

## Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	922	100.0%	1.8%	88	100.0%	0.4%	834	100.0%	3.1%	475	100.0%	2.7%
<b>Sexe</b>												
<b>Homme</b>	88	9.5%	0.4%	88	100.0%	0.4%	0	0.0%	0.0%	52	11.1%	0.6%
<b>Femme</b>	834	90.5%	3.1%	0	0.0%	0.0%	834	100.0%	3.1%	422	88.9%	4.9%
<b>Age</b>												
<b>15 à 24 ans</b>	207	22.4%	2.8%	13	14.4%	0.3%	194	23.3%	5.4%	115	24.2%	3.7%
<b>25 à 34 ans</b>	256	27.8%	3.4%	22	24.9%	0.6%	234	28.1%	6.0%	135	28.5%	4.1%
<b>35 à 49 ans</b>	243	26.4%	1.9%	37	42.5%	0.6%	206	24.6%	3.3%	153	32.3%	2.5%
<b>50 à 59 ans</b>	139	15.1%	1.5%	11	12.7%	0.2%	128	15.3%	2.7%	67	14.0%	1.7%
<b>60 ans et plus</b>	77	8.4%	0.5%	5	5.4%	0.1%	73	8.7%	0.9%	5	1.0%	0.5%
<b>Individu</b>												
<b>Ménagères</b>	640	69.5%	2.8%	0	0.0%	0.0%	640	76.8%	2.8%	313	65.9%	4.4%
<b>Personne de référence</b>	257	27.8%	0.9%	72	82.0%	0.4%	184	22.1%	2.4%	112	23.5%	1.4%
<b>Responsable des achats</b>	667	72.4%	1.9%	35	39.7%	0.3%	632	75.8%	2.8%	329	69.2%	3.0%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	4	0.4%	0.8%	1	1.1%	0.3%	3	0.4%	2.0%	0	0.0%	0.0%
<b>Petits patrons</b>	21	2.3%	1.3%	3	3.6%	0.3%	18	2.1%	3.4%	19	3.9%	1.3%
<b>Affaires et Cadres</b>	126	13.7%	2.5%	18	20.0%	0.6%	109	13.0%	5.0%	104	22.0%	2.3%
<b>Professions intermédiaires</b>	183	19.9%	2.7%	30	34.1%	0.9%	153	18.4%	4.4%	139	29.3%	2.5%
<b>Employés</b>	257	27.9%	3.1%	11	12.9%	0.5%	246	29.5%	4.0%	87	18.2%	4.7%
<b>Ouvriers</b>	37	4.1%	0.6%	14	15.6%	0.3%	24	2.8%	1.7%	8	1.8%	2.1%
<b>Retraités</b>	61	6.6%	0.5%	3	3.5%	0.1%	58	7.0%	0.9%	0	0.0%	0.0%
<b>Autres inactifs</b>	232	25.1%	2.3%	8	9.2%	0.2%	224	26.8%	3.4%	118	24.9%	3.6%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	9	1.0%	1.2%	3	3.3%	0.7%	6	0.8%	1.6%	0	0.0%	0.0%
<b>Petits patrons</b>	69	7.5%	2.6%	4	4.7%	0.3%	65	7.8%	4.8%	69	14.5%	2.6%
<b>Affaires et Cadres</b>	214	23.2%	3.0%	17	19.5%	0.5%	197	23.6%	5.4%	214	45.1%	3.0%
<b>Professions intermédiaires</b>	192	20.8%	2.5%	31	35.5%	0.8%	161	19.3%	4.4%	192	40.4%	2.5%
<b>Employés</b>	117	12.7%	2.2%	9	10.1%	0.4%	108	12.9%	3.5%	0	0.0%	0.0%
<b>Ouvriers</b>	160	17.4%	1.7%	13	14.5%	0.3%	148	17.7%	3.3%	0	0.0%	0.0%
<b>Retraités</b>	103	11.2%	0.7%	6	7.1%	0.1%	97	11.6%	1.2%	0	0.0%	0.0%
<b>Autres inactifs</b>	58	6.3%	1.4%	5	5.3%	0.3%	53	6.4%	2.1%	0	0.0%	0.0%

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<b>Taille du foyer</b>												
<b>1 personne</b>	140	15.1%	1.4%	8	9.3%	0.2%	131	15.8%	2.3%	44	9.3%	2.6%
<b>2 personnes</b>	248	26.9%	1.4%	23	26.1%	0.3%	225	26.9%	2.4%	118	24.9%	2.7%
<b>3 personnes</b>	215	23.3%	2.4%	14	16.2%	0.3%	201	24.0%	4.4%	124	26.0%	3.2%
<b>4 personnes</b>	210	22.7%	2.2%	34	38.5%	0.7%	176	21.1%	3.7%	125	26.4%	2.6%
<b>5 personnes et +</b>	110	12.0%	2.1%	9	9.8%	0.3%	102	12.2%	3.7%	64	13.4%	2.4%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	342	37.1%	2.2%	42	47.5%	0.6%	300	36.0%	3.6%	196	41.3%	2.5%
<b>Non</b>	580	62.9%	1.6%	46	52.5%	0.3%	534	64.0%	2.9%	279	58.7%	2.9%
<b>Habitat</b>												
<b>Communes rurales</b>	127	13.8%	1.1%	14	15.4%	0.2%	114	13.6%	1.8%	51	10.8%	1.5%
<b>Agglo. - 20 000 hab</b>	124	13.5%	1.4%	13	14.6%	0.3%	112	13.4%	2.4%	60	12.6%	2.3%
<b>Agglo. 20 000 à 100 000 hab</b>	97	10.5%	1.4%	12	13.2%	0.3%	86	10.3%	2.4%	48	10.1%	2.7%
<b>Agglo. + 100 000 hab</b>	326	35.3%	2.1%	21	24.1%	0.3%	305	36.5%	3.8%	155	32.7%	2.7%
<b>Agglo. Paris</b>	248	26.9%	2.9%	29	32.7%	0.7%	219	26.2%	4.9%	161	33.9%	4.0%

## Biba

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	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Régions INSEE</b>												
Ile de France	255	27.6%	2.7%	29	32.7%	0.6%	226	27.1%	4.5%	166	35.0%	3.8%
Nord Pas de Calais	42	4.5%	1.3%	4	5.1%	0.3%	37	4.5%	2.2%	16	3.5%	1.7%
Lorraine	27	2.9%	1.4%	4	4.1%	0.4%	24	2.8%	2.4%	17	3.6%	3.1%
Alsace	23	2.4%	1.5%	0	0.0%	0.0%	23	2.7%	2.9%	12	2.5%	2.4%
Franche-Comté	13	1.4%	1.3%	3	3.1%	0.6%	10	1.2%	2.0%	3	0.6%	1.1%
Champagne Ardennes	18	2.0%	1.7%	1	1.2%	0.2%	17	2.0%	3.0%	3	0.7%	1.1%
Picardie	33	3.6%	2.2%	5	5.1%	0.6%	29	3.4%	3.6%	12	2.6%	2.9%
Bourgogne	8	0.8%	0.6%	1	0.6%	0.1%	7	0.8%	1.0%	4	0.9%	1.3%
Haute Normandie	22	2.3%	1.5%	2	2.2%	0.3%	20	2.4%	2.5%	7	1.4%	1.5%
Basse Normandie	17	1.8%	1.4%	0	0.0%	0.0%	17	2.0%	2.6%	8	1.7%	2.3%
Centre	34	3.7%	1.6%	2	2.8%	0.2%	32	3.8%	2.9%	13	2.8%	2.2%
Pays de Loire	37	4.0%	1.2%	10	10.8%	0.7%	27	3.2%	1.8%	24	5.0%	2.5%
Bretagne	31	3.4%	1.2%	4	4.1%	0.3%	28	3.3%	2.0%	9	1.8%	1.0%
Poitou Charentes	9	1.0%	0.6%	2	2.6%	0.3%	7	0.8%	0.9%	4	0.8%	0.9%
Aquitaine	50	5.4%	1.8%	3	3.7%	0.2%	46	5.6%	3.2%	20	4.3%	2.3%
Midi Pyrénées	35	3.8%	1.4%	4	4.1%	0.3%	32	3.8%	2.5%	22	4.6%	2.8%
Limousin	10	1.1%	1.6%	0	0.0%	0.0%	10	1.2%	3.1%	3	0.7%	2.1%
Auvergne	26	2.8%	2.3%	2	2.5%	0.4%	24	2.8%	4.0%	12	2.6%	4.1%
Rhône Alpes	96	10.4%	1.8%	8	8.7%	0.3%	88	10.5%	3.3%	42	8.8%	2.3%
Languedoc Roussillon	42	4.5%	1.8%	2	2.4%	0.2%	40	4.7%	3.3%	29	6.1%	3.9%
Provence Alpes Côte d'Azur.	97	10.5%	2.2%	4	4.2%	0.2%	93	11.2%	4.1%	48	10.1%	3.2%
Corse												
<b>Habitudes de connection à Internet</b>												
Tous les jours	766	83.1%	2.3%	83	94.1%	0.5%	683	81.9%	4.1%	418	88.0%	2.9%
Presque tous les jours	70	7.6%	1.2%	4	4.0%	0.1%	66	7.9%	2.1%	45	9.5%	2.3%
1 à 2 fois par semaine	24	2.6%	0.9%	2	1.9%	0.1%	22	2.7%	1.6%	7	1.5%	1.2%
1 à 3 fois par mois	9	1.0%	1.8%	0	0.0%	0.0%	9	1.1%	2.9%	4	0.7%	6.0%
Moins souvent	15	1.6%	1.8%	0	0.0%	0.0%	15	1.7%	3.1%	1	0.2%	1.2%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Revenus du foyer</b>												
<b>Moins de 9 000 euros par an</b>	27	2.9%	1.4%	4	4.8%	0.5%	23	2.7%	2.1%	2	0.4%	1.2%
<b>De 9 000 à moins de 12 000 euros par an</b>	34	3.7%	1.2%	2	1.9%	0.2%	33	3.9%	1.8%	1	0.3%	0.5%
<b>De 12 000 à moins de 18 000 euros par an</b>	60	6.5%	1.0%	4	5.0%	0.2%	56	6.7%	1.6%	16	3.4%	2.2%
<b>De 18 000 à moins de 24 000 euros par an</b>	123	13.4%	1.9%	2	2.2%	0.1%	121	14.5%	3.4%	50	10.6%	3.7%
<b>De 24 000 à moins de 36 000 euros par an</b>	205	22.3%	1.9%	23	25.8%	0.4%	183	21.9%	3.2%	86	18.1%	2.6%
<b>De 36 000 à moins de 45 000 euros par an</b>	129	14.0%	1.8%	18	20.3%	0.5%	111	13.3%	3.4%	80	16.9%	2.6%
<b>De 45 000 à moins de 65 000 euros par an</b>	160	17.3%	2.3%	18	20.7%	0.5%	142	17.0%	4.3%	113	23.9%	3.0%
<b>De 65 000 à moins de 80 000 euros par an</b>	35	3.8%	1.8%	7	7.8%	0.6%	28	3.4%	3.4%	23	4.8%	1.8%
<b>De 80 000 à moins de 115 000 euros par an</b>	19	2.1%	1.6%	5	5.4%	0.6%	15	1.8%	2.9%	17	3.5%	1.8%
<b>115 000 euros et plus par an</b>	18	2.0%	3.1%	0	0.0%	0.0%	18	2.2%	8.0%	17	3.6%	3.3%
<b>Refus</b>	63	6.8%	1.9%	4	4.6%	0.3%	59	7.1%	3.0%	37	7.8%	3.5%
<b>Ne sait pas</b>	47	5.1%	2.1%	1	1.4%	0.1%	46	5.5%	3.5%	32	6.7%	3.4%