

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	2803	100.0%	5.3%	1531	100.0%	6.1%	1272	100.0%	4.7%	1305	100.0%	7.3%
Sexe												
Homme	1531	54.6%	6.1%	1531	100.0%	6.1%	0	0.0%	0.0%	757	58.0%	8.3%
Femme	1272	45.4%	4.7%	0	0.0%	0.0%	1272	100.0%	4.7%	548	42.0%	6.3%
Age												
15 à 24 ans	645	23.0%	8.7%	317	20.7%	8.5%	328	25.8%	9.0%	322	24.7%	10.0%
25 à 34 ans	451	16.1%	5.9%	270	17.6%	7.2%	181	14.2%	4.6%	252	19.3%	7.8%
35 à 49 ans	578	20.6%	4.6%	321	21.0%	5.1%	257	20.2%	4.0%	369	28.3%	5.9%
50 à 59 ans	317	11.3%	3.7%	172	11.2%	4.1%	146	11.4%	3.3%	209	16.0%	5.8%
60 ans et plus	812	29.0%	5.0%	452	29.5%	6.2%	360	28.3%	4.0%	154	11.8%	9.7%
Individu												
Ménagères	961	34.3%	4.1%	0	0.0%	0.0%	961	75.5%	4.1%	378	28.9%	5.3%
Personne de référence	1513	54.0%	5.4%	1181	77.1%	5.7%	332	26.1%	4.5%	680	52.1%	7.7%
Responsable des achats	1748	62.4%	4.9%	804	52.5%	6.2%	944	74.2%	4.1%	733	56.2%	6.5%
PCS Individu												
Agriculteurs	10	0.4%	1.9%	9	0.6%	2.7%	1	0.1%	0.7%	0	0.0%	0.0%
Petits patrons	109	3.9%	6.6%	96	6.2%	7.9%	13	1.0%	3.1%	106	8.1%	7.2%
Affaires et Cadres	537	19.2%	10.7%	319	20.9%	11.1%	218	17.1%	10.1%	489	37.5%	10.9%
Professions intermédiaires	341	12.2%	4.6%	197	12.9%	5.3%	144	11.3%	3.9%	302	23.1%	5.0%
Employés	290	10.3%	3.4%	111	7.3%	4.9%	179	14.0%	2.8%	69	5.3%	3.9%
Ouvriers	183	6.5%	2.8%	156	10.2%	3.0%	28	2.2%	2.1%	21	1.6%	4.6%
Retraités	619	22.1%	4.8%	341	22.3%	5.7%	278	21.8%	4.0%	8	0.6%	3.6%
Autres inactifs	715	25.5%	7.2%	303	19.8%	8.3%	412	32.4%	6.5%	310	23.8%	9.3%
PCS Personne de référence												
Agriculteurs	18	0.6%	2.3%	10	0.7%	2.9%	7	0.6%	1.8%	0	0.0%	0.0%
Petits patrons	152	5.4%	5.7%	115	7.5%	7.9%	37	2.9%	3.0%	152	11.7%	5.7%
Affaires et Cadres	720	25.7%	10.2%	402	26.3%	11.5%	318	25.0%	9.0%	720	55.2%	10.2%
Professions intermédiaires	433	15.4%	5.3%	239	15.6%	5.7%	193	15.2%	4.9%	433	33.2%	5.3%
Employés	236	8.4%	4.2%	90	5.9%	3.9%	145	11.4%	4.5%	0	0.0%	0.0%
Ouvriers	321	11.4%	3.3%	189	12.3%	3.7%	132	10.4%	2.9%	0	0.0%	0.0%
Retraités	724	25.8%	4.8%	384	25.1%	5.8%	339	26.7%	4.0%	0	0.0%	0.0%
Autres inactifs	200	7.1%	5.6%	100	6.6%	6.7%	99	7.8%	4.9%	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
Taille du foyer												
1 personne	531	18.9%	5.4%	285	18.6%	6.7%	246	19.4%	4.5%	184	14.1%	7.8%
2 personnes	932	33.3%	5.1%	492	32.2%	5.5%	440	34.6%	4.7%	328	25.1%	7.8%
3 personnes	488	17.4%	5.2%	253	16.5%	5.4%	234	18.4%	5.1%	268	20.6%	6.8%
4 personnes	547	19.5%	5.8%	355	23.2%	7.5%	192	15.1%	4.1%	345	26.4%	7.4%
5 personnes et +	305	10.9%	5.5%	146	9.6%	5.7%	159	12.5%	5.2%	179	13.7%	6.8%
Présence d'enfants de moins de 15 ans												
Oui	777	27.7%	4.9%	411	26.8%	5.7%	366	28.8%	4.3%	479	36.7%	6.4%
Non	2026	72.3%	5.5%	1120	73.2%	6.3%	906	71.2%	4.8%	827	63.3%	8.0%
Habitat												
Communes rurales	370	13.2%	3.1%	198	12.9%	3.5%	172	13.6%	2.8%	138	10.6%	4.1%
Agglo. - 20 000 hab	303	10.8%	3.4%	152	9.9%	3.5%	152	11.9%	3.3%	128	9.8%	4.6%
Agglo. 20 000 à 100 000 hab	274	9.8%	3.9%	165	10.8%	5.0%	108	8.5%	3.0%	131	10.0%	6.2%
Agglo. + 100 000 hab	924	33.0%	5.9%	541	35.3%	7.1%	383	30.1%	4.7%	428	32.8%	7.6%
Agglo. Paris	932	33.2%	10.6%	475	31.1%	11.4%	456	35.9%	9.9%	481	36.9%	12.0%

Le Monde

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	993	35.4%	10.2%	507	33.1%	11.0%	486	38.2%	9.5%	514	39.4%	11.7%
Nord Pas de Calais	89	3.2%	2.8%	49	3.2%	3.1%	40	3.1%	2.4%	47	3.6%	4.7%
Lorraine	79	2.8%	4.1%	55	3.6%	5.8%	25	1.9%	2.5%	28	2.2%	5.4%
Alsace	76	2.7%	4.9%	45	3.0%	6.0%	31	2.4%	3.8%	32	2.4%	6.9%
Franche-Comté	43	1.5%	4.5%	22	1.5%	4.8%	21	1.6%	4.2%	24	1.9%	8.7%
Champagne Ardennes	32	1.2%	2.9%	21	1.3%	3.9%	12	0.9%	2.1%	11	0.9%	3.8%
Picardie	57	2.0%	3.7%	37	2.4%	5.0%	20	1.6%	2.5%	21	1.6%	4.9%
Bourgogne	56	2.0%	4.1%	30	2.0%	4.7%	25	2.0%	3.6%	23	1.7%	6.0%
Haute Normandie	48	1.7%	3.3%	26	1.7%	3.6%	23	1.8%	2.9%	20	1.5%	4.3%
Basse Normandie	28	1.0%	2.3%	19	1.2%	3.2%	9	0.7%	1.5%	13	1.0%	3.6%
Centre	80	2.9%	3.9%	47	3.1%	4.8%	33	2.6%	3.1%	42	3.2%	6.6%
Pays de Loire	109	3.9%	3.6%	61	4.0%	4.2%	48	3.7%	3.0%	53	4.1%	5.9%
Bretagne	100	3.6%	3.7%	57	3.7%	4.4%	44	3.4%	3.1%	37	2.9%	4.8%
Poitou Charentes	69	2.5%	4.6%	32	2.1%	4.6%	36	2.9%	4.7%	23	1.8%	5.6%
Aquitaine	142	5.1%	5.1%	70	4.5%	5.2%	72	5.7%	5.0%	65	5.0%	7.2%
Midi Pyrénées	122	4.3%	4.9%	63	4.1%	5.2%	59	4.6%	4.6%	55	4.2%	6.2%
Limousin	20	0.7%	3.2%	11	0.7%	3.6%	9	0.7%	2.9%	5	0.4%	3.2%
Auvergne	46	1.6%	4.0%	22	1.4%	4.0%	24	1.9%	3.9%	23	1.8%	7.8%
Rhône Alpes	245	8.8%	4.6%	145	9.5%	5.7%	100	7.9%	3.7%	119	9.2%	6.0%
Languedoc Roussillon	97	3.5%	4.1%	56	3.6%	5.0%	41	3.2%	3.3%	27	2.1%	3.7%
Provence Alpes Côte d'Azur. Corse	271	9.7%	6.2%	157	10.3%	7.6%	114	9.0%	4.9%	120	9.2%	7.8%
Habitudes de connexion à Internet												
Tous les jours	2487	88.7%	5.8%	1380	90.2%	6.6%	1107	87.0%	5.1%	1233	94.4%	7.8%
Presque tous les jours	235	8.4%	3.9%	118	7.7%	4.3%	118	9.3%	3.5%	55	4.2%	4.0%
1 à 2 fois par semaine	72	2.6%	2.4%	31	2.0%	2.5%	41	3.2%	2.3%	15	1.1%	2.8%
1 à 3 fois par mois	8	0.3%	2.0%	2	0.1%	1.1%	6	0.5%	2.7%	3	0.2%	4.6%
Moins souvent	1	0.0%	0.5%	0	0.0%	0.0%	1	0.0%	0.8%	0	0.0%	1.2%

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	96	3.4%	7.0%	49	3.2%	7.8%	47	3.7%	6.4%	7	0.5%	3.4%
De 9 000 à moins de 12 000 euros par an	75	2.7%	3.8%	36	2.3%	4.6%	39	3.1%	3.2%	12	1.0%	5.0%
De 12 000 à moins de 18 000 euros par an	174	6.2%	3.5%	82	5.4%	4.0%	92	7.2%	3.1%	38	2.9%	4.8%
De 18 000 à moins de 24 000 euros par an	243	8.7%	3.5%	108	7.1%	3.7%	135	10.6%	3.4%	91	7.0%	6.1%
De 24 000 à moins de 36 000 euros par an	467	16.7%	3.8%	256	16.7%	4.5%	211	16.6%	3.2%	186	14.2%	5.3%
De 36 000 à moins de 45 000 euros par an	369	13.2%	4.8%	191	12.5%	4.9%	178	14.0%	4.7%	193	14.8%	6.7%
De 45 000 à moins de 65 000 euros par an	528	18.8%	6.8%	319	20.8%	7.4%	209	16.4%	6.1%	274	21.0%	7.1%
65 000 euros et plus par an	555	19.8%	12.9%	349	22.8%	13.7%	206	16.2%	11.9%	387	29.6%	13.4%
Refus	207	7.4%	5.8%	107	7.0%	7.0%	100	7.9%	4.9%	80	6.2%	6.1%
Ne sait pas	89	3.2%	5.7%	35	2.3%	4.7%	54	4.3%	6.5%	37	2.8%	5.6%