

# Voici



## Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	2710	100.0%	5.2%	758	100.0%	3.1%	1952	100.0%	7.2%	827	100.0%	4.7%
<b>Sexe</b>												
<b>Homme</b>	758	28.0%	3.1%	758	100.0%	3.1%	0	0.0%	0.0%	223	26.9%	2.5%
<b>Femme</b>	1952	72.0%	7.2%	0	0.0%	0.0%	1952	100.0%	7.2%	605	73.1%	7.0%
<b>Age</b>												
<b>15 à 24 ans</b>	382	14.1%	5.3%	93	12.3%	2.5%	289	14.8%	8.0%	153	18.5%	4.8%
<b>25 à 34 ans</b>	405	14.9%	5.3%	82	10.8%	2.2%	323	16.5%	8.3%	167	20.2%	5.0%
<b>35 à 49 ans</b>	797	29.4%	6.4%	261	34.5%	4.2%	536	27.5%	8.5%	330	39.9%	5.3%
<b>50 à 59 ans</b>	506	18.7%	5.5%	157	20.7%	3.4%	349	17.9%	7.6%	138	16.7%	3.6%
<b>60 ans et plus</b>	620	22.9%	4.1%	165	21.8%	2.5%	455	23.3%	5.3%	39	4.8%	4.0%
<b>Individu</b>												
<b>Ménagères</b>	1618	59.7%	7.0%	0	0.0%	0.0%	1618	82.9%	7.0%	470	56.8%	6.7%
<b>Personne de référence</b>	1137	42.0%	4.1%	647	85.4%	3.2%	490	25.1%	6.3%	260	31.4%	3.2%
<b>Responsable des achats</b>	2058	75.9%	5.8%	416	54.9%	3.2%	1642	84.1%	7.2%	573	69.3%	5.2%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	27	1.0%	5.1%	13	1.7%	3.6%	14	0.7%	8.7%	0	0.0%	0.0%
<b>Petits patrons</b>	84	3.1%	5.2%	46	6.1%	4.1%	38	1.9%	7.6%	70	8.4%	4.7%
<b>Affaires et Cadres</b>	169	6.2%	3.3%	63	8.3%	2.1%	106	5.4%	5.0%	148	17.9%	3.2%
<b>Professions intermédiaires</b>	338	12.5%	4.9%	93	12.3%	2.8%	245	12.6%	6.8%	241	29.1%	4.3%
<b>Employés</b>	672	24.8%	8.1%	87	11.4%	4.0%	585	30.0%	9.6%	160	19.4%	8.8%
<b>Ouvriers</b>	315	11.6%	4.9%	213	28.1%	4.2%	102	5.2%	7.6%	26	3.2%	6.1%
<b>Retraités</b>	496	18.3%	3.9%	147	19.4%	2.4%	349	17.9%	5.3%	13	1.6%	5.4%
<b>Autres inactifs</b>	610	22.5%	5.9%	96	12.6%	2.6%	514	26.3%	7.8%	169	20.5%	5.1%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	28	1.0%	3.4%	7	1.0%	1.8%	20	1.0%	5.0%	0	0.0%	0.0%
<b>Petits patrons</b>	156	5.7%	5.9%	45	5.9%	3.4%	111	5.7%	8.4%	156	18.8%	5.9%
<b>Affaires et Cadres</b>	292	10.8%	4.0%	71	9.3%	1.9%	222	11.4%	6.2%	292	35.3%	4.0%
<b>Professions intermédiaires</b>	379	14.0%	5.0%	107	14.1%	2.8%	272	13.9%	7.3%	379	45.9%	5.0%
<b>Employés</b>	340	12.6%	6.3%	93	12.3%	4.0%	247	12.7%	8.0%	0	0.0%	0.0%
<b>Ouvriers</b>	671	24.8%	7.0%	217	28.6%	4.2%	454	23.3%	10.3%	0	0.0%	0.0%
<b>Retraités</b>	592	21.9%	4.1%	166	21.9%	2.5%	426	21.8%	5.4%	0	0.0%	0.0%
<b>Autres inactifs</b>	251	9.2%	6.1%	52	6.8%	3.3%	199	10.2%	7.8%	0	0.0%	0.0%

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<b>Taille du foyer</b>												
<b>1 personne</b>	445	16.4%	4.5%	114	15.0%	2.5%	332	17.0%	6.0%	48	5.8%	2.8%
<b>2 personnes</b>	823	30.4%	4.6%	239	31.6%	2.8%	584	29.9%	6.3%	178	21.6%	4.2%
<b>3 personnes</b>	516	19.0%	5.7%	128	16.9%	2.8%	388	19.9%	8.4%	206	24.9%	5.2%
<b>4 personnes</b>	588	21.7%	6.3%	163	21.5%	3.5%	425	21.8%	9.1%	257	31.0%	5.2%
<b>5 personnes et +</b>	337	12.4%	6.3%	114	15.1%	4.6%	223	11.4%	7.7%	138	16.7%	5.5%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	1017	37.5%	6.6%	277	36.5%	3.9%	740	37.9%	8.9%	448	54.2%	5.8%
<b>Non</b>	1693	62.5%	4.7%	481	63.5%	2.7%	1212	62.1%	6.5%	379	45.8%	3.9%
<b>Habitat</b>												
<b>Communes rurales</b>	557	20.6%	4.7%	142	18.7%	2.5%	415	21.3%	6.7%	125	15.1%	3.8%
<b>Agglo. - 20 000 hab</b>	461	17.0%	5.1%	125	16.5%	3.0%	335	17.2%	6.9%	134	16.2%	5.1%
<b>Agglo. 20 000 à 100 000 hab</b>	393	14.5%	5.7%	106	14.0%	3.1%	287	14.7%	8.0%	91	11.0%	5.1%
<b>Agglo. + 100 000 hab</b>	894	33.0%	5.8%	255	33.6%	3.4%	639	32.8%	8.1%	303	36.6%	5.3%
<b>Agglo. Paris</b>	404	14.9%	4.7%	130	17.1%	3.2%	275	14.1%	6.2%	174	21.1%	4.3%

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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>	463	17.1%	4.9%	147	19.4%	3.2%	316	16.2%	6.3%	197	23.8%	4.5%
<b>Nord Pas de Calais</b>	199	7.3%	6.2%	54	7.1%	3.5%	145	7.4%	8.6%	61	7.4%	6.2%
<b>Lorraine</b>	107	4.0%	5.6%	37	4.9%	4.0%	70	3.6%	7.0%	21	2.6%	3.9%
<b>Alsace</b>	111	4.1%	7.3%	22	3.0%	3.0%	88	4.5%	11.2%	26	3.2%	5.3%
<b>Franche-Comté</b>	50	1.9%	5.3%	14	1.8%	3.0%	36	1.9%	7.4%	13	1.6%	5.1%
<b>Champagne Ardennes</b>	53	1.9%	4.8%	12	1.6%	2.3%	41	2.1%	7.2%	10	1.2%	3.3%
<b>Picardie</b>	81	3.0%	5.3%	19	2.5%	2.5%	62	3.2%	7.9%	18	2.1%	4.2%
<b>Bourgogne</b>	71	2.6%	5.3%	19	2.5%	3.0%	52	2.7%	7.4%	8	0.9%	2.2%
<b>Haute Normandie</b>	81	3.0%	5.4%	24	3.2%	3.4%	56	2.9%	7.3%	23	2.8%	4.9%
<b>Basse Normandie</b>	44	1.6%	3.6%	13	1.7%	2.2%	31	1.6%	4.9%	9	1.1%	2.9%
<b>Centre</b>	99	3.7%	4.8%	39	5.1%	3.9%	60	3.1%	5.6%	18	2.2%	3.1%
<b>Pays de Loire</b>	130	4.8%	4.4%	44	5.8%	3.1%	86	4.4%	5.6%	39	4.7%	4.2%
<b>Bretagne</b>	99	3.7%	3.7%	39	5.2%	3.1%	60	3.1%	4.3%	24	2.9%	3.0%
<b>Poitou Charentes</b>	50	1.8%	3.4%	14	1.9%	2.0%	36	1.8%	4.7%	12	1.5%	3.1%
<b>Aquitaine</b>	180	6.6%	6.5%	50	6.6%	3.8%	130	6.7%	9.0%	47	5.6%	5.5%
<b>Midi Pyrénées</b>	146	5.4%	6.0%	43	5.6%	3.6%	103	5.3%	8.2%	48	5.8%	6.0%
<b>Limousin</b>	32	1.2%	5.2%	7	0.9%	2.4%	25	1.3%	7.7%	4	0.5%	2.5%
<b>Auvergne</b>	62	2.3%	5.5%	12	1.6%	2.2%	50	2.6%	8.5%	22	2.6%	6.9%
<b>Rhône Alpes</b>	252	9.3%	4.9%	58	7.7%	2.3%	193	9.9%	7.2%	85	10.3%	4.5%
<b>Languedoc Roussillon</b>	115	4.2%	5.1%	25	3.3%	2.3%	90	4.6%	7.6%	35	4.2%	4.9%
<b>Provence Alpes Côte d'Azur. Corse</b>	286	10.5%	6.6%	65	8.6%	3.2%	220	11.3%	9.6%	107	12.9%	7.2%
<b>Habitudes de connexion à Internet</b>												
<b>Tous les jours</b>	1860	68.6%	5.5%	522	68.9%	3.1%	1338	68.5%	7.9%	711	85.9%	4.9%
<b>Presque tous les jours</b>	273	10.1%	4.7%	68	9.0%	2.5%	205	10.5%	6.5%	65	7.8%	3.3%
<b>1 à 2 fois par semaine</b>	154	5.7%	6.2%	53	7.0%	4.9%	100	5.1%	7.1%	23	2.7%	4.2%
<b>1 à 3 fois par mois</b>	41	1.5%	8.3%	2	0.2%	0.8%	40	2.0%	13.5%	6	0.7%	9.3%
<b>Moins souvent</b>	31	1.1%	4.2%	13	1.7%	3.8%	18	0.9%	4.7%	5	0.5%	7.9%
<b>Jamais</b>	10	0.4%	10.9%	8	1.1%	13.0%	2	0.1%	6.0%	5	0.6%	74.5%

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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	115	4.2%	6.0%	33	4.4%	4.2%	81	4.2%	7.3%	5	0.6%	2.6%
De 9 000 à moins de 12 000 euros par an	178	6.6%	6.0%	29	3.9%	2.7%	149	7.6%	8.0%	11	1.3%	4.5%
De 12 000 à moins de 18 000 euros par an	321	11.8%	5.5%	70	9.3%	2.7%	251	12.8%	7.7%	19	2.3%	2.7%
De 18 000 à moins de 24 000 euros par an	316	11.7%	4.8%	83	10.9%	2.7%	233	11.9%	6.6%	62	7.6%	4.5%
De 24 000 à moins de 36 000 euros par an	552	20.4%	5.0%	180	23.7%	3.5%	372	19.0%	6.4%	163	19.7%	4.9%
De 36 000 à moins de 45 000 euros par an	438	16.2%	6.2%	141	18.6%	3.8%	297	15.2%	8.9%	162	19.5%	5.5%
De 45 000 à moins de 65 000 euros par an	360	13.3%	5.0%	110	14.5%	2.8%	250	12.8%	7.6%	189	22.9%	4.7%
De 65 000 à moins de 80 000 euros par an	81	3.0%	4.1%	26	3.4%	2.4%	55	2.8%	6.3%	46	5.6%	3.6%
De 80 000 à moins de 115 000 euros par an	60	2.2%	4.9%	26	3.5%	3.6%	34	1.7%	6.7%	51	6.1%	5.4%
115 000 euros et plus par an	27	1.0%	4.5%	12	1.5%	3.3%	15	0.8%	6.5%	22	2.7%	4.7%
Refus	145	5.4%	4.7%	32	4.2%	2.4%	114	5.8%	6.3%	43	5.3%	4.3%
Ne sait pas	117	4.3%	5.0%	16	2.1%	1.6%	101	5.2%	7.4%	54	6.5%	5.9%