

# Première

## Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	1052	100.0%	2.0%	540	100.0%	2.2%	512	100.0%	1.9%	498	100.0%	2.9%
<b>Sexe</b>												
<b>Homme</b>	540	51.3%	2.2%	540	100.0%	2.2%	0	0.0%	0.0%	265	53.3%	3.0%
<b>Femme</b>	512	48.7%	1.9%	0	0.0%	0.0%	512	100.0%	1.9%	232	46.7%	2.7%
<b>Age</b>												
<b>15 à 24 ans</b>	152	14.4%	2.1%	76	14.1%	2.1%	75	14.7%	2.1%	76	15.3%	2.5%
<b>25 à 34 ans</b>	158	15.1%	2.1%	66	12.1%	1.8%	93	18.2%	2.4%	96	19.3%	3.0%
<b>35 à 49 ans</b>	366	34.8%	2.9%	210	39.0%	3.4%	156	30.5%	2.5%	204	40.9%	3.2%
<b>50 à 59 ans</b>	177	16.8%	2.0%	106	19.6%	2.3%	71	13.8%	1.6%	103	20.8%	2.7%
<b>60 ans et plus</b>	199	18.9%	1.3%	82	15.2%	1.2%	117	22.8%	1.3%	18	3.6%	1.8%
<b>Individu</b>												
<b>Ménagères</b>	420	40.0%	1.8%	0	0.0%	0.0%	420	82.1%	1.8%	187	37.5%	2.7%
<b>Personne de référence</b>	557	52.9%	2.0%	420	77.9%	2.1%	136	26.6%	1.7%	265	53.2%	3.1%
<b>Responsable des achats</b>	711	67.6%	2.0%	308	57.2%	2.3%	402	78.6%	1.8%	333	66.9%	3.0%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	6	0.6%	1.3%	5	1.0%	1.6%	1	0.2%	0.6%	0	0.0%	0.0%
<b>Petits patrons</b>	44	4.1%	2.7%	28	5.2%	2.4%	16	3.1%	3.6%	40	8.1%	2.8%
<b>Affaires et Cadres</b>	165	15.7%	3.4%	94	17.4%	3.3%	71	13.8%	3.4%	147	29.6%	3.3%
<b>Professions intermédiaires</b>	200	19.0%	2.8%	113	21.0%	3.1%	87	17.0%	2.4%	158	31.7%	2.7%
<b>Employés</b>	167	15.9%	2.0%	63	11.7%	2.8%	103	20.2%	1.7%	38	7.5%	2.1%
<b>Ouvriers</b>	116	11.1%	1.8%	100	18.5%	2.0%	17	3.3%	1.3%	11	2.2%	3.1%
<b>Retraités</b>	159	15.1%	1.2%	61	11.2%	1.0%	98	19.2%	1.5%	4	0.8%	2.0%
<b>Autres inactifs</b>	195	18.5%	1.9%	76	14.0%	2.1%	119	23.2%	1.8%	100	20.0%	3.0%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	8	0.7%	1.0%	5	1.0%	1.4%	2	0.5%	0.7%	0	0.0%	0.0%
<b>Petits patrons</b>	86	8.2%	3.3%	36	6.6%	2.6%	50	9.8%	4.0%	86	17.2%	3.3%
<b>Affaires et Cadres</b>	206	19.6%	3.0%	108	20.1%	3.2%	98	19.2%	2.8%	206	41.5%	3.0%
<b>Professions intermédiaires</b>	205	19.5%	2.6%	121	22.5%	3.0%	84	16.4%	2.2%	205	41.3%	2.6%
<b>Employés</b>	146	13.9%	2.7%	73	13.5%	3.1%	73	14.2%	2.4%	0	0.0%	0.0%
<b>Ouvriers</b>	152	14.5%	1.6%	106	19.7%	2.1%	46	9.0%	1.0%	0	0.0%	0.0%
<b>Retraités</b>	218	20.8%	1.5%	89	16.4%	1.3%	130	25.3%	1.6%	0	0.0%	0.0%
<b>Autres inactifs</b>	30	2.9%	0.7%	1	0.2%	0.1%	29	5.6%	1.1%	0	0.0%	0.0%

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<b>Taille du foyer</b>												
<b>1 personne</b>	196	18.6%	2.0%	96	17.7%	2.2%	100	19.5%	1.8%	67	13.5%	3.4%
<b>2 personnes</b>	276	26.3%	1.5%	134	24.9%	1.5%	142	27.8%	1.5%	99	19.8%	2.4%
<b>3 personnes</b>	225	21.4%	2.4%	116	21.5%	2.4%	109	21.3%	2.4%	115	23.2%	2.9%
<b>4 personnes</b>	199	19.0%	2.2%	109	20.2%	2.4%	90	17.6%	1.9%	128	25.8%	2.7%
<b>5 personnes et +</b>	155	14.8%	2.8%	85	15.7%	3.2%	70	13.7%	2.5%	88	17.7%	3.4%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	376	35.8%	2.4%	208	38.4%	2.8%	169	33.0%	2.0%	233	46.9%	3.0%
<b>Non</b>	675	64.2%	1.9%	332	61.6%	1.9%	343	67.0%	1.8%	264	53.1%	2.7%
<b>Habitat</b>												
<b>Communes rurales</b>	159	15.1%	1.3%	75	14.0%	1.3%	83	16.3%	1.3%	62	12.5%	1.9%
<b>Agglo. - 20 000 hab</b>	141	13.4%	1.6%	73	13.5%	1.7%	68	13.3%	1.4%	61	12.2%	2.4%
<b>Agglo. 20 000 à 100 000 hab</b>	153	14.6%	2.2%	85	15.7%	2.5%	69	13.4%	1.9%	52	10.5%	2.6%
<b>Agglo. + 100 000 hab</b>	341	32.5%	2.2%	171	31.8%	2.3%	170	33.2%	2.1%	164	33.0%	2.9%
<b>Agglo. Paris</b>	257	24.5%	3.0%	135	25.1%	3.3%	122	23.8%	2.7%	159	31.9%	4.0%

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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>	286	27.2%	3.0%	152	28.1%	3.3%	134	26.2%	2.7%	171	34.4%	3.9%
<b>Nord Pas de Calais</b>	40	3.8%	1.3%	23	4.2%	1.5%	18	3.4%	1.0%	23	4.6%	2.3%
<b>Lorraine</b>	28	2.7%	1.5%	15	2.8%	1.6%	13	2.6%	1.3%	16	3.2%	3.0%
<b>Alsace</b>	29	2.7%	1.9%	20	3.7%	2.7%	9	1.7%	1.1%	11	2.1%	2.4%
<b>Franche-Comté</b>	15	1.4%	1.6%	9	1.7%	1.9%	6	1.2%	1.2%	4	0.8%	1.6%
<b>Champagne Ardennes</b>	6	0.5%	0.5%	6	1.0%	1.1%	0	0.0%	0.0%	4	0.8%	1.3%
<b>Picardie</b>	22	2.1%	1.4%	6	1.1%	0.8%	16	3.2%	2.0%	4	0.9%	1.0%
<b>Bourgogne</b>	17	1.7%	1.3%	5	0.9%	0.7%	13	2.5%	1.8%	3	0.6%	0.8%
<b>Haute Normandie</b>	26	2.4%	1.7%	22	4.0%	3.0%	4	0.8%	0.5%	12	2.3%	2.5%
<b>Basse Normandie</b>	23	2.2%	2.0%	17	3.2%	3.1%	6	1.2%	1.0%	7	1.5%	2.1%
<b>Centre</b>	29	2.8%	1.4%	18	3.3%	1.7%	11	2.2%	1.0%	16	3.1%	2.4%
<b>Pays de Loire</b>	65	6.2%	2.2%	29	5.3%	2.0%	36	7.1%	2.3%	31	6.1%	3.4%
<b>Bretagne</b>	42	4.0%	1.6%	18	3.4%	1.4%	24	4.7%	1.7%	23	4.7%	3.3%
<b>Poitou Charentes</b>	44	4.2%	3.0%	24	4.4%	3.3%	21	4.0%	2.6%	16	3.2%	4.3%
<b>Aquitaine</b>	41	3.9%	1.5%	17	3.2%	1.3%	23	4.5%	1.6%	23	4.6%	2.8%
<b>Midi Pyrénées</b>	47	4.5%	1.9%	14	2.6%	1.2%	33	6.4%	2.6%	27	5.5%	3.4%
<b>Limousin</b>	6	0.6%	1.0%	1	0.3%	0.5%	5	0.9%	1.4%	1	0.2%	0.7%
<b>Auvergne</b>	14	1.3%	1.2%	5	0.9%	0.8%	9	1.8%	1.5%	5	1.0%	1.6%
<b>Rhône Alpes</b>	121	11.5%	2.3%	67	12.4%	2.7%	54	10.5%	2.0%	46	9.2%	2.4%
<b>Languedoc Roussillon</b>	52	5.0%	2.3%	18	3.3%	1.6%	34	6.7%	2.9%	21	4.3%	2.9%
<b>Provence Alpes Côte d'Azur. Corse</b>	98	9.3%	2.2%	55	10.2%	2.7%	43	8.3%	1.9%	34	6.8%	2.2%
<b>Habitudes de connexion à Internet</b>												
<b>Tous les jours</b>	822	78.2%	2.2%	407	75.3%	2.2%	415	81.1%	2.2%	432	86.9%	2.9%
<b>Presque tous les jours</b>	101	9.6%	1.8%	53	9.9%	2.1%	48	9.3%	1.6%	46	9.1%	2.9%
<b>1 à 2 fois par semaine</b>	56	5.3%	2.0%	26	4.7%	2.2%	30	5.9%	1.9%	20	3.9%	3.8%
<b>1 à 3 fois par mois</b>	16	1.5%	3.1%	11	1.9%	4.5%	5	1.0%	1.8%	0	0.0%	0.0%
<b>Moins souvent</b>	9	0.9%	1.6%	9	1.7%	3.2%	0	0.0%	0.0%	0	0.0%	0.0%
<b>Jamais</b>	5	0.5%	7.5%	5	1.0%	10.4%	0	0.0%	0.0%	0	0.0%	0.0%

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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	19	1.8%	1.1%	5	0.9%	0.7%	14	2.8%	1.5%	2	0.3%	1.0%
De 9 000 à moins de 12 000 euros par an	33	3.2%	1.2%	13	2.4%	1.3%	20	4.0%	1.2%	6	1.2%	2.3%
De 12 000 à moins de 18 000 euros par an	89	8.5%	1.7%	53	9.8%	2.3%	36	7.1%	1.2%	32	6.5%	4.7%
De 18 000 à moins de 24 000 euros par an	108	10.3%	1.6%	55	10.3%	1.9%	53	10.3%	1.4%	34	6.9%	2.4%
De 24 000 à moins de 36 000 euros par an	220	21.0%	1.9%	98	18.2%	1.8%	122	23.9%	2.0%	93	18.7%	2.7%
De 36 000 à moins de 45 000 euros par an	195	18.6%	2.7%	101	18.6%	2.7%	95	18.5%	2.6%	98	19.8%	3.4%
De 45 000 à moins de 65 000 euros par an	175	16.7%	2.5%	102	19.0%	2.6%	73	14.3%	2.4%	110	22.1%	3.0%
65 000 euros et plus par an	92	8.8%	2.2%	51	9.4%	2.1%	42	8.2%	2.4%	66	13.3%	2.3%
Refus	84	8.0%	2.0%	46	8.5%	2.6%	39	7.5%	1.6%	46	9.2%	3.1%
Ne sait pas	34	3.2%	3.2%	16	3.0%	3.3%	18	3.4%	3.0%	11	2.2%	2.8%