

Challenges

Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	679	100.0%	1.3%	436	100.0%	1.7%	243	100.0%	0.9%	274	100.0%	1.6%
Sexe												
Homme	436	64.2%	1.7%	436	100.0%	1.7%	0	0.0%	0.0%	182	66.4%	2.0%
Femme	243	35.8%	0.9%	0	0.0%	0.0%	243	100.0%	0.9%	92	33.6%	1.1%
Age												
15 à 24 ans	69	10.2%	1.0%	33	7.6%	0.9%	36	14.9%	1.0%	41	14.9%	1.3%
25 à 34 ans	78	11.4%	1.0%	46	10.5%	1.2%	32	13.1%	0.8%	34	12.4%	1.1%
35 à 49 ans	122	18.0%	1.0%	96	22.1%	1.6%	26	10.6%	0.4%	91	33.2%	1.4%
50 à 59 ans	84	12.3%	0.9%	47	10.9%	1.0%	36	15.0%	0.8%	53	19.4%	1.4%
60 ans et plus	326	48.0%	2.1%	213	48.9%	3.1%	113	46.4%	1.3%	55	20.1%	5.5%
Individu												
Ménagères	204	30.0%	0.9%	0	0.0%	0.0%	204	83.9%	0.9%	71	25.9%	1.0%
Personne de référence	435	64.1%	1.5%	384	88.1%	1.9%	51	20.9%	0.6%	167	60.9%	2.0%
Responsable des achats	412	60.7%	1.1%	207	47.6%	1.6%	204	84.2%	0.9%	156	56.9%	1.4%
PCS Individu												
Agriculteurs	5	0.8%	1.1%	5	1.3%	1.6%	0	0.0%	0.0%	0	0.0%	0.0%
Petits patrons	27	4.0%	1.7%	20	4.7%	1.7%	7	2.8%	1.6%	27	9.9%	1.9%
Affaires et Cadres	148	21.7%	3.0%	108	24.7%	3.8%	40	16.4%	1.9%	132	48.1%	3.0%
Professions intermédiaires	60	8.8%	0.8%	35	8.1%	1.0%	25	10.1%	0.7%	54	19.6%	0.9%
Employés	48	7.1%	0.6%	17	3.9%	0.8%	31	12.9%	0.5%	10	3.7%	0.6%
Ouvriers	37	5.4%	0.6%	34	7.9%	0.7%	2	0.9%	0.2%	4	1.6%	1.2%
Retraités	242	35.6%	1.9%	174	39.8%	2.9%	68	28.1%	1.0%	2	0.9%	1.2%
Autres inactifs	112	16.5%	1.1%	42	9.6%	1.2%	70	28.7%	1.0%	44	16.2%	1.4%
PCS Personne de référence												
Agriculteurs	6	1.0%	0.9%	6	1.4%	1.5%	0	0.2%	0.1%	0	0.0%	0.0%
Petits patrons	41	6.1%	1.6%	23	5.3%	1.7%	18	7.4%	1.5%	41	15.1%	1.6%
Affaires et Cadres	170	25.0%	2.5%	117	26.9%	3.4%	52	21.5%	1.5%	170	61.9%	2.5%
Professions intermédiaires	63	9.3%	0.8%	41	9.5%	1.0%	22	8.9%	0.6%	63	23.1%	0.8%
Employés	37	5.5%	0.7%	20	4.7%	0.9%	17	7.0%	0.6%	0	0.0%	0.0%
Ouvriers	48	7.1%	0.5%	40	9.1%	0.8%	9	3.5%	0.2%	0	0.0%	0.0%
Retraités	271	40.0%	1.8%	179	41.0%	2.7%	92	38.1%	1.1%	0	0.0%	0.0%
Autres inactifs	42	6.1%	1.0%	9	2.1%	0.6%	32	13.4%	1.3%	0	0.0%	0.0%

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Taille du foyer												
1 personne	110	16.3%	1.1%	71	16.2%	1.6%	40	16.4%	0.7%	35	12.9%	1.8%
2 personnes	308	45.4%	1.7%	189	43.4%	2.2%	119	48.9%	1.3%	72	26.4%	1.8%
3 personnes	104	15.4%	1.1%	65	15.0%	1.4%	39	16.1%	0.9%	62	22.6%	1.5%
4 personnes	90	13.3%	1.0%	64	14.6%	1.4%	27	11.1%	0.6%	58	21.2%	1.2%
5 personnes et +	66	9.7%	1.2%	47	10.8%	1.8%	18	7.6%	0.7%	46	16.9%	1.8%
Présence d'enfants de moins de 15 ans												
Oui	132	19.4%	0.8%	89	20.4%	1.2%	43	17.6%	0.5%	92	33.6%	1.2%
Non	547	80.6%	1.5%	347	79.6%	2.0%	200	82.4%	1.1%	182	66.4%	1.9%
Habitat												
Communes rurales	92	13.5%	0.8%	68	15.7%	1.2%	23	9.6%	0.4%	31	11.3%	1.0%
Agglo. - 20 000 hab	80	11.8%	0.9%	42	9.7%	1.0%	38	15.5%	0.8%	32	11.7%	1.2%
Agglo. 20 000 à 100 000 hab	88	12.9%	1.3%	53	12.2%	1.6%	34	14.1%	0.9%	23	8.3%	1.1%
Agglo. + 100 000 hab	184	27.2%	1.2%	128	29.3%	1.7%	56	23.2%	0.7%	62	22.5%	1.1%
Agglo. Paris	235	34.7%	2.7%	144	33.1%	3.5%	91	37.6%	2.0%	127	46.2%	3.2%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	258	38.0%	2.7%	151	34.6%	3.3%	107	44.2%	2.1%	134	48.9%	3.1%
Nord Pas de Calais	19	2.8%	0.6%	16	3.7%	1.1%	3	1.3%	0.2%	10	3.7%	1.0%
Lorraine	15	2.2%	0.8%	8	1.9%	0.9%	7	2.7%	0.7%	6	2.2%	1.1%
Alsace	19	2.8%	1.2%	18	4.1%	2.4%	1	0.4%	0.1%	11	4.2%	2.6%
Franche-Comté	13	1.9%	1.4%	13	2.9%	2.8%	0	0.2%	0.1%	2	0.6%	0.6%
Champagne Ardennes	10	1.4%	0.9%	7	1.6%	1.3%	3	1.2%	0.5%	3	1.0%	1.0%
Picardie	10	1.5%	0.6%	6	1.3%	0.7%	4	1.8%	0.5%	4	1.3%	0.8%
Bourgogne	21	3.1%	1.6%	12	2.7%	1.8%	9	3.9%	1.3%	7	2.6%	2.1%
Haute Normandie	14	2.0%	0.9%	9	2.1%	1.3%	5	1.9%	0.6%	5	1.7%	1.0%
Basse Normandie	1	0.1%	0.1%	1	0.2%	0.2%	0	0.0%	0.0%	0	0.0%	0.0%
Centre	26	3.8%	1.2%	22	5.0%	2.1%	4	1.8%	0.4%	10	3.6%	1.5%
Pays de Loire	31	4.6%	1.0%	23	5.2%	1.6%	8	3.4%	0.5%	10	3.7%	1.1%
Bretagne	19	2.8%	0.7%	14	3.1%	1.1%	6	2.3%	0.4%	3	1.1%	0.4%
Poitou Charentes	14	2.1%	0.9%	8	1.7%	1.1%	7	2.7%	0.8%	4	1.5%	1.1%
Aquitaine	30	4.4%	1.1%	13	3.0%	1.0%	17	6.9%	1.1%	7	2.5%	0.8%
Midi Pyrénées	20	3.0%	0.8%	14	3.2%	1.2%	6	2.5%	0.5%	9	3.2%	1.1%
Limousin	8	1.1%	1.2%	5	1.2%	1.8%	2	1.0%	0.7%	2	0.9%	1.4%
Auvergne	14	2.1%	1.3%	7	1.7%	1.3%	7	2.9%	1.2%	5	1.8%	1.6%
Rhône Alpes	52	7.6%	1.0%	33	7.6%	1.3%	18	7.6%	0.7%	21	7.5%	1.1%
Languedoc Roussillon	42	6.2%	1.8%	29	6.6%	2.6%	13	5.4%	1.1%	4	1.3%	0.5%
Provence Alpes Côte d'Azur. Corse	43	6.3%	1.0%	29	6.6%	1.4%	14	5.8%	0.6%	19	6.8%	1.2%
Habitudes de connexion à Internet												
Tous les jours	551	81.2%	1.5%	355	81.4%	1.9%	196	80.8%	1.0%	258	94.1%	1.7%
Presque tous les jours	66	9.7%	1.2%	30	6.8%	1.2%	36	14.9%	1.2%	10	3.8%	0.7%
1 à 2 fois par semaine	33	4.8%	1.2%	30	6.8%	2.6%	3	1.3%	0.2%	6	2.0%	1.1%
1 à 3 fois par mois	6	1.0%	1.3%	2	0.5%	1.0%	4	1.7%	1.5%	0	0.0%	0.0%
Moins souvent	4	0.6%	0.8%	3	0.8%	1.2%	1	0.4%	0.3%	0	0.0%	0.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Revenus du foyer												
Moins de 9 000 euros par an	5	0.7%	0.3%	3	0.7%	0.4%	2	0.7%	0.2%	0	0.0%	0.0%
De 9 000 à moins de 12 000 euros par an	19	2.8%	0.7%	9	2.2%	0.9%	10	4.0%	0.6%	0	0.0%	0.0%
De 12 000 à moins de 18 000 euros par an	34	4.9%	0.6%	22	5.0%	1.0%	12	4.8%	0.4%	5	1.7%	0.7%
De 18 000 à moins de 24 000 euros par an	47	7.0%	0.7%	15	3.4%	0.5%	32	13.3%	0.9%	14	5.0%	1.0%
De 24 000 à moins de 36 000 euros par an	106	15.6%	0.9%	64	14.6%	1.1%	43	17.6%	0.7%	35	12.6%	1.0%
De 36 000 à moins de 45 000 euros par an	69	10.2%	0.9%	47	10.8%	1.3%	22	9.0%	0.6%	30	10.9%	1.0%
De 45 000 à moins de 65 000 euros par an	138	20.4%	2.0%	106	24.3%	2.7%	33	13.4%	1.1%	48	17.6%	1.3%
65 000 euros et plus par an	184	27.0%	4.3%	123	28.2%	5.0%	60	24.9%	3.4%	110	40.0%	3.8%
Refus	62	9.2%	1.5%	38	8.7%	2.1%	24	10.1%	1.0%	25	9.2%	1.7%
Ne sait pas	15	2.1%	1.4%	9	2.1%	1.9%	5	2.2%	0.9%	8	3.0%	2.1%