

LNM

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	2416	100.0%	4.7%	1389	100.0%	5.6%	1028	100.0%	3.8%	814	100.0%	4.7%
Sexe												
Homme	1389	57.5%	5.6%	1389	100.0%	5.6%	0	0.0%	0.0%	479	58.9%	5.5%
Femme	1028	42.5%	3.8%	0	0.0%	0.0%	1028	100.0%	3.8%	335	41.1%	3.9%
Age												
15 à 24 ans	292	12.1%	4.0%	140	10.1%	3.8%	152	14.8%	4.2%	128	15.8%	4.1%
25 à 34 ans	362	15.0%	4.8%	212	15.3%	5.7%	150	14.6%	3.9%	159	19.5%	4.8%
35 à 49 ans	608	25.2%	4.9%	381	27.4%	6.2%	227	22.1%	3.6%	255	31.3%	4.2%
50 à 59 ans	455	18.8%	4.9%	277	20.0%	5.9%	178	17.3%	3.8%	201	24.7%	5.1%
60 ans et plus	698	28.9%	4.7%	378	27.2%	5.8%	320	31.2%	3.8%	70	8.6%	7.1%
Individu												
Ménagères	846	35.0%	3.6%	0	0.0%	0.0%	846	82.4%	3.6%	264	32.4%	3.7%
Personne de référence	1421	58.8%	5.1%	1154	83.1%	5.7%	267	26.0%	3.4%	445	54.7%	5.4%
Responsable des achats	1686	69.8%	4.7%	828	59.6%	6.5%	858	83.5%	3.8%	502	61.6%	4.6%
PCS Individu												
Agriculteurs	1	0.0%	0.2%	1	0.1%	0.2%	0	0.0%	0.0%	0	0.0%	0.0%
Petits patrons	103	4.3%	6.3%	83	6.0%	7.4%	21	2.0%	4.0%	97	11.9%	6.7%
Affaires et Cadres	250	10.3%	4.9%	157	11.3%	5.4%	93	9.0%	4.3%	230	28.3%	5.0%
Professions intermédiaires	321	13.3%	4.7%	182	13.1%	5.3%	139	13.6%	4.0%	261	32.0%	4.6%
Employés	477	19.7%	5.7%	217	15.6%	10.1%	259	25.2%	4.2%	88	10.8%	4.8%
Ouvriers	338	14.0%	5.3%	278	20.0%	5.5%	60	5.8%	4.3%	14	1.7%	3.4%
Retraités	595	24.6%	4.7%	323	23.2%	5.4%	273	26.5%	4.1%	14	1.8%	5.8%
Autres inactifs	331	13.7%	3.2%	148	10.7%	3.9%	183	17.8%	2.8%	110	13.6%	3.4%
PCS Personne de référence												
Agriculteurs	6	0.2%	0.7%	1	0.1%	0.3%	4	0.4%	1.1%	0	0.0%	0.0%
Petits patrons	161	6.7%	6.1%	97	7.0%	7.5%	64	6.2%	4.8%	161	19.8%	6.1%
Affaires et Cadres	319	13.2%	4.4%	188	13.6%	5.3%	131	12.7%	3.6%	319	39.2%	4.4%
Professions intermédiaires	334	13.8%	4.4%	194	14.0%	5.0%	140	13.6%	3.8%	334	41.0%	4.4%
Employés	381	15.8%	7.0%	210	15.1%	9.0%	171	16.7%	5.5%	0	0.0%	0.0%
Ouvriers	401	16.6%	4.2%	258	18.6%	5.1%	143	13.9%	3.2%	0	0.0%	0.0%
Retraités	688	28.5%	4.8%	358	25.8%	5.4%	329	32.1%	4.2%	0	0.0%	0.0%
Autres inactifs	127	5.2%	3.1%	82	5.9%	5.1%	45	4.4%	1.8%	0	0.0%	0.0%

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Taille du foyer												
1 personne	451	18.7%	4.5%	268	19.3%	6.2%	183	17.8%	3.2%	91	11.2%	5.3%
2 personnes	877	36.3%	4.9%	504	36.3%	5.8%	373	36.3%	4.1%	207	25.5%	4.7%
3 personnes	422	17.5%	4.6%	232	16.7%	5.1%	190	18.5%	4.1%	187	23.0%	4.9%
4 personnes	410	17.0%	4.4%	225	16.2%	4.9%	185	18.0%	3.9%	213	26.2%	4.4%
5 personnes et +	256	10.6%	4.8%	160	11.5%	6.1%	97	9.4%	3.5%	115	14.1%	4.4%
Présence d'enfants de moins de 15 ans												
Oui	674	27.9%	4.4%	382	27.5%	5.3%	292	28.4%	3.5%	315	38.7%	4.1%
Non	1743	72.1%	4.8%	1007	72.5%	5.7%	736	71.6%	3.9%	499	61.3%	5.1%
Habitat												
Communes rurales	246	10.2%	2.1%	148	10.6%	2.6%	98	9.5%	1.6%	84	10.3%	2.5%
Agglo. - 20 000 hab	248	10.3%	2.8%	153	11.0%	3.5%	95	9.3%	2.0%	71	8.7%	2.7%
Agglo. 20 000 à 100 000 hab	201	8.3%	2.9%	113	8.2%	3.4%	88	8.5%	2.4%	46	5.6%	2.5%
Agglo. + 100 000 hab	233	9.6%	1.5%	144	10.4%	1.9%	89	8.6%	1.1%	71	8.7%	1.2%
Agglo. Paris	1489	61.6%	17.4%	831	59.8%	20.5%	658	64.0%	14.7%	543	66.7%	13.6%

Groupe Le Parisien / Aujourd'hui en France



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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	1679	69.5%	17.6%	938	67.5%	20.6%	742	72.2%	14.9%	594	73.0%	13.6%
Nord Pas de Calais	39	1.6%	1.2%	28	2.0%	1.8%	11	1.1%	0.7%	8	1.0%	0.9%
Lorraine	18	0.7%	0.9%	12	0.9%	1.3%	5	0.5%	0.5%	6	0.8%	1.2%
Alsace	9	0.4%	0.6%	7	0.5%	1.0%	2	0.2%	0.2%	4	0.5%	0.8%
Franche-Comté	6	0.2%	0.6%	3	0.2%	0.6%	3	0.3%	0.6%	2	0.2%	0.6%
Champagne Ardennes	19	0.8%	1.7%	13	1.0%	2.5%	6	0.6%	1.0%	6	0.7%	1.9%
Picardie	159	6.6%	10.3%	74	5.3%	10.0%	84	8.2%	10.6%	38	4.7%	8.8%
Bourgogne	29	1.2%	2.1%	15	1.1%	2.4%	13	1.3%	1.9%	11	1.3%	3.1%
Haute Normandie	40	1.7%	2.7%	27	2.0%	3.8%	13	1.3%	1.7%	12	1.5%	2.6%
Basse Normandie	26	1.1%	2.2%	20	1.5%	3.5%	6	0.6%	1.0%	8	1.0%	2.2%
Centre	44	1.8%	2.1%	28	2.0%	2.8%	16	1.6%	1.5%	13	1.5%	2.1%
Pays de Loire	52	2.1%	1.8%	34	2.5%	2.4%	18	1.7%	1.2%	19	2.3%	2.0%
Bretagne	40	1.6%	1.5%	31	2.3%	2.4%	8	0.8%	0.6%	10	1.2%	1.2%
Poitou Charentes	18	0.7%	1.2%	12	0.8%	1.6%	6	0.6%	0.8%	6	0.8%	1.5%
Aquitaine	33	1.4%	1.2%	25	1.8%	1.9%	8	0.8%	0.6%	12	1.5%	1.4%
Midi Pyrénées	35	1.4%	1.4%	23	1.6%	1.9%	12	1.2%	1.0%	10	1.3%	1.3%
Limousin	9	0.4%	1.4%	5	0.3%	1.6%	4	0.4%	1.3%	1	0.1%	0.6%
Auvergne	11	0.5%	1.0%	6	0.5%	1.2%	5	0.5%	0.9%	6	0.7%	2.0%
Rhône Alpes	74	3.1%	1.4%	36	2.6%	1.5%	38	3.7%	1.4%	25	3.1%	1.4%
Languedoc Roussillon	31	1.3%	1.4%	20	1.4%	1.8%	12	1.1%	1.0%	12	1.4%	1.6%
Provence Alpes Côte d'Azur. Corse	46	1.9%	1.1%	31	2.2%	1.5%	15	1.4%	0.6%	12	1.5%	0.8%
Habitudes de connexion à Internet												
Tous les jours	1700	70.3%	5.1%	969	69.8%	5.9%	731	71.1%	4.4%	703	86.3%	4.8%
Presque tous les jours	229	9.5%	3.9%	133	9.6%	4.9%	96	9.3%	3.0%	63	7.8%	3.3%
1 à 2 fois par semaine	131	5.4%	5.1%	70	5.0%	6.0%	61	6.0%	4.4%	32	3.9%	5.0%
1 à 3 fois par mois	20	0.8%	3.9%	15	1.1%	7.2%	5	0.5%	1.7%	1	0.1%	1.9%
Moins souvent	20	0.8%	2.4%	14	1.0%	3.9%	6	0.6%	1.3%	0	0.0%	0.0%
Jamais	9	0.4%	7.3%	9	0.7%	10.6%	0	0.0%	0.0%	3	0.4%	35.3%

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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	66	2.7%	3.6%	35	2.5%	4.4%	31	3.1%	2.9%	7	0.9%	5.1%
De 9 000 à moins de 12 000 euros par an	80	3.3%	2.8%	49	3.6%	4.7%	31	3.0%	1.7%	15	1.8%	5.5%
De 12 000 à moins de 18 000 euros par an	252	10.4%	4.1%	134	9.6%	5.1%	118	11.5%	3.4%	30	3.7%	4.0%
De 18 000 à moins de 24 000 euros par an	265	11.0%	4.0%	136	9.8%	4.4%	129	12.5%	3.7%	45	5.5%	3.3%
De 24 000 à moins de 36 000 euros par an	517	21.4%	4.7%	309	22.2%	5.8%	208	20.2%	3.6%	144	17.7%	4.3%
De 36 000 à moins de 45 000 euros par an	374	15.5%	5.3%	233	16.8%	6.2%	140	13.7%	4.3%	142	17.5%	4.7%
De 45 000 à moins de 65 000 euros par an	371	15.4%	5.4%	212	15.2%	5.8%	160	15.5%	4.9%	175	21.5%	4.6%
De 65 000 à moins de 80 000 euros par an	84	3.5%	4.3%	54	3.9%	4.8%	30	2.9%	3.6%	47	5.8%	3.6%
De 80 000 à moins de 115 000 euros par an	90	3.7%	7.2%	62	4.5%	8.4%	28	2.7%	5.5%	70	8.6%	7.7%
115 000 euros et plus par an	33	1.4%	5.5%	26	1.9%	7.1%	7	0.7%	3.1%	32	3.9%	6.2%
Refus	181	7.5%	5.4%	104	7.5%	7.5%	77	7.5%	3.9%	55	6.8%	5.1%
Ne sait pas	103	4.3%	4.5%	34	2.5%	3.6%	69	6.7%	5.2%	53	6.5%	5.7%