

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	2247	100.0%	4.3%	1272	100.0%	5.1%	975	100.0%	3.6%	774	100.0%	4.4%
Sexe												
Homme	1272	56.6%	5.1%	1272	100.0%	5.1%	0	0.0%	0.0%	462	59.7%	5.2%
Femme	975	43.4%	3.6%	0	0.0%	0.0%	975	100.0%	3.6%	311	40.3%	3.7%
Age												
15 à 24 ans	240	10.7%	3.3%	122	9.6%	3.3%	118	12.1%	3.3%	96	12.3%	3.1%
25 à 34 ans	326	14.5%	4.3%	176	13.8%	4.7%	150	15.4%	3.9%	131	16.9%	4.1%
35 à 49 ans	656	29.2%	5.3%	390	30.7%	6.3%	266	27.3%	4.2%	341	44.1%	5.4%
50 à 59 ans	405	18.0%	4.5%	267	21.0%	5.9%	138	14.2%	3.1%	173	22.4%	4.6%
60 ans et plus	620	27.6%	3.9%	317	24.9%	4.6%	302	31.0%	3.4%	33	4.3%	3.3%
Individu												
Ménagères	830	36.9%	3.5%	0	0.0%	0.0%	830	85.1%	3.5%	254	32.8%	3.6%
Personne de référence	1373	61.1%	4.8%	1092	85.8%	5.3%	281	28.8%	3.6%	453	58.5%	5.3%
Responsable des achats	1527	67.9%	4.2%	716	56.3%	5.5%	810	83.1%	3.5%	486	62.8%	4.4%
PCS Individu												
Agriculteurs	4	0.2%	0.8%	2	0.2%	0.7%	2	0.2%	1.1%	2	0.2%	6.9%
Petits patrons	77	3.4%	4.8%	61	4.8%	5.2%	16	1.7%	3.8%	69	8.9%	4.8%
Affaires et Cadres	258	11.5%	5.3%	175	13.7%	6.2%	84	8.6%	4.0%	235	30.4%	5.3%
Professions intermédiaires	314	14.0%	4.4%	200	15.7%	5.5%	114	11.7%	3.2%	263	33.9%	4.5%
Employés	421	18.8%	5.0%	178	14.0%	7.9%	244	25.0%	4.0%	78	10.1%	4.3%
Ouvriers	295	13.2%	4.7%	261	20.5%	5.2%	35	3.5%	2.7%	5	0.7%	1.4%
Retraités	523	23.3%	4.1%	261	20.5%	4.3%	261	26.8%	3.9%	2	0.3%	1.1%
Autres inactifs	353	15.7%	3.4%	134	10.5%	3.7%	219	22.5%	3.3%	120	15.5%	3.7%
PCS Personne de référence												
Agriculteurs	3	0.2%	0.5%	2	0.2%	0.6%	1	0.1%	0.3%	0	0.0%	0.0%
Petits patrons	111	5.0%	4.3%	62	4.9%	4.5%	49	5.1%	4.0%	111	14.4%	4.3%
Affaires et Cadres	289	12.9%	4.2%	189	14.9%	5.5%	100	10.3%	2.9%	289	37.4%	4.2%
Professions intermédiaires	373	16.6%	4.7%	211	16.6%	5.2%	162	16.6%	4.2%	373	48.2%	4.7%
Employés	308	13.7%	5.7%	168	13.2%	7.1%	140	14.4%	4.6%	0	0.0%	0.0%
Ouvriers	406	18.0%	4.3%	283	22.3%	5.6%	122	12.5%	2.8%	0	0.0%	0.0%
Retraités	619	27.5%	4.1%	287	22.6%	4.3%	331	34.0%	4.0%	0	0.0%	0.0%
Autres inactifs	138	6.1%	3.4%	69	5.4%	4.5%	69	7.1%	2.7%	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	404	18.0%	4.0%	219	17.2%	5.0%	185	19.0%	3.3%	101	13.0%	5.2%
2 personnes	734	32.7%	4.1%	401	31.5%	4.6%	333	34.2%	3.5%	140	18.0%	3.4%
3 personnes	371	16.5%	4.0%	214	16.8%	4.5%	157	16.1%	3.5%	176	22.8%	4.4%
4 personnes	430	19.1%	4.6%	267	21.0%	5.9%	163	16.7%	3.4%	205	26.6%	4.3%
5 personnes et +	307	13.7%	5.6%	171	13.4%	6.5%	136	14.0%	4.8%	152	19.6%	5.9%
Présence d'enfants de moins de 15 ans												
Oui	767	34.1%	4.9%	459	36.1%	6.2%	308	31.6%	3.7%	364	47.0%	4.7%
Non	1480	65.9%	4.1%	813	63.9%	4.6%	667	68.4%	3.5%	410	53.0%	4.2%
Habitat												
Communes rurales	240	10.7%	2.0%	141	11.1%	2.5%	99	10.1%	1.6%	53	6.9%	1.7%
Agglo. - 20 000 hab	238	10.6%	2.6%	128	10.0%	3.0%	110	11.3%	2.3%	70	9.0%	2.7%
Agglo. 20 000 à 100 000 hab	180	8.0%	2.6%	112	8.8%	3.4%	68	7.0%	1.9%	49	6.3%	2.4%
Agglo. + 100 000 hab	286	12.7%	1.8%	179	14.1%	2.4%	107	11.0%	1.3%	76	9.9%	1.4%
Agglo. Paris	1303	58.0%	15.2%	712	56.0%	17.4%	591	60.6%	13.2%	525	67.9%	13.2%

Le Parisien / Aujourd'hui en France



A.C.P.M. - ONE -

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	1456	64.8%	15.2%	799	62.8%	17.4%	657	67.4%	13.1%	580	74.9%	13.3%
Nord Pas de Calais	44	2.0%	1.4%	27	2.2%	1.8%	17	1.7%	1.0%	13	1.7%	1.3%
Lorraine	16	0.7%	0.9%	10	0.8%	1.0%	7	0.7%	0.7%	9	1.1%	1.7%
Alsace	17	0.7%	1.1%	12	0.9%	1.6%	5	0.5%	0.6%	3	0.4%	0.7%
Franche-Comté	8	0.3%	0.8%	4	0.3%	0.9%	3	0.3%	0.7%	3	0.3%	1.0%
Champagne Ardennes	11	0.5%	1.0%	9	0.7%	1.8%	2	0.2%	0.3%	2	0.3%	0.7%
Picardie	179	8.0%	11.6%	108	8.5%	14.5%	72	7.3%	9.0%	46	5.9%	10.4%
Bourgogne	30	1.4%	2.2%	14	1.1%	2.2%	16	1.7%	2.3%	6	0.8%	1.8%
Haute Normandie	64	2.9%	4.3%	39	3.0%	5.4%	26	2.6%	3.3%	13	1.7%	2.9%
Basse Normandie	10	0.4%	0.8%	7	0.5%	1.2%	3	0.3%	0.5%	6	0.7%	1.6%
Centre	64	2.9%	3.1%	38	3.0%	3.8%	26	2.6%	2.4%	16	2.1%	2.4%
Pays de Loire	39	1.7%	1.3%	26	2.0%	1.8%	13	1.3%	0.8%	14	1.8%	1.6%
Bretagne	18	0.8%	0.7%	11	0.9%	0.9%	6	0.6%	0.4%	5	0.6%	0.7%
Poitou Charentes	30	1.3%	2.0%	12	1.0%	1.7%	18	1.8%	2.3%	2	0.3%	0.6%
Aquitaine	22	1.0%	0.8%	8	0.7%	0.6%	14	1.4%	0.9%	7	0.9%	0.9%
Midi Pyrénées	39	1.8%	1.6%	25	2.0%	2.1%	14	1.5%	1.1%	11	1.5%	1.4%
Limousin	12	0.6%	2.0%	8	0.6%	2.7%	5	0.5%	1.4%	3	0.3%	1.6%
Auvergne	13	0.6%	1.2%	7	0.6%	1.4%	6	0.6%	1.0%	2	0.2%	0.5%
Rhône Alpes	65	2.9%	1.3%	43	3.3%	1.7%	23	2.3%	0.8%	15	2.0%	0.8%
Languedoc Roussillon	29	1.3%	1.3%	19	1.5%	1.8%	10	1.1%	0.9%	5	0.6%	0.7%
Provence Alpes Côte d'Azur. Corse	79	3.5%	1.8%	45	3.5%	2.2%	34	3.5%	1.5%	14	1.8%	0.9%
Habitudes de connexion à Internet												
Tous les jours	1717	76.4%	4.6%	993	78.1%	5.4%	724	74.2%	3.9%	694	89.7%	4.6%
Presque tous les jours	192	8.5%	3.4%	99	7.8%	3.9%	93	9.5%	3.1%	49	6.4%	3.1%
1 à 2 fois par semaine	116	5.2%	4.3%	64	5.1%	5.6%	52	5.4%	3.3%	16	2.1%	3.1%
1 à 3 fois par mois	18	0.8%	3.6%	5	0.4%	2.1%	14	1.4%	4.9%	0	0.0%	0.0%
Moins souvent	24	1.1%	4.2%	5	0.4%	1.7%	19	2.0%	6.9%	11	1.4%	20.6%

	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	52	2.3%	3.1%	20	1.6%	2.8%	31	3.2%	3.3%	4	0.5%	2.1%
De 9 000 à moins de 12 000 euros par an	88	3.9%	3.3%	36	2.8%	3.4%	53	5.4%	3.2%	3	0.4%	1.4%
De 12 000 à moins de 18 000 euros par an	176	7.9%	3.3%	112	8.8%	5.0%	64	6.6%	2.0%	24	3.0%	3.5%
De 18 000 à moins de 24 000 euros par an	281	12.5%	4.2%	141	11.1%	4.8%	140	14.4%	3.7%	91	11.7%	6.4%
De 24 000 à moins de 36 000 euros par an	494	22.0%	4.2%	267	21.0%	4.8%	226	23.2%	3.7%	134	17.3%	3.8%
De 36 000 à moins de 45 000 euros par an	286	12.7%	3.9%	164	12.9%	4.4%	122	12.5%	3.4%	108	14.0%	3.7%
De 45 000 à moins de 65 000 euros par an	369	16.4%	5.3%	252	19.8%	6.4%	117	12.0%	3.8%	166	21.5%	4.5%
65 000 euros et plus par an	279	12.4%	6.6%	178	14.0%	7.2%	101	10.4%	5.7%	174	22.5%	6.0%
Refus	172	7.7%	4.1%	86	6.8%	4.9%	86	8.9%	3.5%	54	7.0%	3.6%
Ne sait pas	50	2.2%	4.6%	15	1.2%	3.1%	35	3.5%	5.9%	16	2.0%	4.0%