

# Première



## Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	944	100.0%	1.8%	436	100.0%	1.8%	508	100.0%	1.9%	514	100.0%	2.9%
<b>Sexe</b>												
<b>Homme</b>	436	46.2%	1.8%	436	100.0%	1.8%	0	0.0%	0.0%	248	48.3%	2.8%
<b>Femme</b>	508	53.8%	1.9%	0	0.0%	0.0%	508	100.0%	1.9%	266	51.7%	3.1%
<b>Age</b>												
<b>15 à 24 ans</b>	215	22.8%	3.0%	84	19.2%	2.3%	131	25.9%	3.7%	131	25.4%	4.2%
<b>25 à 34 ans</b>	184	19.5%	2.4%	88	20.1%	2.3%	97	19.0%	2.5%	107	20.9%	3.3%
<b>35 à 49 ans</b>	270	28.6%	2.2%	146	33.5%	2.4%	124	24.4%	2.0%	176	34.2%	2.9%
<b>50 à 59 ans</b>	157	16.6%	1.7%	90	20.7%	1.9%	66	13.0%	1.4%	86	16.7%	2.2%
<b>60 ans et plus</b>	118	12.5%	0.8%	28	6.4%	0.4%	90	17.7%	1.1%	15	2.8%	1.5%
<b>Individu</b>												
<b>Ménagères</b>	374	39.6%	1.6%	0	0.0%	0.0%	374	73.6%	1.6%	186	36.2%	2.6%
<b>Personne de référence</b>	447	47.4%	1.6%	323	74.2%	1.6%	124	24.4%	1.6%	218	42.5%	2.7%
<b>Responsable des achats</b>	607	64.3%	1.7%	234	53.6%	1.8%	374	73.5%	1.6%	315	61.3%	2.9%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	1	0.1%	0.2%	1	0.2%	0.2%	0	0.0%	0.0%	0	0.0%	0.0%
<b>Petits patrons</b>	37	4.0%	2.3%	25	5.7%	2.2%	13	2.5%	2.4%	32	6.2%	2.2%
<b>Affaires et Cadres</b>	151	16.1%	3.0%	79	18.0%	2.7%	73	14.3%	3.4%	138	26.8%	3.0%
<b>Professions intermédiaires</b>	173	18.3%	2.5%	90	20.7%	2.6%	83	16.3%	2.4%	148	28.7%	2.6%
<b>Employés</b>	174	18.4%	2.1%	78	17.8%	3.6%	96	18.9%	1.6%	52	10.1%	2.8%
<b>Ouvriers</b>	89	9.5%	1.4%	62	14.3%	1.2%	27	5.3%	2.0%	21	4.2%	5.3%
<b>Retraités</b>	83	8.8%	0.7%	26	6.0%	0.4%	57	11.2%	0.9%	0	0.0%	0.1%
<b>Autres inactifs</b>	235	24.9%	2.3%	75	17.2%	2.0%	160	31.4%	2.5%	123	24.0%	3.8%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	8	0.9%	1.0%	1	0.2%	0.2%	8	1.5%	1.9%	0	0.0%	0.0%
<b>Petits patrons</b>	74	7.8%	2.8%	39	9.0%	3.0%	34	6.8%	2.6%	74	14.3%	2.8%
<b>Affaires et Cadres</b>	222	23.5%	3.1%	105	24.1%	2.9%	117	23.0%	3.2%	222	43.2%	3.1%
<b>Professions intermédiaires</b>	218	23.1%	2.9%	104	23.9%	2.7%	114	22.5%	3.1%	218	42.5%	2.9%
<b>Employés</b>	137	14.5%	2.5%	71	16.3%	3.1%	66	12.9%	2.1%	0	0.0%	0.0%
<b>Ouvriers</b>	99	10.5%	1.0%	56	12.8%	1.1%	44	8.6%	1.0%	0	0.0%	0.0%
<b>Retraités</b>	128	13.6%	0.9%	38	8.8%	0.6%	90	17.8%	1.1%	0	0.0%	0.0%
<b>Autres inactifs</b>	57	6.0%	1.4%	22	5.0%	1.4%	35	6.9%	1.4%	0	0.0%	0.0%

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<b>Taille du foyer</b>												
<b>1 personne</b>	162	17.2%	1.6%	64	14.6%	1.5%	99	19.4%	1.7%	47	9.1%	2.7%
<b>2 personnes</b>	264	28.0%	1.5%	123	28.1%	1.4%	142	27.9%	1.5%	128	24.8%	2.9%
<b>3 personnes</b>	188	19.9%	2.1%	78	17.9%	1.7%	110	21.6%	2.4%	104	20.2%	2.7%
<b>4 personnes</b>	204	21.6%	2.2%	101	23.2%	2.2%	102	20.1%	2.1%	144	28.0%	2.9%
<b>5 personnes et +</b>	126	13.3%	2.3%	70	16.2%	2.7%	55	10.9%	2.0%	91	17.8%	3.5%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	329	34.8%	2.1%	156	35.8%	2.2%	173	34.0%	2.1%	221	43.1%	2.9%
<b>Non</b>	615	65.2%	1.7%	280	64.2%	1.6%	335	66.0%	1.8%	293	56.9%	3.0%
<b>Habitat</b>												
<b>Communes rurales</b>	129	13.7%	1.1%	49	11.3%	0.9%	80	15.7%	1.3%	67	13.0%	2.0%
<b>Agglo. - 20 000 hab</b>	107	11.4%	1.2%	49	11.3%	1.1%	58	11.4%	1.2%	57	11.1%	2.2%
<b>Agglo. 20 000 à 100 000 hab</b>	99	10.5%	1.4%	43	9.8%	1.3%	56	11.0%	1.6%	45	8.7%	2.5%
<b>Agglo. + 100 000 hab</b>	343	36.4%	2.2%	155	35.6%	2.1%	189	37.1%	2.4%	184	35.7%	3.2%
<b>Agglo. Paris</b>	266	28.1%	3.1%	140	32.1%	3.4%	126	24.7%	2.8%	162	31.5%	4.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Régions INSEE</b>												
Ile de France	282	29.9%	3.0%	151	34.6%	3.3%	131	25.8%	2.6%	173	33.6%	4.0%
Nord Pas de Calais	35	3.7%	1.1%	15	3.4%	1.0%	20	3.9%	1.2%	14	2.6%	1.4%
Lorraine	27	2.8%	1.4%	11	2.6%	1.2%	16	3.1%	1.6%	17	3.3%	3.1%
Alsace	20	2.1%	1.3%	9	2.1%	1.3%	11	2.2%	1.4%	11	2.2%	2.3%
Franche-Comté	15	1.6%	1.6%	6	1.3%	1.2%	9	1.8%	1.9%	9	1.7%	3.4%
Champagne Ardennes	15	1.6%	1.4%	5	1.2%	1.0%	10	1.9%	1.7%	5	1.0%	1.7%
Picardie	27	2.8%	1.8%	15	3.4%	2.0%	12	2.4%	1.5%	15	3.0%	3.6%
Bourgogne	21	2.3%	1.6%	9	2.1%	1.4%	12	2.4%	1.7%	13	2.5%	3.7%
Haute Normandie	21	2.2%	1.4%	9	2.0%	1.2%	12	2.4%	1.6%	7	1.4%	1.6%
Basse Normandie	28	3.0%	2.3%	17	3.8%	2.9%	12	2.3%	1.8%	15	3.0%	4.3%
Centre	44	4.6%	2.1%	22	5.1%	2.2%	21	4.2%	2.0%	15	3.0%	2.6%
Pays de Loire	38	4.1%	1.3%	16	3.7%	1.1%	22	4.4%	1.5%	20	3.8%	2.1%
Bretagne	44	4.6%	1.6%	28	6.5%	2.2%	15	3.0%	1.1%	26	5.1%	3.2%
Poitou Charentes	13	1.4%	0.9%	4	1.0%	0.6%	9	1.8%	1.2%	8	1.6%	2.0%
Aquitaine	26	2.7%	0.9%	11	2.6%	0.9%	15	2.9%	1.0%	16	3.0%	1.8%
Midi Pyrénées	55	5.8%	2.3%	18	4.0%	1.5%	38	7.4%	3.0%	28	5.4%	3.5%
Limousin	5	0.5%	0.8%	2	0.4%	0.6%	3	0.6%	0.9%	2	0.4%	1.5%
Auvergne	11	1.1%	0.9%	4	1.0%	0.8%	6	1.3%	1.1%	6	1.1%	1.9%
Rhône Alpes	94	10.0%	1.8%	32	7.4%	1.3%	62	12.2%	2.3%	42	8.2%	2.3%
Languedoc Roussillon	41	4.3%	1.8%	19	4.3%	1.7%	22	4.3%	1.8%	22	4.2%	2.9%
Provence Alpes Côte d'Azur. Corse	82	8.7%	1.9%	33	7.5%	1.6%	50	9.8%	2.2%	50	9.7%	3.4%
<b>Habitudes de connexion à Internet</b>												
Tous les jours	761	80.6%	2.3%	366	84.0%	2.2%	395	77.8%	2.4%	456	88.7%	3.1%
Presque tous les jours	92	9.7%	1.6%	47	10.7%	1.7%	45	8.9%	1.4%	45	8.7%	2.3%
1 à 2 fois par semaine	42	4.4%	1.6%	13	3.0%	1.1%	28	5.6%	2.1%	11	2.2%	1.8%
1 à 3 fois par mois	6	0.6%	1.1%	1	0.3%	0.7%	4	0.9%	1.4%	1	0.2%	1.5%
Moins souvent	8	0.8%	0.9%	1	0.1%	0.2%	7	1.4%	1.5%	1	0.2%	1.3%

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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	21	2.3%	1.1%	9	2.1%	1.2%	12	2.4%	1.1%	2	0.3%	1.2%
De 9 000 à moins de 12 000 euros par an	35	3.7%	1.2%	15	3.4%	1.4%	20	4.0%	1.1%	5	1.0%	1.9%
De 12 000 à moins de 18 000 euros par an	71	7.5%	1.2%	22	5.0%	0.8%	49	9.6%	1.4%	16	3.2%	2.2%
De 18 000 à moins de 24 000 euros par an	110	11.7%	1.7%	45	10.3%	1.5%	66	12.9%	1.9%	43	8.3%	3.1%
De 24 000 à moins de 36 000 euros par an	178	18.8%	1.6%	67	15.3%	1.3%	111	21.9%	1.9%	96	18.7%	2.9%
De 36 000 à moins de 45 000 euros par an	148	15.7%	2.1%	84	19.4%	2.3%	64	12.5%	1.9%	89	17.4%	2.9%
De 45 000 à moins de 65 000 euros par an	146	15.4%	2.1%	79	18.2%	2.2%	67	13.1%	2.0%	97	18.8%	2.5%
De 65 000 à moins de 80 000 euros par an	52	5.5%	2.7%	33	7.7%	3.0%	19	3.7%	2.2%	45	8.7%	3.4%
De 80 000 à moins de 115 000 euros par an	41	4.4%	3.3%	22	5.0%	2.9%	19	3.8%	3.8%	31	6.1%	3.4%
115 000 euros et plus par an	21	2.2%	3.5%	14	3.3%	3.9%	6	1.2%	2.7%	20	3.9%	3.9%
Refus	62	6.6%	1.9%	21	4.9%	1.5%	41	8.1%	2.1%	29	5.6%	2.7%
Ne sait pas	59	6.2%	2.6%	24	5.5%	2.5%	35	6.9%	2.6%	41	8.0%	4.4%