.2%	8.2%	153	6.2%	9.6%	52	4.3%	5.8%
Bretagne	259	5.5%	9.6%	105	4.7%	8.1%	153	6.2%	11.1%	51	4.3%	6.5%
Poitou Charentes	115	2.4%	7.7%	63	2.8%	8.9%	51	2.1%	6.6%	30	2.5%	7.2%
Aquitaine	66	1.4%	2.4%	31	1.4%	2.3%	35	1.4%	2.4%	18	1.5%	2.1%
Midi Pyrénées	243	5.2%	9.8%	115	5.1%	9.6%	127	5.2%	10.0%	55	4.6%	6.3%
Limousin	1	0.0%	0.2%	1	0.0%	0.2%	0	0.0%	0.1%	1	0.1%	0.6%
Auvergne	67	1.4%	5.9%	29	1.3%	5.3%	38	1.6%	6.4%	14	1.1%	4.6%
Rhône Alpes	656	14.0%	12.4%	281	12.5%	11.0%	375	15.3%	13.7%	190	15.9%	9.6%
Languedoc Roussillon	70	1.5%	3.0%	38	1.7%	3.4%	32	1.3%	2.6%	13	1.1%	1.7%
Provence Alpes Côte d'Azur. Corse	31	0.7%	0.7%	12	0.5%	0.6%	19	0.8%	0.8%	10	0.8%	0.6%
Habitudes de connexion à Internet												
Tous les jours	3713	79.0%	8.7%	1816	80.8%	8.7%	1897	77.2%	8.7%	1050	87.6%	6.6%
Presque tous les jours	582	12.4%	9.5%	271	12.1%	9.8%	311	12.7%	9.3%	89	7.4%	6.5%
1 à 2 fois par semaine	338	7.2%	11.2%	127	5.7%	10.2%	211	8.6%	11.9%	50	4.1%	9.7%
1 à 3 fois par mois	55	1.2%	13.9%	27	1.2%	14.3%	29	1.2%	13.5%	5	0.4%	8.6%
Moins souvent	13	0.3%	12.2%	5	0.2%	14.3%	8	0.3%	11.1%	4	0.4%	18.5%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Revenus du foyer												
Moins de 9 000 euros par an	92	2.0%	6.7%	37	1.6%	5.8%	56	2.3%	7.5%	9	0.8%	4.5%
De 9 000 à moins de 12 000 euros par an	153	3.3%	7.7%	53	2.3%	6.9%	100	4.1%	8.2%	4	0.3%	1.6%
De 12 000 à moins de 18 000 euros par an	461	9.8%	9.2%	201	8.9%	9.8%	261	10.6%	8.8%	48	4.0%	6.1%
De 18 000 à moins de 24 000 euros par an	718	15.3%	10.4%	302	13.5%	10.2%	415	16.9%	10.6%	122	10.2%	8.2%
De 24 000 à moins de 36 000 euros par an	1292	27.5%	10.5%	561	25.0%	9.8%	730	29.7%	11.1%	250	20.9%	7.1%
De 36 000 à moins de 45 000 euros par an	708	15.1%	9.2%	383	17.0%	9.9%	325	13.2%	8.6%	207	17.2%	7.1%
De 45 000 à moins de 65 000 euros par an	616	13.1%	7.9%	363	16.2%	8.4%	252	10.3%	7.3%	255	21.3%	6.7%
65 000 euros et plus par an	292	6.2%	6.8%	199	8.8%	7.8%	94	3.8%	5.4%	171	14.3%	5.9%
Refus	272	5.8%	7.7%	111	4.9%	7.3%	161	6.6%	7.9%	95	7.9%	7.2%
Ne sait pas	98	2.1%	6.3%	37	1.6%	5.0%	62	2.5%	7.4%	37	3.1%	5.6%