

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	2248	100.0%	4.3%	1248	100.0%	5.0%	999	100.0%	3.7%	811	100.0%	4.5%
Sexe												
Homme	1248	55.5%	5.0%	1248	100.0%	5.0%	0	0.0%	0.0%	499	61.5%	5.4%
Femme	999	44.5%	3.7%	0	0.0%	0.0%	999	100.0%	3.7%	312	38.5%	3.6%
Age												
15 à 24 ans	273	12.1%	3.7%	123	9.8%	3.3%	150	15.1%	4.1%	106	13.1%	3.3%
25 à 34 ans	345	15.3%	4.5%	198	15.9%	5.3%	146	14.6%	3.7%	145	17.9%	4.5%
35 à 49 ans	613	27.3%	4.8%	354	28.4%	5.7%	259	26.0%	4.0%	325	40.1%	5.2%
50 à 59 ans	365	16.2%	4.2%	225	18.0%	5.4%	140	14.0%	3.1%	155	19.1%	4.3%
60 ans et plus	652	29.0%	4.0%	348	27.9%	4.8%	303	30.4%	3.4%	80	9.8%	5.0%
Individu												
Ménagères	828	36.9%	3.5%	0	0.0%	0.0%	828	82.9%	3.5%	250	30.9%	3.5%
Personne de référence	1319	58.7%	4.7%	1062	85.1%	5.2%	257	25.7%	3.5%	493	60.8%	5.6%
Responsable des achats	1504	66.9%	4.2%	708	56.7%	5.5%	796	79.6%	3.5%	525	64.8%	4.7%
PCS Individu												
Agriculteurs	5	0.2%	1.0%	5	0.4%	1.5%	1	0.1%	0.3%	0	0.0%	0.0%
Petits patrons	93	4.1%	5.7%	81	6.5%	6.7%	12	1.2%	2.8%	86	10.7%	5.8%
Affaires et Cadres	287	12.7%	5.7%	177	14.2%	6.1%	109	10.9%	5.1%	255	31.5%	5.7%
Professions intermédiaires	335	14.9%	4.5%	210	16.8%	5.7%	125	12.5%	3.4%	287	35.4%	4.7%
Employés	446	19.8%	5.2%	167	13.4%	7.5%	278	27.9%	4.4%	77	9.5%	4.3%
Ouvriers	249	11.1%	3.9%	226	18.1%	4.4%	23	2.3%	1.8%	5	0.6%	1.0%
Retraités	507	22.6%	3.9%	248	19.9%	4.1%	259	25.9%	3.7%	3	0.3%	1.2%
Autres inactifs	326	14.5%	3.3%	134	10.7%	3.7%	193	19.3%	3.0%	98	12.1%	2.9%
PCS Personne de référence												
Agriculteurs	6	0.3%	0.8%	5	0.4%	1.3%	1	0.1%	0.4%	0	0.0%	0.0%
Petits patrons	127	5.6%	4.7%	87	7.0%	6.0%	39	3.9%	3.2%	127	15.6%	4.7%
Affaires et Cadres	308	13.7%	4.4%	197	15.8%	5.6%	111	11.1%	3.1%	308	38.0%	4.4%
Professions intermédiaires	376	16.7%	4.6%	214	17.1%	5.1%	162	16.2%	4.1%	376	46.3%	4.6%
Employés	321	14.3%	5.8%	164	13.1%	7.1%	157	15.7%	4.8%	0	0.0%	0.0%
Ouvriers	387	17.2%	4.0%	233	18.6%	4.5%	154	15.4%	3.4%	0	0.0%	0.0%
Retraités	601	26.7%	4.0%	276	22.1%	4.2%	325	32.6%	3.9%	0	0.0%	0.0%
Autres inactifs	122	5.4%	3.4%	73	5.8%	4.9%	49	4.9%	2.4%	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	393	17.5%	4.0%	230	18.4%	5.4%	163	16.3%	3.0%	115	14.2%	4.9%
2 personnes	768	34.2%	4.2%	413	33.0%	4.6%	355	35.6%	3.8%	180	22.2%	4.3%
3 personnes	352	15.7%	3.8%	202	16.2%	4.3%	150	15.0%	3.2%	157	19.4%	4.0%
4 personnes	445	19.8%	4.7%	267	21.4%	5.7%	178	17.8%	3.8%	231	28.5%	4.9%
5 personnes et +	290	12.9%	5.2%	137	11.0%	5.3%	153	15.3%	5.0%	127	15.6%	4.8%
Présence d'enfants de moins de 15 ans												
Oui	703	31.3%	4.5%	378	30.3%	5.2%	326	32.6%	3.9%	346	42.6%	4.6%
Non	1544	68.7%	4.2%	871	69.7%	4.9%	673	67.4%	3.6%	465	57.4%	4.5%
Habitat												
Communes rurales	216	9.6%	1.8%	127	10.2%	2.2%	89	8.9%	1.4%	64	7.9%	1.9%
Agglo. - 20 000 hab	229	10.2%	2.5%	122	9.8%	2.8%	107	10.7%	2.3%	73	9.0%	2.6%
Agglo. 20 000 à 100 000 hab	167	7.4%	2.4%	91	7.3%	2.7%	77	7.7%	2.1%	51	6.3%	2.4%
Agglo. + 100 000 hab	297	13.2%	1.9%	185	14.9%	2.4%	112	11.2%	1.4%	87	10.7%	1.6%
Agglo. Paris	1338	59.5%	15.2%	723	57.9%	17.3%	615	61.6%	13.3%	536	66.1%	13.3%

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	1485	66.1%	15.2%	792	63.5%	17.1%	692	69.3%	13.6%	592	73.0%	13.5%
Nord Pas de Calais	57	2.5%	1.8%	45	3.6%	2.9%	12	1.2%	0.7%	16	1.9%	1.6%
Lorraine	21	0.9%	1.1%	10	0.8%	1.0%	11	1.1%	1.1%	5	0.6%	1.0%
Alsace	5	0.2%	0.3%	3	0.2%	0.3%	2	0.2%	0.3%	2	0.2%	0.4%
Franche-Comté	8	0.4%	0.9%	5	0.4%	1.0%	3	0.3%	0.7%	3	0.4%	1.2%
Champagne Ardennes	18	0.8%	1.6%	13	1.0%	2.4%	5	0.5%	0.9%	6	0.7%	2.0%
Picardie	145	6.5%	9.4%	89	7.1%	11.9%	56	5.6%	7.1%	39	4.8%	8.9%
Bourgogne	35	1.6%	2.6%	24	1.9%	3.6%	11	1.1%	1.6%	8	1.0%	2.2%
Haute Normandie	66	2.9%	4.5%	37	3.0%	5.2%	29	2.9%	3.8%	17	2.1%	3.8%
Basse Normandie	15	0.7%	1.3%	9	0.7%	1.6%	6	0.6%	1.0%	6	0.8%	1.7%
Centre	57	2.5%	2.8%	35	2.8%	3.5%	22	2.2%	2.1%	19	2.3%	3.0%
Pays de Loire	29	1.3%	1.0%	18	1.4%	1.2%	11	1.1%	0.7%	13	1.6%	1.5%
Bretagne	16	0.7%	0.6%	11	0.9%	0.8%	5	0.5%	0.4%	10	1.2%	1.2%
Poitou Charentes	31	1.4%	2.1%	23	1.8%	3.2%	9	0.9%	1.1%	3	0.4%	0.8%
Aquitaine	27	1.2%	1.0%	7	0.6%	0.5%	20	2.0%	1.4%	11	1.3%	1.2%
Midi Pyrénées	38	1.7%	1.5%	20	1.6%	1.7%	18	1.8%	1.4%	12	1.5%	1.4%
Limousin	16	0.7%	2.5%	9	0.7%	2.9%	7	0.7%	2.2%	2	0.2%	1.1%
Auvergne	11	0.5%	1.0%	5	0.4%	1.0%	6	0.6%	1.0%	2	0.2%	0.6%
Rhône Alpes	58	2.6%	1.1%	38	3.1%	1.5%	19	1.9%	0.7%	18	2.2%	0.9%
Languedoc Roussillon	30	1.3%	1.3%	19	1.5%	1.7%	11	1.1%	0.9%	4	0.5%	0.6%
Provence Alpes Côte d'Azur. Corse	79	3.5%	1.8%	37	3.0%	1.8%	41	4.1%	1.8%	22	2.8%	1.5%
Habitudes de connexion à Internet												
Tous les jours	1877	83.5%	4.4%	1058	84.7%	5.1%	819	82.0%	3.7%	751	92.7%	4.7%
Presque tous les jours	243	10.8%	4.0%	120	9.6%	4.4%	123	12.3%	3.7%	47	5.8%	3.4%
1 à 2 fois par semaine	109	4.8%	3.6%	60	4.8%	4.8%	49	4.9%	2.8%	11	1.3%	2.1%
1 à 3 fois par mois	16	0.7%	4.1%	10	0.8%	5.2%	7	0.7%	3.1%	1	0.1%	1.2%
Moins souvent	3	0.1%	2.9%	2	0.1%	4.1%	2	0.2%	2.2%	1	0.2%	6.4%

	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	60	2.7%	4.4%	28	2.3%	4.5%	31	3.1%	4.2%	6	0.8%	2.9%
De 9 000 à moins de 12 000 euros par an	69	3.1%	3.5%	26	2.1%	3.4%	43	4.3%	3.5%	5	0.6%	1.8%
De 12 000 à moins de 18 000 euros par an	145	6.5%	2.9%	85	6.8%	4.1%	60	6.0%	2.0%	21	2.6%	2.7%
De 18 000 à moins de 24 000 euros par an	262	11.6%	3.8%	121	9.7%	4.1%	141	14.1%	3.6%	84	10.4%	5.6%
De 24 000 à moins de 36 000 euros par an	558	24.8%	4.5%	298	23.8%	5.2%	260	26.0%	3.9%	134	16.5%	3.8%
De 36 000 à moins de 45 000 euros par an	335	14.9%	4.4%	180	14.5%	4.6%	154	15.4%	4.1%	124	15.2%	4.3%
De 45 000 à moins de 65 000 euros par an	373	16.6%	4.8%	241	19.3%	5.6%	132	13.2%	3.8%	187	23.0%	4.9%
65 000 euros et plus par an	265	11.8%	6.2%	178	14.3%	7.0%	87	8.7%	5.0%	187	23.1%	6.5%
Refus	138	6.1%	3.9%	69	5.5%	4.5%	69	6.9%	3.4%	51	6.3%	3.9%
Ne sait pas	44	2.0%	2.8%	23	1.8%	3.1%	21	2.1%	2.5%	12	1.5%	1.9%