

## Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	2128	100.0%	4.1%	1172	100.0%	4.7%	956	100.0%	3.5%	865	100.0%	5.0%
<b>Sexe</b>												
<b>Homme</b>	1172	55.1%	4.7%	1172	100.0%	4.7%	0	0.0%	0.0%	496	57.3%	5.6%
<b>Femme</b>	956	44.9%	3.5%	0	0.0%	0.0%	956	100.0%	3.5%	370	42.7%	4.3%
<b>Age</b>												
<b>15 à 24 ans</b>	261	12.3%	3.6%	148	12.6%	4.0%	113	11.8%	3.1%	149	17.2%	4.7%
<b>25 à 34 ans</b>	218	10.3%	2.9%	125	10.7%	3.3%	93	9.8%	2.4%	130	15.1%	3.9%
<b>35 à 49 ans</b>	334	15.7%	2.7%	190	16.2%	3.1%	144	15.1%	2.3%	243	28.1%	3.9%
<b>50 à 59 ans</b>	414	19.5%	4.5%	223	19.0%	4.9%	191	20.0%	4.1%	239	27.6%	6.3%
<b>60 ans et plus</b>	900	42.3%	5.9%	486	41.4%	7.3%	415	43.4%	4.9%	104	12.0%	10.6%
<b>Individu</b>												
<b>Ménagères</b>	804	37.8%	3.5%	0	0.0%	0.0%	804	84.1%	3.5%	290	33.5%	4.1%
<b>Personne de référence</b>	1305	61.3%	4.7%	1002	85.5%	4.9%	303	31.7%	3.9%	478	55.3%	5.8%
<b>Responsable des achats</b>	1428	67.1%	4.0%	653	55.7%	5.0%	775	81.1%	3.4%	532	61.5%	4.9%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	7	0.3%	1.4%	6	0.5%	1.7%	1	0.1%	0.6%	0	0.0%	0.0%
<b>Petits patrons</b>	68	3.2%	4.2%	44	3.8%	3.9%	24	2.5%	4.7%	61	7.0%	4.1%
<b>Affaires et Cadres</b>	337	15.9%	6.6%	210	17.9%	7.0%	128	13.3%	6.0%	302	34.9%	6.5%
<b>Professions intermédiaires</b>	292	13.7%	4.2%	161	13.7%	4.8%	132	13.8%	3.7%	250	28.9%	4.5%
<b>Employés</b>	189	8.9%	2.3%	79	6.8%	3.6%	110	11.5%	1.8%	61	7.1%	3.4%
<b>Ouvriers</b>	107	5.0%	1.7%	81	6.9%	1.6%	26	2.7%	1.9%	5	0.6%	1.3%
<b>Retraités</b>	748	35.2%	5.9%	412	35.1%	6.9%	336	35.2%	5.1%	19	2.2%	7.6%
<b>Autres inactifs</b>	379	17.8%	3.7%	179	15.3%	4.8%	200	20.9%	3.0%	167	19.3%	5.0%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	12	0.6%	1.5%	9	0.8%	2.2%	3	0.3%	0.8%	0	0.0%	0.0%
<b>Petits patrons</b>	107	5.0%	4.0%	65	5.5%	4.9%	42	4.4%	3.2%	107	12.3%	4.0%
<b>Affaires et Cadres</b>	450	21.2%	6.2%	252	21.5%	6.9%	198	20.7%	5.5%	450	52.0%	6.2%
<b>Professions intermédiaires</b>	308	14.5%	4.1%	178	15.2%	4.7%	130	13.6%	3.5%	308	35.6%	4.1%
<b>Employés</b>	146	6.9%	2.7%	82	7.0%	3.5%	64	6.7%	2.1%	0	0.0%	0.0%
<b>Ouvriers</b>	151	7.1%	1.6%	83	7.1%	1.6%	69	7.2%	1.6%	0	0.0%	0.0%
<b>Retraités</b>	814	38.2%	5.6%	427	36.4%	6.5%	386	40.4%	4.9%	0	0.0%	0.0%
<b>Autres inactifs</b>	140	6.6%	3.4%	75	6.4%	4.9%	64	6.7%	2.5%	0	0.0%	0.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Taille du foyer</b>												
<b>1 personne</b>	459	21.6%	4.6%	216	18.4%	4.8%	243	25.5%	4.4%	119	13.7%	6.9%
<b>2 personnes</b>	898	42.2%	5.0%	518	44.2%	6.0%	381	39.8%	4.1%	236	27.2%	5.5%
<b>3 personnes</b>	332	15.6%	3.6%	167	14.2%	3.7%	165	17.3%	3.6%	199	23.0%	5.0%
<b>4 personnes</b>	283	13.3%	3.0%	178	15.2%	3.8%	104	10.9%	2.2%	212	24.5%	4.3%
<b>5 personnes et +</b>	155	7.3%	2.9%	93	7.9%	3.7%	62	6.5%	2.2%	100	11.5%	4.0%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	434	20.4%	2.8%	247	21.1%	3.5%	187	19.6%	2.3%	296	34.2%	3.8%
<b>Non</b>	1694	79.6%	4.7%	925	78.9%	5.2%	769	80.4%	4.1%	570	65.8%	5.9%
<b>Habitat</b>												
<b>Communes rurales</b>	335	15.8%	2.8%	176	15.0%	3.1%	160	16.7%	2.6%	119	13.8%	3.6%
<b>Agglo. - 20 000 hab</b>	286	13.4%	3.2%	165	14.1%	3.9%	121	12.7%	2.5%	110	12.7%	4.2%
<b>Agglo. 20 000 à 100 000 hab</b>	238	11.2%	3.4%	138	11.8%	4.1%	100	10.5%	2.8%	71	8.3%	4.0%
<b>Agglo. + 100 000 hab</b>	761	35.8%	4.9%	427	36.5%	5.7%	333	34.9%	4.2%	335	38.7%	5.9%
<b>Agglo. Paris</b>	507	23.8%	5.9%	266	22.7%	6.5%	241	25.2%	5.4%	231	26.6%	5.7%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Régions INSEE</b>												
<b>Ile de France</b>	533	25.1%	5.6%	280	23.9%	6.2%	253	26.5%	5.1%	242	28.0%	5.5%
<b>Nord Pas de Calais</b>	101	4.7%	3.1%	56	4.7%	3.6%	45	4.7%	2.7%	54	6.2%	5.4%
<b>Lorraine</b>	70	3.3%	3.6%	48	4.1%	5.1%	22	2.3%	2.2%	27	3.2%	5.0%
<b>Alsace</b>	50	2.4%	3.3%	33	2.8%	4.5%	17	1.8%	2.2%	15	1.7%	3.0%
<b>Franche-Comté</b>	31	1.5%	3.3%	20	1.7%	4.2%	11	1.2%	2.3%	11	1.2%	4.0%
<b>Champagne Ardennes</b>	29	1.3%	2.6%	19	1.7%	3.7%	9	1.0%	1.7%	13	1.5%	4.4%
<b>Picardie</b>	37	1.7%	2.4%	13	1.1%	1.7%	24	2.5%	3.1%	16	1.9%	3.9%
<b>Bourgogne</b>	59	2.8%	4.4%	40	3.4%	6.1%	19	2.0%	2.7%	11	1.3%	3.2%
<b>Haute Normandie</b>	41	1.9%	2.8%	23	1.9%	3.2%	19	1.9%	2.4%	14	1.6%	2.9%
<b>Basse Normandie</b>	31	1.5%	2.6%	22	1.9%	3.8%	9	1.0%	1.5%	14	1.6%	4.3%
<b>Centre</b>	74	3.5%	3.5%	50	4.3%	5.0%	24	2.5%	2.2%	26	3.0%	4.4%
<b>Pays de Loire</b>	81	3.8%	2.8%	47	4.0%	3.3%	34	3.6%	2.3%	44	5.1%	4.8%
<b>Bretagne</b>	89	4.2%	3.3%	50	4.2%	3.9%	39	4.1%	2.8%	30	3.5%	3.7%
<b>Poitou Charentes</b>	51	2.4%	3.4%	30	2.5%	4.2%	21	2.2%	2.7%	14	1.6%	3.5%
<b>Aquitaine</b>	139	6.5%	5.1%	68	5.8%	5.2%	71	7.5%	5.0%	51	5.9%	5.9%
<b>Midi Pyrénées</b>	112	5.3%	4.6%	66	5.7%	5.6%	45	4.7%	3.6%	49	5.7%	6.2%
<b>Limousin</b>	22	1.1%	3.6%	12	1.0%	4.1%	10	1.1%	3.2%	7	0.9%	4.6%
<b>Auvergne</b>	47	2.2%	4.2%	25	2.1%	4.6%	22	2.3%	3.8%	9	1.1%	3.0%
<b>Rhône Alpes</b>	186	8.7%	3.6%	92	7.8%	3.7%	94	9.8%	3.5%	93	10.8%	5.0%
<b>Languedoc Roussillon</b>	118	5.5%	5.2%	62	5.3%	5.7%	56	5.9%	4.7%	53	6.1%	7.5%
<b>Provence Alpes Côte d'Azur.</b>	227	10.7%	5.2%	118	10.1%	5.7%	109	11.4%	4.8%	72	8.3%	4.8%
<b>Corse</b>												
<b>Habitudes de connection à Internet</b>												
<b>Tous les jours</b>	1575	74.0%	4.6%	882	75.2%	5.2%	693	72.5%	4.1%	770	88.9%	5.3%
<b>Presque tous les jours</b>	229	10.8%	3.9%	122	10.4%	4.5%	107	11.2%	3.4%	68	7.9%	3.5%
<b>1 à 2 fois par semaine</b>	70	3.3%	2.8%	34	2.9%	3.1%	36	3.8%	2.6%	14	1.6%	2.6%
<b>1 à 3 fois par mois</b>	23	1.1%	4.6%	10	0.9%	5.1%	12	1.3%	4.2%	3	0.3%	4.9%
<b>Moins souvent</b>	20	1.0%	2.8%	6	0.5%	1.9%	14	1.5%	3.6%	1	0.1%	1.2%
<b>Jamais</b>	9	0.4%	9.7%	7	0.6%	11.3%	2	0.2%	6.0%	2	0.2%	25.1%

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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>	53	2.5%	2.8%	32	2.7%	4.0%	22	2.3%	1.9%	6	0.7%	3.1%
<b>De 9 000 à moins de 12 000 euros par an</b>	63	3.0%	2.1%	31	2.6%	2.8%	33	3.4%	1.8%	5	0.5%	1.9%
<b>De 12 000 à moins de 18 000 euros par an</b>	136	6.4%	2.3%	76	6.5%	2.9%	60	6.3%	1.8%	18	2.0%	2.5%
<b>De 18 000 à moins de 24 000 euros par an</b>	191	9.0%	2.9%	91	7.8%	3.0%	100	10.4%	2.8%	57	6.6%	4.1%
<b>De 24 000 à moins de 36 000 euros par an</b>	412	19.4%	3.8%	221	18.8%	4.2%	191	20.0%	3.3%	152	17.5%	4.6%
<b>De 36 000 à moins de 45 000 euros par an</b>	317	14.9%	4.5%	173	14.7%	4.7%	145	15.1%	4.3%	127	14.6%	4.3%
<b>De 45 000 à moins de 65 000 euros par an</b>	443	20.8%	6.2%	275	23.5%	7.0%	168	17.5%	5.1%	224	25.8%	5.6%
<b>De 65 000 à moins de 80 000 euros par an</b>	147	6.9%	7.5%	91	7.8%	8.3%	56	5.8%	6.4%	82	9.5%	6.3%
<b>De 80 000 à moins de 115 000 euros par an</b>	107	5.0%	8.6%	66	5.6%	9.0%	41	4.3%	8.1%	65	7.5%	6.9%
<b>115 000 euros et plus par an</b>	65	3.1%	11.1%	42	3.6%	11.8%	23	2.4%	10.0%	53	6.1%	11.2%
<b>Refus</b>	127	6.0%	4.1%	49	4.2%	3.8%	78	8.2%	4.4%	47	5.5%	4.7%
<b>Ne sait pas</b>	66	3.1%	2.8%	26	2.2%	2.7%	40	4.2%	2.9%	31	3.6%	3.4%