

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	914	100.0%	1.8%	156	100.0%	0.6%	758	100.0%	2.8%	262	100.0%	1.5%
Sexe												
Homme	156	17.1%	0.6%	156	100.0%	0.6%	0	0.0%	0.0%	42	16.1%	0.5%
Femme	758	82.9%	2.8%	0	0.0%	0.0%	758	100.0%	2.8%	220	83.9%	2.6%
Age												
15 à 24 ans	49	5.3%	0.7%	4	2.5%	0.1%	45	5.9%	1.3%	18	7.0%	0.6%
25 à 34 ans	42	4.6%	0.6%	8	5.4%	0.2%	34	4.5%	0.9%	20	7.7%	0.6%
35 à 49 ans	209	22.8%	1.7%	49	31.2%	0.8%	160	21.1%	2.5%	99	38.0%	1.6%
50 à 59 ans	184	20.1%	2.0%	45	28.9%	1.0%	138	18.3%	3.1%	78	29.9%	2.1%
60 ans et plus	430	47.1%	2.7%	50	32.0%	0.7%	380	50.2%	4.3%	46	17.4%	4.6%
Individu												
Ménagères	712	77.9%	3.0%	0	0.0%	0.0%	712	94.0%	3.0%	201	76.9%	2.9%
Personne de référence	374	41.0%	1.3%	143	91.8%	0.7%	231	30.5%	2.9%	89	33.8%	1.0%
Responsable des achats	776	84.9%	2.2%	90	57.7%	0.7%	686	90.5%	3.0%	209	79.8%	1.9%
PCS Individu												
Agriculteurs	1	0.1%	0.1%	0	0.0%	0.0%	1	0.1%	0.4%	0	0.0%	0.0%
Petits patrons	20	2.2%	1.2%	6	4.0%	0.5%	13	1.8%	3.1%	17	6.5%	1.2%
Affaires et Cadres	85	9.3%	1.7%	19	11.9%	0.7%	66	8.8%	3.2%	77	29.5%	1.8%
Professions intermédiaires	112	12.3%	1.6%	20	12.5%	0.5%	93	12.2%	2.6%	85	32.6%	1.5%
Employés	165	18.1%	2.0%	27	17.2%	1.2%	139	18.3%	2.3%	37	14.2%	2.0%
Ouvriers	42	4.6%	0.7%	20	12.9%	0.4%	22	2.9%	1.7%	4	1.4%	1.1%
Retraités	323	35.4%	2.5%	43	27.2%	0.7%	281	37.1%	4.2%	8	3.2%	4.0%
Autres inactifs	166	18.1%	1.6%	22	14.3%	0.6%	143	18.9%	2.1%	33	12.6%	1.0%
PCS Personne de référence												
Agriculteurs	3	0.4%	0.5%	0	0.0%	0.0%	3	0.5%	1.0%	0	0.0%	0.0%
Petits patrons	31	3.4%	1.2%	6	4.0%	0.5%	25	3.2%	2.0%	31	11.8%	1.2%
Affaires et Cadres	136	14.9%	2.0%	19	11.9%	0.5%	118	15.5%	3.4%	136	52.1%	2.0%
Professions intermédiaires	95	10.3%	1.2%	17	11.0%	0.4%	77	10.2%	2.0%	95	36.1%	1.2%
Employés	103	11.3%	1.9%	29	18.5%	1.2%	74	9.8%	2.4%	0	0.0%	0.0%
Ouvriers	106	11.6%	1.1%	21	13.1%	0.4%	85	11.2%	1.9%	0	0.0%	0.0%
Retraités	363	39.8%	2.4%	46	29.6%	0.7%	317	41.8%	3.9%	0	0.0%	0.0%
Autres inactifs	77	8.4%	1.9%	18	11.8%	1.2%	58	7.7%	2.3%	0	0.0%	0.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du foyer												
1 personne	219	23.9%	2.2%	32	20.8%	0.7%	186	24.6%	3.3%	31	12.0%	1.6%
2 personnes	394	43.1%	2.2%	58	37.3%	0.7%	336	44.3%	3.6%	86	32.7%	2.1%
3 personnes	121	13.3%	1.3%	16	10.4%	0.3%	105	13.9%	2.4%	60	23.0%	1.5%
4 personnes	127	13.9%	1.4%	42	26.8%	0.9%	85	11.2%	1.8%	65	25.0%	1.4%
5 personnes et +	53	5.8%	1.0%	7	4.8%	0.3%	45	6.0%	1.6%	19	7.4%	0.8%
Présence d'enfants de moins de 15 ans												
Oui	187	20.5%	1.2%	43	27.5%	0.6%	144	19.0%	1.7%	91	35.0%	1.2%
Non	727	79.5%	2.0%	113	72.5%	0.6%	614	81.0%	3.3%	170	65.0%	1.8%
Habitat												
Communes rurales	123	13.5%	1.0%	25	16.2%	0.4%	98	12.9%	1.6%	32	12.2%	1.0%
Agglo. - 20 000 hab	155	17.0%	1.7%	15	9.5%	0.3%	141	18.6%	3.0%	49	18.5%	1.9%
Agglo. 20 000 à 100 000 hab	156	17.1%	2.2%	37	23.6%	1.1%	119	15.7%	3.3%	38	14.5%	1.9%
Agglo. + 100 000 hab	327	35.8%	2.1%	46	29.2%	0.6%	282	37.1%	3.5%	87	33.4%	1.6%
Agglo. Paris	152	16.6%	1.8%	33	21.4%	0.8%	118	15.6%	2.6%	56	21.3%	1.4%

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Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	165	18.1%	1.7%	41	26.0%	0.9%	125	16.5%	2.5%	58	22.1%	1.3%
Nord Pas de Calais	54	5.9%	1.7%	14	9.0%	0.9%	40	5.3%	2.4%	14	5.3%	1.4%
Lorraine	34	3.7%	1.8%	5	3.0%	0.5%	29	3.9%	3.0%	10	4.0%	2.0%
Alsace	33	3.6%	2.1%	15	9.4%	2.0%	18	2.4%	2.3%	6	2.4%	1.4%
Franche-Comté	14	1.5%	1.4%	0	0.3%	0.1%	13	1.7%	2.7%	2	0.9%	1.0%
Champagne Ardennes	13	1.4%	1.2%	2	1.0%	0.3%	11	1.5%	2.0%	3	1.3%	1.2%
Picardie	18	1.9%	1.1%	0	0.0%	0.0%	18	2.3%	2.2%	2	0.6%	0.4%
Bourgogne	24	2.6%	1.8%	6	3.7%	0.9%	18	2.4%	2.6%	7	2.8%	2.2%
Haute Normandie	26	2.8%	1.7%	1	0.5%	0.1%	25	3.3%	3.2%	6	2.5%	1.4%
Basse Normandie	21	2.3%	1.7%	5	3.2%	0.9%	16	2.1%	2.5%	9	3.3%	2.4%
Centre	38	4.2%	1.8%	8	5.3%	0.8%	30	4.0%	2.8%	7	2.8%	1.1%
Pays de Loire	35	3.8%	1.2%	6	3.9%	0.4%	29	3.8%	1.8%	5	1.8%	0.5%
Bretagne	40	4.4%	1.5%	4	2.8%	0.3%	36	4.7%	2.6%	23	8.7%	3.2%
Poitou Charentes	14	1.6%	1.0%	0	0.0%	0.0%	14	1.9%	1.9%	5	1.9%	1.4%
Aquitaine	50	5.5%	1.8%	5	3.1%	0.4%	46	6.0%	3.1%	9	3.6%	1.1%
Midi Pyrénées	50	5.5%	2.0%	13	8.3%	1.1%	37	4.9%	2.9%	18	7.0%	2.3%
Limousin	14	1.6%	2.3%	1	0.4%	0.2%	14	1.8%	4.2%	9	3.5%	5.6%
Auvergne	13	1.5%	1.2%	2	1.4%	0.4%	11	1.5%	1.9%	4	1.4%	1.2%
Rhône Alpes	107	11.7%	2.1%	8	4.9%	0.3%	99	13.1%	3.7%	28	10.7%	1.4%
Languedoc Roussillon	55	6.1%	2.4%	3	1.9%	0.3%	52	6.9%	4.3%	20	7.5%	2.7%
Provence Alpes Côte d'Azur. Corse	95	10.4%	2.2%	19	11.9%	0.9%	76	10.1%	3.3%	16	6.1%	1.0%
Habitudes de connexion à Internet												
Tous les jours	643	70.3%	1.7%	96	61.3%	0.5%	547	72.2%	2.9%	221	84.6%	1.5%
Presque tous les jours	118	12.9%	2.1%	26	16.9%	1.0%	92	12.1%	3.0%	28	10.7%	1.8%
1 à 2 fois par semaine	45	4.9%	1.6%	9	5.5%	0.7%	36	4.8%	2.3%	10	3.7%	1.9%
1 à 3 fois par mois	11	1.2%	2.2%	4	2.4%	1.6%	7	1.0%	2.7%	0	0.0%	0.0%
Moins souvent	21	2.3%	3.7%	10	6.6%	3.6%	11	1.4%	3.8%	2	0.9%	4.6%

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Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Revenus du foyer												
Moins de 9 000 euros par an	22	2.4%	1.3%	1	0.4%	0.1%	21	2.8%	2.2%	1	0.2%	0.4%
De 9 000 à moins de 12 000 euros par an	40	4.4%	1.5%	22	13.9%	2.1%	19	2.5%	1.1%	2	0.7%	0.7%
De 12 000 à moins de 18 000 euros par an	76	8.3%	1.4%	9	5.7%	0.4%	67	8.8%	2.1%	4	1.4%	0.5%
De 18 000 à moins de 24 000 euros par an	102	11.1%	1.5%	24	15.7%	0.8%	77	10.2%	2.1%	10	4.0%	0.7%
De 24 000 à moins de 36 000 euros par an	224	24.5%	1.9%	23	14.7%	0.4%	201	26.5%	3.3%	55	20.9%	1.6%
De 36 000 à moins de 45 000 euros par an	123	13.4%	1.7%	21	13.2%	0.6%	102	13.5%	2.8%	34	13.0%	1.2%
De 45 000 à moins de 65 000 euros par an	120	13.1%	1.7%	21	13.4%	0.5%	99	13.0%	3.2%	54	20.5%	1.4%
65 000 euros et plus par an	96	10.5%	2.3%	20	12.9%	0.8%	76	10.0%	4.3%	68	26.0%	2.4%
Refus	99	10.8%	2.3%	11	7.0%	0.6%	88	11.6%	3.6%	28	10.6%	1.9%
Ne sait pas	13	1.4%	1.2%	5	3.1%	1.0%	8	1.1%	1.4%	7	2.7%	1.9%