

# Groupe Voix du Nord hebdos



A.C.P.M. - ONE -

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	549	100.0%	1.0%	286	100.0%	1.1%	262	100.0%	1.0%	153	100.0%	0.9%
<b>Sexe</b>												
<b>Homme</b>	286	52.2%	1.1%	286	100.0%	1.1%	0	0.0%	0.0%	79	51.3%	0.9%
<b>Femme</b>	262	47.8%	1.0%	0	0.0%	0.0%	262	100.0%	1.0%	75	48.7%	0.9%
<b>Age</b>												
<b>15 à 24 ans</b>	63	11.6%	0.9%	28	9.8%	0.8%	35	13.5%	1.0%	34	22.3%	1.1%
<b>25 à 34 ans</b>	82	15.0%	1.1%	33	11.7%	0.9%	49	18.7%	1.3%	18	11.5%	0.6%
<b>35 à 49 ans</b>	113	20.6%	0.9%	72	25.0%	1.1%	41	15.7%	0.6%	53	34.6%	0.9%
<b>50 à 59 ans</b>	101	18.5%	1.2%	57	20.0%	1.4%	44	16.8%	1.0%	35	22.6%	1.0%
<b>60 ans et plus</b>	189	34.4%	1.2%	96	33.6%	1.3%	93	35.3%	1.0%	14	9.0%	0.9%
<b>Individu</b>												
<b>Ménagères</b>	230	42.0%	1.0%	0	0.0%	0.0%	230	87.8%	1.0%	54	35.5%	0.8%
<b>Personne de référence</b>	314	57.3%	1.1%	250	87.4%	1.2%	64	24.4%	0.9%	81	52.5%	0.9%
<b>Responsable des achats</b>	378	68.8%	1.1%	154	53.7%	1.2%	224	85.4%	1.0%	86	56.3%	0.8%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	5	0.9%	1.0%	5	1.7%	1.5%	0	0.0%	0.0%	0	0.0%	0.0%
<b>Petits patrons</b>	25	4.5%	1.5%	18	6.3%	1.5%	6	2.5%	1.5%	25	16.0%	1.7%
<b>Affaires et Cadres</b>	23	4.3%	0.5%	14	4.9%	0.5%	9	3.6%	0.4%	21	13.8%	0.5%
<b>Professions intermédiaires</b>	73	13.2%	1.0%	43	15.1%	1.2%	29	11.2%	0.8%	61	39.9%	1.0%
<b>Employés</b>	100	18.2%	1.2%	19	6.6%	0.8%	81	30.9%	1.3%	8	5.4%	0.5%
<b>Ouvriers</b>	80	14.6%	1.2%	73	25.5%	1.4%	7	2.6%	0.5%	3	1.8%	0.6%
<b>Retraités</b>	148	26.9%	1.1%	78	27.2%	1.3%	70	26.6%	1.0%	1	0.4%	0.3%
<b>Autres inactifs</b>	95	17.4%	1.0%	36	12.6%	1.0%	59	22.6%	0.9%	35	22.7%	1.0%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	6	1.1%	0.7%	5	1.7%	1.4%	1	0.3%	0.2%	0	0.0%	0.0%
<b>Petits patrons</b>	38	6.9%	1.4%	18	6.3%	1.2%	20	7.6%	1.6%	38	24.9%	1.4%
<b>Affaires et Cadres</b>	38	6.9%	0.5%	18	6.2%	0.5%	20	7.6%	0.6%	38	24.6%	0.5%
<b>Professions intermédiaires</b>	78	14.1%	1.0%	43	15.0%	1.0%	35	13.2%	0.9%	78	50.5%	1.0%
<b>Employés</b>	57	10.3%	1.0%	20	6.9%	0.9%	37	14.1%	1.1%	0	0.0%	0.0%
<b>Ouvriers</b>	142	25.9%	1.5%	83	29.1%	1.6%	59	22.3%	1.3%	0	0.0%	0.0%
<b>Retraités</b>	164	29.9%	1.1%	82	28.6%	1.2%	82	31.2%	1.0%	0	0.0%	0.0%
<b>Autres inactifs</b>	27	4.9%	0.8%	18	6.1%	1.2%	9	3.6%	0.5%	0	0.0%	0.0%

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<b>Taille du foyer</b>												
<b>1 personne</b>	90	16.4%	0.9%	36	12.6%	0.9%	54	20.5%	1.0%	18	11.7%	0.8%
<b>2 personnes</b>	181	33.0%	1.0%	106	37.0%	1.2%	75	28.6%	0.8%	33	21.6%	0.8%
<b>3 personnes</b>	114	20.8%	1.2%	56	19.5%	1.2%	58	22.3%	1.3%	30	19.4%	0.8%
<b>4 personnes</b>	100	18.2%	1.1%	68	23.6%	1.4%	32	12.4%	0.7%	39	25.4%	0.8%
<b>5 personnes et +</b>	63	11.6%	1.1%	21	7.2%	0.8%	43	16.3%	1.4%	34	22.0%	1.3%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	187	34.1%	1.2%	91	31.6%	1.2%	97	36.8%	1.1%	67	43.6%	0.9%
<b>Non</b>	362	65.9%	1.0%	196	68.4%	1.1%	166	63.2%	0.9%	86	56.4%	0.8%
<b>Habitat</b>												
<b>Communes rurales</b>	85	15.4%	0.7%	41	14.4%	0.7%	43	16.5%	0.7%	20	13.2%	0.6%
<b>Agglo. - 20 000 hab</b>	98	17.8%	1.1%	46	15.9%	1.1%	52	19.9%	1.1%	42	27.3%	1.5%
<b>Agglo. 20 000 à 100 000 hab</b>	137	25.0%	2.0%	79	27.6%	2.4%	58	22.1%	1.6%	42	27.2%	2.0%
<b>Agglo. + 100 000 hab</b>	229	41.8%	1.5%	120	42.1%	1.6%	109	41.4%	1.3%	49	32.2%	0.9%
<b>Régions INSEE</b>												
<b>Nord Pas de Calais</b>	336	61.3%	10.5%	176	61.4%	11.3%	161	61.2%	9.7%	85	55.5%	8.4%
<b>Lorraine</b>	1	0.1%	0.0%	0	0.0%	0.0%	1	0.2%	0.1%	0	0.0%	0.0%
<b>Picardie</b>	2	0.4%	0.1%	2	0.7%	0.3%	0	0.0%	0.0%	2	1.4%	0.5%
<b>Haute Normandie</b>	2	0.3%	0.1%	2	0.6%	0.3%	0	0.0%	0.0%	2	1.2%	0.4%
<b>Centre</b>	2	0.3%	0.1%	2	0.7%	0.2%	0	0.0%	0.0%	0	0.0%	0.0%
<b>Midi Pyrénées</b>	0	0.1%	0.0%	0	0.1%	0.0%	0	0.0%	0.0%	0	0.2%	0.0%
<b>Rhône Alpes</b>	200	36.5%	3.8%	99	34.6%	3.9%	101	38.6%	3.7%	64	41.7%	3.2%
<b>Languedoc Roussillon</b>	5	1.0%	0.2%	5	1.9%	0.5%	0	0.0%	0.0%	0	0.0%	0.0%
<b>Habitudes de connexion à Internet</b>												
<b>Tous les jours</b>	450	81.9%	1.1%	242	84.5%	1.2%	208	79.1%	0.9%	130	84.8%	0.8%
<b>Presque tous les jours</b>	60	11.0%	1.0%	30	10.6%	1.1%	30	11.5%	0.9%	19	12.4%	1.4%
<b>1 à 2 fois par semaine</b>	35	6.4%	1.2%	11	3.7%	0.8%	25	9.4%	1.4%	1	0.6%	0.2%
<b>1 à 3 fois par mois</b>	3	0.6%	0.9%	3	1.2%	1.9%	0	0.0%	0.0%	3	2.3%	5.8%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Revenus du foyer</b>												
Moins de 9 000 euros par an	6	1.0%	0.4%	0	0.0%	0.0%	6	2.2%	0.8%	0	0.0%	0.0%
De 9 000 à moins de 12 000 euros par an	12	2.1%	0.6%	0	0.0%	0.0%	12	4.4%	1.0%	0	0.0%	0.0%
De 12 000 à moins de 18 000 euros par an	42	7.7%	0.8%	26	9.2%	1.3%	16	6.0%	0.5%	7	4.5%	0.9%
De 18 000 à moins de 24 000 euros par an	92	16.8%	1.3%	41	14.4%	1.4%	51	19.3%	1.3%	16	10.7%	1.1%
De 24 000 à moins de 36 000 euros par an	135	24.6%	1.1%	74	26.0%	1.3%	61	23.1%	0.9%	30	19.9%	0.9%
De 36 000 à moins de 45 000 euros par an	74	13.4%	1.0%	37	13.1%	1.0%	36	13.8%	0.9%	23	15.1%	0.8%
De 45 000 à moins de 65 000 euros par an	76	13.8%	1.0%	52	18.0%	1.2%	24	9.1%	0.7%	28	18.1%	0.7%
65 000 euros et plus par an	52	9.4%	1.2%	31	10.7%	1.2%	21	8.1%	1.2%	29	18.9%	1.0%
Refus	38	6.9%	1.1%	17	6.0%	1.1%	21	7.9%	1.0%	9	6.0%	0.7%
Ne sait pas	24	4.3%	1.5%	7	2.6%	1.0%	16	6.2%	1.9%	11	6.9%	1.6%