

# Biba

## Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	790	100.0%	1.5%	106	100.0%	0.4%	684	100.0%	2.5%	383	100.0%	2.2%
<b>Sexe</b>												
<b>Homme</b>	106	13.4%	0.4%	106	100.0%	0.4%	0	0.0%	0.0%	30	7.7%	0.3%
<b>Femme</b>	684	86.6%	2.5%	0	0.0%	0.0%	684	100.0%	2.5%	353	92.3%	4.1%
<b>Age</b>												
<b>15 à 24 ans</b>	163	20.6%	2.2%	10	9.6%	0.3%	153	22.3%	4.2%	79	20.6%	2.6%
<b>25 à 34 ans</b>	196	24.8%	2.6%	26	24.1%	0.7%	170	24.9%	4.4%	100	26.2%	3.1%
<b>35 à 49 ans</b>	219	27.7%	1.8%	33	31.3%	0.5%	185	27.1%	2.9%	139	36.2%	2.2%
<b>50 à 59 ans</b>	111	14.0%	1.2%	31	29.3%	0.7%	80	11.7%	1.7%	53	13.8%	1.4%
<b>60 ans et plus</b>	102	12.9%	0.7%	6	5.8%	0.1%	96	14.0%	1.1%	12	3.1%	1.4%
<b>Individu</b>												
<b>Ménagères</b>	523	66.3%	2.2%	0	0.0%	0.0%	523	76.5%	2.2%	279	72.9%	4.0%
<b>Personne de référence</b>	271	34.3%	1.0%	95	89.8%	0.5%	176	25.7%	2.2%	103	26.8%	1.2%
<b>Responsable des achats</b>	588	74.5%	1.6%	64	60.6%	0.5%	524	76.6%	2.3%	288	75.3%	2.6%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	2	0.2%	0.3%	0	0.0%	0.0%	2	0.2%	1.0%	0	0.0%	0.0%
<b>Petits patrons</b>	17	2.2%	1.1%	1	0.7%	0.1%	17	2.4%	3.7%	13	3.4%	0.9%
<b>Affaires et Cadres</b>	108	13.7%	2.2%	13	12.4%	0.5%	95	13.9%	4.6%	98	25.6%	2.2%
<b>Professions intermédiaires</b>	178	22.5%	2.5%	20	19.1%	0.6%	158	23.0%	4.3%	124	32.3%	2.1%
<b>Employés</b>	179	22.6%	2.1%	23	21.4%	1.0%	156	22.8%	2.6%	64	16.7%	3.4%
<b>Ouvriers</b>	34	4.3%	0.5%	20	18.5%	0.4%	15	2.1%	1.1%	2	0.6%	0.7%
<b>Retraités</b>	80	10.1%	0.6%	6	5.8%	0.1%	74	10.8%	1.1%	6	1.5%	2.7%
<b>Autres inactifs</b>	192	24.3%	1.8%	24	22.3%	0.6%	168	24.6%	2.5%	76	19.9%	2.3%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	9	1.2%	1.2%	0	0.3%	0.1%	9	1.3%	2.6%	0	0.0%	0.0%
<b>Petits patrons</b>	51	6.4%	1.9%	1	0.7%	0.1%	50	7.3%	3.9%	51	13.2%	1.9%
<b>Affaires et Cadres</b>	178	22.6%	2.6%	13	12.2%	0.4%	165	24.2%	4.9%	178	46.5%	2.6%
<b>Professions intermédiaires</b>	154	19.5%	2.0%	16	15.2%	0.4%	138	20.2%	3.6%	154	40.3%	2.0%
<b>Employés</b>	125	15.9%	2.3%	28	26.2%	1.2%	98	14.3%	3.2%	0	0.0%	0.0%
<b>Ouvriers</b>	101	12.8%	1.1%	20	18.9%	0.4%	81	11.9%	1.8%	0	0.0%	0.0%
<b>Retraités</b>	100	12.6%	0.7%	8	7.2%	0.1%	92	13.5%	1.1%	0	0.0%	0.0%
<b>Autres inactifs</b>	71	9.0%	1.7%	21	19.4%	1.3%	50	7.4%	1.9%	0	0.0%	0.0%

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	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Taille du foyer</b>												
<b>1 personne</b>	137	17.4%	1.4%	16	15.3%	0.4%	121	17.7%	2.1%	46	12.0%	2.5%
<b>2 personnes</b>	217	27.4%	1.2%	30	28.4%	0.3%	187	27.3%	2.0%	82	21.5%	2.0%
<b>3 personnes</b>	194	24.6%	2.1%	31	29.1%	0.7%	163	23.9%	3.6%	110	28.8%	2.8%
<b>4 personnes</b>	171	21.6%	1.8%	19	17.6%	0.4%	152	22.2%	3.3%	106	27.8%	2.2%
<b>5 personnes et +</b>	71	9.0%	1.3%	10	9.7%	0.4%	61	8.9%	2.2%	38	9.9%	1.5%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	266	33.6%	1.7%	45	42.6%	0.6%	221	32.3%	2.7%	168	43.9%	2.2%
<b>Non</b>	524	66.4%	1.4%	61	57.4%	0.3%	463	67.7%	2.4%	215	56.1%	2.2%
<b>Habitat</b>												
<b>Communes rurales</b>	129	16.4%	1.1%	17	16.1%	0.3%	112	16.4%	1.8%	54	14.1%	1.6%
<b>Agglo. - 20 000 hab</b>	124	15.7%	1.4%	22	20.7%	0.5%	102	14.9%	2.1%	42	11.1%	1.7%
<b>Agglo. 20 000 à 100 000 hab</b>	105	13.3%	1.5%	16	14.9%	0.5%	89	13.1%	2.5%	50	13.0%	2.7%
<b>Agglo. + 100 000 hab</b>	265	33.6%	1.7%	38	36.2%	0.5%	227	33.2%	2.8%	131	34.2%	2.3%
<b>Agglo. Paris</b>	166	21.0%	1.9%	13	12.0%	0.3%	153	22.4%	3.4%	106	27.6%	2.7%

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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>	182	23.0%	1.9%	19	18.2%	0.4%	163	23.8%	3.2%	112	29.3%	2.6%
<b>Nord Pas de Calais</b>	42	5.3%	1.3%	6	5.9%	0.4%	36	5.2%	2.1%	24	6.3%	2.5%
<b>Lorraine</b>	31	3.9%	1.6%	1	0.7%	0.1%	30	4.4%	3.1%	17	4.5%	3.2%
<b>Alsace</b>	15	1.9%	1.0%	2	2.0%	0.3%	13	1.9%	1.7%	5	1.4%	1.1%
<b>Franche-Comté</b>	18	2.3%	1.9%	6	5.4%	1.2%	12	1.8%	2.5%	2	0.6%	0.8%
<b>Champagne Ardennes</b>	17	2.2%	1.6%	3	2.5%	0.5%	15	2.2%	2.6%	8	2.1%	2.8%
<b>Picardie</b>	14	1.7%	0.9%	0	0.0%	0.0%	14	2.0%	1.7%	7	1.9%	1.7%
<b>Bourgogne</b>	10	1.2%	0.7%	2	1.8%	0.3%	8	1.1%	1.1%	4	1.0%	1.2%
<b>Haute Normandie</b>	25	3.2%	1.7%	3	2.5%	0.4%	22	3.3%	2.9%	14	3.8%	3.2%
<b>Basse Normandie</b>	17	2.2%	1.4%	3	3.0%	0.5%	14	2.0%	2.2%	9	2.3%	2.8%
<b>Centre</b>	21	2.7%	1.0%	1	1.4%	0.1%	20	2.9%	1.8%	12	3.1%	1.8%
<b>Pays de Loire</b>	41	5.2%	1.4%	11	10.5%	0.8%	30	4.3%	1.9%	15	3.8%	1.6%
<b>Bretagne</b>	39	4.9%	1.5%	1	1.3%	0.1%	38	5.5%	2.7%	22	5.7%	2.9%
<b>Poitou Charentes</b>	14	1.8%	1.0%	5	4.7%	0.7%	9	1.4%	1.2%	7	1.7%	1.8%
<b>Aquitaine</b>	46	5.9%	1.7%	12	11.3%	0.9%	34	5.0%	2.4%	15	3.9%	1.8%
<b>Midi Pyrénées</b>	39	5.0%	1.6%	1	1.3%	0.1%	38	5.5%	3.0%	14	3.6%	1.7%
<b>Limousin</b>	9	1.2%	1.5%	2	1.8%	0.6%	7	1.1%	2.3%	3	0.8%	1.9%
<b>Auvergne</b>	17	2.2%	1.5%	2	1.9%	0.4%	15	2.2%	2.6%	5	1.4%	1.7%
<b>Rhône Alpes</b>	82	10.4%	1.6%	21	19.7%	0.8%	62	9.0%	2.3%	31	8.2%	1.6%
<b>Languedoc Roussillon</b>	30	3.8%	1.3%	0	0.0%	0.0%	30	4.4%	2.5%	12	3.0%	1.7%
<b>Provence Alpes Côte d'Azur.</b>	79	10.1%	1.8%	5	4.3%	0.2%	75	11.0%	3.3%	44	11.4%	3.0%
<b>Corse</b>												
<b>Habitudes de connection à Internet</b>												
<b>Tous les jours</b>	654	82.8%	1.9%	87	82.0%	0.5%	567	82.9%	3.3%	341	89.1%	2.3%
<b>Presque tous les jours</b>	57	7.2%	1.0%	4	3.8%	0.1%	53	7.7%	1.6%	23	6.0%	1.2%
<b>1 à 2 fois par semaine</b>	27	3.4%	1.0%	6	5.3%	0.5%	21	3.1%	1.4%	9	2.3%	1.7%
<b>1 à 3 fois par mois</b>	9	1.2%	2.0%	0	0.0%	0.0%	9	1.4%	3.3%	6	1.5%	8.8%
<b>Moins souvent</b>	9	1.1%	1.2%	2	2.1%	0.6%	7	1.0%	1.8%	3	0.9%	7.1%

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	Ensemble			Hommes			Femmes			FoyersCSP+		
	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>	13	1.6%	0.7%	2	2.1%	0.3%	11	1.5%	1.0%	2	0.5%	1.1%
<b>De 9 000 à moins de 12 000 euros par an</b>	32	4.1%	1.1%	8	7.5%	0.7%	25	3.6%	1.3%	6	1.6%	2.6%
<b>De 12 000 à moins de 18 000 euros par an</b>	44	5.6%	0.8%	2	1.8%	0.1%	42	6.2%	1.4%	3	0.9%	0.5%
<b>De 18 000 à moins de 24 000 euros par an</b>	106	13.4%	1.6%	6	6.1%	0.2%	100	14.6%	2.6%	35	9.2%	2.6%
<b>De 24 000 à moins de 36 000 euros par an</b>	179	22.7%	1.6%	35	33.4%	0.7%	144	21.0%	2.4%	87	22.6%	2.5%
<b>De 36 000 à moins de 45 000 euros par an</b>	130	16.5%	1.8%	18	17.1%	0.5%	112	16.4%	3.3%	64	16.7%	2.2%
<b>De 45 000 à moins de 65 000 euros par an</b>	149	18.9%	2.0%	22	21.0%	0.5%	127	18.6%	3.9%	95	24.9%	2.4%
<b>65 000 euros et plus par an</b>	78	9.9%	2.0%	5	5.0%	0.2%	73	10.6%	4.3%	58	15.0%	2.1%
<b>Refus</b>	38	4.8%	1.1%	3	3.2%	0.2%	35	5.1%	1.8%	24	6.3%	2.1%
<b>Ne sait pas</b>	20	2.5%	1.2%	3	2.8%	0.4%	17	2.4%	1.8%	9	2.3%	1.5%