

# Le Parisien Dimanche / Aujourd'hui en France Dimanche



A.C.P.M. - ONE -

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	1585	100.0%	3.0%	945	100.0%	3.8%	640	100.0%	2.4%	441	100.0%	2.5%
<b>Sexe</b>												
<b>Homme</b>	945	59.6%	3.8%	945	100.0%	3.8%	0	0.0%	0.0%	277	62.8%	3.1%
<b>Femme</b>	640	40.4%	2.4%	0	0.0%	0.0%	640	100.0%	2.4%	164	37.2%	1.9%
<b>Age</b>												
<b>15 à 24 ans</b>	159	10.0%	2.2%	97	10.3%	2.7%	62	9.7%	1.7%	58	13.2%	1.9%
<b>25 à 34 ans</b>	222	14.0%	2.9%	138	14.6%	3.7%	85	13.2%	2.2%	56	12.7%	1.8%
<b>35 à 49 ans</b>	413	26.0%	3.3%	248	26.2%	4.0%	165	25.8%	2.6%	181	41.0%	2.9%
<b>50 à 59 ans</b>	325	20.5%	3.6%	205	21.7%	4.5%	120	18.7%	2.7%	135	30.6%	3.6%
<b>60 ans et plus</b>	466	29.4%	3.0%	257	27.2%	3.7%	209	32.6%	2.4%	11	2.4%	1.1%
<b>Individu</b>												
<b>Ménagères</b>	560	35.3%	2.4%	0	0.0%	0.0%	560	87.6%	2.4%	140	31.7%	2.0%
<b>Personne de référence</b>	996	62.9%	3.5%	814	86.1%	4.0%	182	28.5%	2.3%	266	60.3%	3.1%
<b>Responsable des achats</b>	1136	71.7%	3.2%	580	61.3%	4.4%	556	86.9%	2.4%	284	64.4%	2.6%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	2	0.1%	0.3%	1	0.1%	0.3%	1	0.1%	0.4%	0	0.0%	0.0%
<b>Petits patrons</b>	48	3.0%	3.0%	37	3.9%	3.2%	11	1.7%	2.5%	44	10.0%	3.1%
<b>Affaires et Cadres</b>	151	9.5%	3.1%	93	9.8%	3.3%	58	9.1%	2.8%	133	30.2%	3.0%
<b>Professions intermédiaires</b>	194	12.3%	2.7%	136	14.3%	3.8%	59	9.2%	1.6%	167	37.8%	2.8%
<b>Employés</b>	270	17.0%	3.2%	123	13.0%	5.4%	147	23.0%	2.4%	38	8.7%	2.1%
<b>Ouvriers</b>	234	14.8%	3.7%	216	22.8%	4.3%	18	2.9%	1.4%	1	0.1%	0.2%
<b>Retraités</b>	402	25.3%	3.1%	221	23.3%	3.6%	181	28.3%	2.7%	1	0.3%	0.6%
<b>Autres inactifs</b>	285	18.0%	2.8%	120	12.7%	3.3%	165	25.8%	2.5%	57	12.9%	1.7%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	1	0.1%	0.2%	1	0.1%	0.2%	0	0.1%	0.1%	0	0.0%	0.0%
<b>Petits patrons</b>	67	4.2%	2.6%	37	3.9%	2.7%	30	4.7%	2.4%	67	15.2%	2.6%
<b>Affaires et Cadres</b>	167	10.5%	2.4%	103	10.9%	3.0%	64	10.0%	1.9%	167	37.8%	2.4%
<b>Professions intermédiaires</b>	207	13.1%	2.6%	137	14.5%	3.3%	70	11.0%	1.8%	207	47.0%	2.6%
<b>Employés</b>	193	12.2%	3.6%	120	12.7%	5.0%	73	11.5%	2.4%	0	0.0%	0.0%
<b>Ouvriers</b>	351	22.2%	3.7%	243	25.7%	4.8%	108	16.9%	2.4%	0	0.0%	0.0%
<b>Retraités</b>	477	30.1%	3.2%	240	25.4%	3.6%	237	37.0%	2.9%	0	0.0%	0.0%
<b>Autres inactifs</b>	122	7.7%	3.0%	65	6.9%	4.3%	57	8.9%	2.2%	0	0.0%	0.0%

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<b>Taille du foyer</b>												
<b>1 personne</b>	313	19.8%	3.1%	197	20.8%	4.5%	116	18.2%	2.0%	61	13.9%	3.2%
<b>2 personnes</b>	555	35.0%	3.1%	311	32.9%	3.6%	244	38.2%	2.6%	89	20.1%	2.1%
<b>3 personnes</b>	264	16.6%	2.9%	150	15.9%	3.2%	113	17.7%	2.5%	121	27.5%	3.0%
<b>4 personnes</b>	258	16.2%	2.8%	173	18.3%	3.8%	85	13.3%	1.8%	114	25.9%	2.4%
<b>5 personnes et +</b>	196	12.3%	3.6%	114	12.1%	4.3%	81	12.7%	2.9%	55	12.6%	2.2%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	523	33.0%	3.3%	314	33.3%	4.2%	209	32.6%	2.5%	198	44.9%	2.6%
<b>Non</b>	1062	67.0%	2.9%	631	66.7%	3.6%	431	67.4%	2.3%	243	55.1%	2.5%
<b>Habitat</b>												
<b>Communes rurales</b>	223	14.1%	1.9%	135	14.2%	2.4%	89	13.9%	1.4%	45	10.2%	1.4%
<b>Agglo. - 20 000 hab</b>	212	13.4%	2.3%	121	12.8%	2.8%	91	14.1%	1.9%	53	12.0%	2.1%
<b>Agglo. 20 000 à 100 000 hab</b>	174	11.0%	2.5%	102	10.8%	3.0%	73	11.3%	2.0%	50	11.3%	2.5%
<b>Agglo. + 100 000 hab</b>	269	17.0%	1.7%	173	18.3%	2.3%	96	15.1%	1.2%	54	12.3%	1.0%
<b>Agglo. Paris</b>	706	44.5%	8.2%	414	43.8%	10.2%	292	45.6%	6.5%	239	54.1%	6.0%

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	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Régions INSEE</b>												
<b>Ile de France</b>	829	52.3%	8.6%	482	51.0%	10.5%	347	54.3%	6.9%	276	62.5%	6.3%
<b>Nord Pas de Calais</b>	53	3.4%	1.7%	46	4.8%	3.0%	8	1.2%	0.5%	9	2.1%	0.9%
<b>Lorraine</b>	29	1.8%	1.5%	23	2.5%	2.5%	6	0.9%	0.6%	15	3.3%	2.7%
<b>Alsace</b>	8	0.5%	0.5%	3	0.3%	0.4%	5	0.7%	0.6%	2	0.3%	0.3%
<b>Franche-Comté</b>	10	0.6%	1.0%	4	0.4%	0.8%	6	0.9%	1.1%	4	0.8%	1.4%
<b>Champagne Ardennes</b>	16	1.0%	1.5%	12	1.2%	2.2%	4	0.7%	0.8%	1	0.2%	0.3%
<b>Picardie</b>	117	7.4%	7.6%	73	7.8%	9.9%	43	6.8%	5.4%	35	8.0%	8.0%
<b>Bourgogne</b>	40	2.5%	2.9%	25	2.7%	3.8%	14	2.3%	2.1%	10	2.3%	3.0%
<b>Haute Normandie</b>	39	2.4%	2.6%	22	2.4%	3.2%	16	2.5%	2.1%	8	1.9%	1.9%
<b>Basse Normandie</b>	14	0.9%	1.1%	5	0.5%	0.9%	9	1.3%	1.4%	3	0.7%	0.9%
<b>Centre</b>	48	3.0%	2.3%	28	2.9%	2.7%	20	3.1%	1.8%	5	1.2%	0.8%
<b>Pays de Loire</b>	33	2.1%	1.1%	21	2.2%	1.5%	12	1.9%	0.8%	7	1.5%	0.7%
<b>Bretagne</b>	30	1.9%	1.1%	22	2.3%	1.7%	9	1.3%	0.6%	4	0.9%	0.6%
<b>Poitou Charentes</b>	30	1.9%	2.0%	17	1.8%	2.4%	13	2.1%	1.7%	5	1.2%	1.5%
<b>Aquitaine</b>	31	2.0%	1.1%	14	1.5%	1.1%	17	2.6%	1.1%	2	0.5%	0.3%
<b>Midi Pyrénées</b>	48	3.0%	1.9%	32	3.4%	2.7%	16	2.5%	1.2%	10	2.2%	1.2%
<b>Limousin</b>	8	0.5%	1.3%	3	0.3%	1.0%	5	0.7%	1.5%	0	0.1%	0.2%
<b>Auvergne</b>	19	1.2%	1.6%	12	1.2%	2.2%	7	1.1%	1.1%	4	0.9%	1.3%
<b>Rhône Alpes</b>	89	5.6%	1.7%	52	5.5%	2.1%	37	5.7%	1.4%	26	5.9%	1.3%
<b>Languedoc Roussillon</b>	32	2.0%	1.4%	11	1.2%	1.0%	21	3.3%	1.8%	4	0.9%	0.5%
<b>Provence Alpes Côte d'Azur. Corse</b>	65	4.1%	1.5%	39	4.1%	1.9%	26	4.1%	1.1%	11	2.5%	0.7%
<b>Habitudes de connexion à Internet</b>												
<b>Tous les jours</b>	1145	72.2%	3.1%	676	71.5%	3.7%	469	73.3%	2.5%	382	86.6%	2.5%
<b>Presque tous les jours</b>	149	9.4%	2.7%	82	8.6%	3.2%	67	10.5%	2.2%	32	7.2%	2.0%
<b>1 à 2 fois par semaine</b>	112	7.1%	4.1%	78	8.3%	6.7%	34	5.3%	2.2%	23	5.3%	4.5%
<b>1 à 3 fois par mois</b>	15	1.0%	3.0%	2	0.3%	1.1%	13	2.0%	4.6%	0	0.0%	0.0%
<b>Moins souvent</b>	11	0.7%	1.9%	3	0.3%	1.0%	8	1.2%	2.9%	0	0.0%	0.0%

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	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Revenus du foyer</b>												
Moins de 9 000 euros par an	61	3.9%	3.7%	21	2.2%	2.8%	41	6.4%	4.3%	5	1.1%	2.8%
De 9 000 à moins de 12 000 euros par an	73	4.6%	2.7%	40	4.2%	3.8%	33	5.1%	2.0%	1	0.2%	0.3%
De 12 000 à moins de 18 000 euros par an	160	10.1%	3.0%	102	10.8%	4.6%	58	9.0%	1.8%	9	2.0%	1.3%
De 18 000 à moins de 24 000 euros par an	204	12.9%	3.0%	137	14.5%	4.6%	67	10.5%	1.8%	42	9.5%	2.9%
De 24 000 à moins de 36 000 euros par an	362	22.8%	3.1%	193	20.4%	3.5%	169	26.4%	2.8%	96	21.8%	2.8%
De 36 000 à moins de 45 000 euros par an	181	11.4%	2.5%	108	11.5%	2.9%	73	11.4%	2.0%	65	14.7%	2.2%
De 45 000 à moins de 65 000 euros par an	230	14.5%	3.3%	160	17.0%	4.1%	69	10.8%	2.3%	100	22.7%	2.7%
65 000 euros et plus par an	148	9.3%	3.5%	96	10.1%	3.9%	52	8.1%	2.9%	97	22.0%	3.4%
Refus	120	7.6%	2.8%	69	7.3%	3.9%	51	8.0%	2.1%	19	4.4%	1.3%
Ne sait pas	46	2.9%	4.3%	19	2.0%	4.0%	26	4.1%	4.5%	7	1.6%	1.8%