

Famili Magic Maman

Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	937	100.0%	1.8%	125	100.0%	0.5%	811	100.0%	3.0%	346	100.0%	2.0%
Sexe												
Homme	125	13.4%	0.5%	125	100.0%	0.5%	0	0.0%	0.0%	43	12.4%	0.5%
Femme	811	86.6%	3.0%	0	0.0%	0.0%	811	100.0%	3.0%	303	87.6%	3.5%
Age												
15 à 24 ans	37	4.0%	0.5%	2	1.5%	0.1%	35	4.4%	1.0%	7	2.0%	0.2%
25 à 34 ans	387	41.4%	5.1%	38	30.0%	1.0%	350	43.1%	9.0%	141	40.8%	4.2%
35 à 49 ans	374	40.0%	3.0%	48	38.2%	0.8%	326	40.2%	5.2%	177	51.1%	2.9%
50 à 59 ans	103	11.0%	1.1%	33	26.2%	0.7%	70	8.6%	1.5%	16	4.6%	0.4%
60 ans et plus	35	3.7%	0.2%	5	4.0%	0.1%	30	3.7%	0.4%	5	1.4%	0.5%
Individu												
Ménagères	775	82.7%	3.3%	0	0.0%	0.0%	775	95.5%	3.3%	302	87.2%	4.3%
Personne de référence	245	26.2%	0.9%	121	96.3%	0.6%	124	15.3%	1.6%	56	16.3%	0.7%
Responsable des achats	834	89.1%	2.3%	75	60.0%	0.6%	759	93.5%	3.3%	313	90.5%	2.9%
PCS Individu												
Agriculteurs	13	1.4%	2.5%	4	3.6%	1.2%	9	1.1%	5.6%	0	0.0%	0.0%
Petits patrons	20	2.1%	1.2%	0	0.0%	0.0%	20	2.4%	4.0%	11	3.1%	0.7%
Affaires et Cadres	87	9.2%	1.7%	18	14.1%	0.6%	69	8.5%	3.2%	74	21.3%	1.6%
Professions intermédiaires	181	19.3%	2.6%	27	21.7%	0.8%	154	19.0%	4.3%	121	35.0%	2.2%
Employés	318	34.0%	3.8%	11	8.7%	0.5%	307	37.9%	5.0%	111	31.9%	6.1%
Ouvriers	111	11.9%	1.7%	38	30.3%	0.7%	73	9.0%	5.5%	7	2.1%	1.7%
Retraités	29	3.1%	0.2%	5	4.0%	0.1%	24	2.9%	0.4%	3	1.0%	1.3%
Autres inactifs	178	19.0%	1.7%	22	17.6%	0.6%	155	19.2%	2.4%	19	5.5%	0.6%
PCS Personne de référence												
Agriculteurs	19	2.0%	2.4%	4	3.6%	1.1%	15	1.8%	3.6%	0	0.0%	0.0%
Petits patrons	57	6.1%	2.2%	0	0.0%	0.0%	57	7.0%	4.3%	57	16.4%	2.2%
Affaires et Cadres	129	13.8%	1.8%	18	14.1%	0.5%	111	13.7%	3.1%	129	37.2%	1.8%
Professions intermédiaires	160	17.1%	2.1%	25	20.2%	0.7%	135	16.7%	3.6%	160	46.3%	2.1%
Employés	145	15.5%	2.7%	12	9.2%	0.5%	133	16.4%	4.3%	0	0.0%	0.0%
Ouvriers	293	31.3%	3.1%	39	31.2%	0.8%	254	31.3%	5.8%	0	0.0%	0.0%
Retraités	35	3.7%	0.2%	5	4.0%	0.1%	30	3.7%	0.4%	0	0.0%	0.0%
Autres inactifs	99	10.5%	2.4%	22	17.7%	1.4%	76	9.4%	3.0%	0	0.0%	0.0%

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Taille du foyer												
1 personne	35	3.8%	0.4%	13	10.3%	0.3%	23	2.8%	0.4%	1	0.4%	0.1%
2 personnes	128	13.7%	0.7%	13	10.4%	0.2%	115	14.2%	1.2%	35	10.1%	0.8%
3 personnes	258	27.5%	2.8%	32	25.5%	0.7%	226	27.8%	4.9%	103	29.9%	2.6%
4 personnes	288	30.8%	3.1%	27	21.3%	0.6%	262	32.3%	5.6%	125	36.2%	2.5%
5 personnes et +	227	24.3%	4.2%	41	32.6%	1.6%	186	23.0%	6.5%	81	23.4%	3.2%
Présence d'enfants de moins de 15 ans												
Oui	739	78.9%	4.8%	91	72.3%	1.3%	648	79.9%	7.8%	302	87.3%	3.9%
Non	198	21.1%	0.5%	35	27.7%	0.2%	163	20.1%	0.9%	44	12.7%	0.5%
Habitat												
Communes rurales	212	22.6%	1.8%	22	17.6%	0.4%	190	23.4%	3.1%	74	21.4%	2.3%
Agglo. - 20 000 hab	179	19.2%	2.0%	24	19.5%	0.6%	155	19.1%	3.2%	61	17.5%	2.3%
Agglo. 20 000 à 100 000 hab	128	13.6%	1.8%	10	7.7%	0.3%	118	14.5%	3.3%	39	11.2%	2.2%
Agglo. + 100 000 hab	254	27.2%	1.6%	29	23.4%	0.4%	225	27.7%	2.8%	93	26.8%	1.6%
Agglo. Paris	163	17.4%	1.9%	40	31.8%	1.0%	123	15.2%	2.8%	80	23.2%	2.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	186	19.8%	1.9%	42	33.7%	0.9%	143	17.7%	2.9%	90	25.9%	2.1%
Nord Pas de Calais	48	5.2%	1.5%	9	7.5%	0.6%	39	4.8%	2.3%	13	3.8%	1.3%
Lorraine	38	4.0%	2.0%	7	5.3%	0.7%	31	3.8%	3.1%	11	3.2%	2.0%
Alsace	33	3.6%	2.2%	4	3.1%	0.5%	29	3.6%	3.7%	14	4.2%	2.9%
Franche-Comté	25	2.7%	2.6%	3	2.8%	0.8%	21	2.6%	4.4%	10	2.8%	3.7%
Champagne Ardennes	34	3.6%	3.1%	5	4.4%	1.0%	28	3.5%	5.0%	10	2.9%	3.3%
Picardie	35	3.7%	2.3%	2	1.7%	0.3%	33	4.0%	4.1%	10	2.9%	2.3%
Bourgogne	22	2.3%	1.6%	1	0.9%	0.2%	21	2.6%	3.0%	5	1.3%	1.4%
Haute Normandie	15	1.6%	1.0%	3	2.3%	0.4%	12	1.4%	1.5%	5	1.3%	1.0%
Basse Normandie	20	2.2%	1.7%	2	1.6%	0.3%	18	2.2%	2.9%	7	2.1%	2.3%
Centre	42	4.5%	2.0%	5	4.1%	0.5%	37	4.5%	3.4%	12	3.5%	2.1%
Pays de Loire	49	5.2%	1.7%	5	4.3%	0.4%	43	5.4%	2.8%	16	4.5%	1.7%
Bretagne	51	5.4%	1.9%	7	5.6%	0.5%	44	5.4%	3.2%	21	6.2%	2.7%
Poitou Charentes	31	3.3%	2.1%	8	6.7%	1.2%	23	2.8%	2.9%	9	2.7%	2.3%
Aquitaine	36	3.8%	1.3%	7	5.5%	0.5%	29	3.6%	2.0%	18	5.2%	2.1%
Midi Pyrénées	39	4.2%	1.6%	3	2.3%	0.2%	36	4.5%	2.9%	10	2.8%	1.2%
Limousin	6	0.7%	1.0%	0	0.0%	0.0%	6	0.8%	2.0%	2	0.5%	1.1%
Auvergne	12	1.3%	1.0%	1	0.7%	0.2%	11	1.3%	1.9%	3	0.8%	0.9%
Rhône Alpes	99	10.5%	1.9%	5	3.7%	0.2%	94	11.6%	3.5%	41	11.7%	2.2%
Languedoc Roussillon	33	3.5%	1.4%	2	1.3%	0.1%	31	3.8%	2.6%	5	1.3%	0.7%
Provence Alpes Côte d'Azur. Corse	84	9.0%	1.9%	3	2.4%	0.1%	81	10.0%	3.6%	36	10.3%	2.4%
Habitudes de connexion à Internet												
Tous les jours	685	73.2%	2.0%	83	66.3%	0.5%	602	74.2%	3.5%	289	83.6%	2.0%
Presque tous les jours	123	13.1%	2.1%	13	10.4%	0.5%	109	13.5%	3.5%	45	13.0%	2.3%
1 à 2 fois par semaine	47	5.1%	1.9%	11	8.5%	1.0%	37	4.5%	2.6%	12	3.4%	2.2%
1 à 3 fois par mois	12	1.3%	2.4%	0	0.0%	0.0%	12	1.5%	4.0%	0	0.0%	0.0%
Moins souvent	12	1.3%	1.6%	1	0.7%	0.3%	11	1.3%	2.8%	0	0.0%	0.0%

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Revenus du foyer												
Moins de 9 000 euros par an	24	2.6%	1.3%	6	4.8%	0.8%	18	2.2%	1.6%	1	0.3%	0.5%
De 9 000 à moins de 12 000 euros par an	42	4.5%	1.4%	0	0.0%	0.0%	42	5.2%	2.3%	5	1.4%	2.0%
De 12 000 à moins de 18 000 euros par an	113	12.1%	1.9%	22	17.2%	0.8%	91	11.3%	2.8%	14	3.9%	2.0%
De 18 000 à moins de 24 000 euros par an	129	13.7%	2.0%	21	17.0%	0.7%	107	13.2%	3.0%	25	7.2%	1.8%
De 24 000 à moins de 36 000 euros par an	263	28.1%	2.4%	24	19.1%	0.5%	239	29.5%	4.1%	97	28.0%	2.9%
De 36 000 à moins de 45 000 euros par an	153	16.3%	2.2%	26	20.7%	0.7%	127	15.6%	3.8%	70	20.3%	2.4%
De 45 000 à moins de 65 000 euros par an	126	13.5%	1.8%	19	15.1%	0.5%	107	13.2%	3.3%	83	23.9%	2.1%
De 65 000 à moins de 80 000 euros par an	27	2.9%	1.4%	5	4.1%	0.5%	22	2.7%	2.5%	20	5.8%	1.5%
De 80 000 à moins de 115 000 euros par an	11	1.1%	0.9%	0	0.0%	0.0%	11	1.3%	2.1%	11	3.1%	1.1%
115 000 euros et plus par an	4	0.4%	0.7%	1	1.2%	0.4%	3	0.3%	1.1%	3	0.8%	0.6%
Refus	28	3.0%	0.9%	0	0.0%	0.0%	28	3.5%	1.6%	11	3.2%	1.1%
Ne sait pas	17	1.8%	0.7%	1	0.9%	0.1%	16	1.9%	1.1%	7	2.1%	0.8%