

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	2416	100.0%	4.6%	1319	100.0%	5.3%	1097	100.0%	4.0%	1170	100.0%	6.7%
Sexe												
Homme	1319	54.6%	5.3%	1319	100.0%	5.3%	0	0.0%	0.0%	682	58.3%	7.7%
Femme	1097	45.4%	4.0%	0	0.0%	0.0%	1097	100.0%	4.0%	488	41.7%	5.7%
Age												
15 à 24 ans	537	22.2%	7.4%	272	20.6%	7.4%	265	24.2%	7.4%	263	22.5%	8.6%
25 à 34 ans	375	15.5%	4.9%	208	15.7%	5.6%	167	15.2%	4.3%	193	16.5%	6.1%
35 à 49 ans	563	23.3%	4.5%	316	24.0%	5.1%	248	22.6%	3.9%	389	33.3%	6.1%
50 à 59 ans	328	13.6%	3.6%	195	14.8%	4.3%	133	12.1%	3.0%	224	19.2%	5.9%
60 ans et plus	612	25.3%	3.9%	328	24.8%	4.8%	285	26.0%	3.2%	100	8.5%	9.9%
Individu												
Ménagères	843	34.9%	3.6%	0	0.0%	0.0%	843	76.8%	3.6%	359	30.7%	5.1%
Personne de référence	1304	54.0%	4.6%	1010	76.6%	4.9%	293	26.7%	3.7%	606	51.8%	7.1%
Responsable des achats	1496	61.9%	4.2%	672	50.9%	5.1%	824	75.1%	3.6%	685	58.6%	6.2%
PCS Individu												
Agriculteurs	8	0.3%	1.5%	8	0.6%	2.3%	0	0.0%	0.0%	0	0.0%	0.0%
Petits patrons	93	3.9%	5.8%	75	5.7%	6.4%	18	1.7%	4.2%	91	7.8%	6.4%
Affaires et Cadres	527	21.8%	10.7%	324	24.5%	11.5%	204	18.6%	9.7%	478	40.9%	10.9%
Professions intermédiaires	308	12.7%	4.3%	161	12.2%	4.5%	147	13.4%	4.1%	262	22.4%	4.5%
Employés	222	9.2%	2.7%	86	6.5%	3.8%	136	12.4%	2.2%	58	4.9%	3.2%
Ouvriers	157	6.5%	2.5%	136	10.3%	2.7%	21	1.9%	1.7%	13	1.1%	3.7%
Retraités	485	20.1%	3.8%	264	20.0%	4.4%	221	20.2%	3.3%	11	0.9%	5.3%
Autres inactifs	616	25.5%	6.0%	265	20.1%	7.3%	350	31.9%	5.2%	257	22.0%	7.9%
PCS Personne de référence												
Agriculteurs	17	0.7%	2.2%	8	0.6%	2.1%	8	0.8%	2.3%	0	0.0%	0.0%
Petits patrons	139	5.8%	5.3%	90	6.8%	6.5%	49	4.5%	4.0%	139	11.9%	5.3%
Affaires et Cadres	661	27.3%	9.6%	395	29.9%	11.6%	266	24.2%	7.7%	661	56.5%	9.6%
Professions intermédiaires	370	15.3%	4.7%	197	14.9%	4.8%	173	15.8%	4.5%	370	31.6%	4.7%
Employés	188	7.8%	3.5%	84	6.4%	3.6%	103	9.4%	3.4%	0	0.0%	0.0%
Ouvriers	288	11.9%	3.0%	168	12.7%	3.3%	120	11.0%	2.7%	0	0.0%	0.0%
Retraités	563	23.3%	3.8%	293	22.2%	4.4%	270	24.6%	3.3%	0	0.0%	0.0%
Autres inactifs	190	7.9%	4.7%	83	6.3%	5.5%	107	9.8%	4.2%	0	0.0%	0.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du foyer												
1 personne	381	15.8%	3.8%	190	14.4%	4.4%	190	17.3%	3.3%	136	11.6%	7.0%
2 personnes	811	33.6%	4.5%	426	32.3%	4.9%	384	35.0%	4.1%	290	24.8%	7.0%
3 personnes	482	20.0%	5.2%	259	19.6%	5.5%	224	20.4%	5.0%	272	23.3%	6.8%
4 personnes	421	17.4%	4.5%	270	20.5%	6.0%	151	13.8%	3.2%	277	23.7%	5.8%
5 personnes et +	321	13.3%	5.9%	173	13.2%	6.6%	148	13.5%	5.2%	194	16.6%	7.6%
Présence d'enfants de moins de 15 ans												
Oui	771	31.9%	4.9%	422	32.0%	5.7%	349	31.8%	4.2%	462	39.5%	6.0%
Non	1645	68.1%	4.5%	897	68.0%	5.1%	748	68.2%	4.0%	707	60.5%	7.3%
Habitat												
Communes rurales	281	11.6%	2.3%	155	11.8%	2.7%	125	11.4%	2.0%	112	9.6%	3.5%
Agglo. - 20 000 hab	254	10.5%	2.8%	138	10.5%	3.2%	116	10.6%	2.5%	122	10.5%	4.7%
Agglo. 20 000 à 100 000 hab	251	10.4%	3.6%	149	11.3%	4.5%	102	9.3%	2.8%	100	8.5%	4.9%
Agglo. + 100 000 hab	800	33.1%	5.2%	440	33.3%	5.9%	361	32.9%	4.5%	388	33.2%	6.9%
Agglo. Paris	830	34.3%	9.7%	437	33.1%	10.7%	393	35.8%	8.7%	448	38.3%	11.3%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	885	36.6%	9.2%	468	35.5%	10.2%	417	38.0%	8.3%	476	40.7%	10.9%
Nord Pas de Calais	84	3.5%	2.6%	57	4.3%	3.7%	28	2.5%	1.7%	39	3.3%	3.9%
Lorraine	60	2.5%	3.2%	38	2.9%	4.1%	23	2.1%	2.3%	21	1.8%	3.9%
Alsace	65	2.7%	4.2%	41	3.1%	5.5%	24	2.2%	3.0%	32	2.7%	7.2%
Franche-Comté	29	1.2%	3.0%	16	1.2%	3.5%	13	1.1%	2.6%	16	1.3%	6.2%
Champagne Ardennes	27	1.1%	2.5%	17	1.3%	3.2%	10	0.9%	1.8%	10	0.9%	3.6%
Picardie	45	1.8%	2.9%	23	1.8%	3.1%	21	1.9%	2.7%	15	1.3%	3.5%
Bourgogne	34	1.4%	2.5%	20	1.5%	3.0%	14	1.3%	2.0%	10	0.9%	3.0%
Haute Normandie	53	2.2%	3.6%	25	1.9%	3.5%	28	2.5%	3.6%	18	1.5%	4.0%
Basse Normandie	36	1.5%	3.0%	26	2.0%	4.6%	11	1.0%	1.7%	18	1.5%	5.1%
Centre	75	3.1%	3.6%	41	3.1%	4.1%	34	3.1%	3.1%	37	3.2%	5.6%
Pays de Loire	98	4.1%	3.3%	62	4.7%	4.3%	37	3.4%	2.4%	44	3.8%	4.9%
Bretagne	71	2.9%	2.7%	34	2.6%	2.6%	37	3.4%	2.7%	37	3.2%	5.3%
Poitou Charentes	53	2.2%	3.5%	30	2.3%	4.2%	23	2.1%	2.9%	20	1.7%	5.5%
Aquitaine	94	3.9%	3.4%	43	3.3%	3.2%	51	4.7%	3.5%	45	3.8%	5.4%
Midi Pyrénées	105	4.4%	4.3%	54	4.1%	4.5%	52	4.7%	4.0%	56	4.8%	7.0%
Limousin	19	0.8%	3.1%	11	0.8%	3.8%	8	0.7%	2.5%	7	0.6%	4.3%
Auvergne	37	1.5%	3.2%	19	1.4%	3.5%	18	1.6%	3.0%	19	1.6%	6.1%
Rhône Alpes	237	9.8%	4.5%	128	9.7%	5.1%	109	10.0%	4.0%	107	9.2%	5.6%
Languedoc Roussillon	86	3.6%	3.8%	46	3.5%	4.3%	40	3.6%	3.3%	34	2.9%	4.6%
Provence Alpes Côte d'Azur. Corse	221	9.2%	5.1%	120	9.1%	5.8%	102	9.3%	4.4%	109	9.4%	7.1%
Habitudes de connexion à Internet												
Tous les jours	2161	89.5%	5.8%	1189	90.1%	6.5%	973	88.7%	5.2%	1095	93.6%	7.3%
Presque tous les jours	183	7.6%	3.3%	94	7.1%	3.7%	89	8.1%	3.0%	56	4.8%	3.5%
1 à 2 fois par semaine	45	1.9%	1.7%	24	1.8%	2.0%	22	2.0%	1.4%	15	1.3%	2.9%
1 à 3 fois par mois	9	0.4%	1.8%	3	0.2%	1.2%	6	0.6%	2.2%	3	0.3%	4.2%
Moins souvent	5	0.2%	0.8%	4	0.3%	1.3%	1	0.1%	0.3%	0	0.0%	0.0%

Le Monde

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	93	3.8%	5.5%	34	2.6%	4.6%	59	5.4%	6.2%	8	0.7%	4.6%
De 9 000 à moins de 12 000 euros par an	66	2.7%	2.4%	28	2.1%	2.7%	37	3.4%	2.2%	10	0.9%	4.1%
De 12 000 à moins de 18 000 euros par an	163	6.7%	3.0%	86	6.5%	3.8%	77	7.0%	2.5%	37	3.2%	5.5%
De 18 000 à moins de 24 000 euros par an	197	8.2%	2.9%	94	7.1%	3.2%	104	9.5%	2.8%	85	7.3%	6.0%
De 24 000 à moins de 36 000 euros par an	395	16.4%	3.4%	206	15.6%	3.7%	189	17.2%	3.1%	164	14.0%	4.7%
De 36 000 à moins de 45 000 euros par an	325	13.5%	4.4%	162	12.3%	4.3%	164	14.9%	4.5%	152	13.0%	5.3%
De 45 000 à moins de 65 000 euros par an	469	19.4%	6.7%	296	22.5%	7.5%	173	15.7%	5.6%	262	22.4%	7.1%
65 000 euros et plus par an	470	19.5%	11.1%	292	22.1%	11.9%	178	16.2%	10.0%	334	28.6%	11.6%
Refus	193	8.0%	4.6%	97	7.4%	5.5%	96	8.8%	3.9%	100	8.5%	6.7%
Ne sait pas	45	1.8%	4.2%	24	1.9%	5.0%	20	1.8%	3.4%	16	1.4%	4.1%