

Famili Magicmaman

Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	615	100.0%	1.2%	68	100.0%	0.3%	546	100.0%	2.0%	222	100.0%	1.3%
Sexe												
Homme	68	11.1%	0.3%	68	100.0%	0.3%	0	0.0%	0.0%	13	6.0%	0.1%
Femme	546	88.9%	2.0%	0	0.0%	0.0%	546	100.0%	2.0%	208	94.0%	2.4%
Age												
15 à 24 ans	32	5.2%	0.4%	6	8.4%	0.2%	26	4.8%	0.7%	0	0.0%	0.0%
25 à 34 ans	315	51.3%	4.2%	27	39.1%	0.7%	289	52.8%	7.5%	112	50.5%	3.5%
35 à 49 ans	203	32.9%	1.6%	24	35.6%	0.4%	178	32.6%	2.8%	88	39.8%	1.4%
50 à 59 ans	46	7.4%	0.5%	12	16.9%	0.3%	34	6.2%	0.8%	18	8.3%	0.5%
60 ans et plus	19	3.2%	0.1%	0	0.0%	0.0%	19	3.6%	0.2%	3	1.4%	0.3%
Individu												
Ménagères	530	86.2%	2.3%	0	0.0%	0.0%	530	97.0%	2.3%	206	93.0%	2.9%
Personne de référence	137	22.4%	0.5%	63	91.6%	0.3%	75	13.7%	1.0%	36	16.1%	0.4%
Responsable des achats	527	85.7%	1.5%	29	42.4%	0.2%	498	91.1%	2.2%	191	86.0%	1.7%
PCS Individu												
Agriculteurs	4	0.7%	0.9%	0	0.0%	0.0%	4	0.8%	2.6%	1	0.4%	3.1%
Petits patrons	7	1.1%	0.4%	0	0.0%	0.0%	7	1.3%	1.6%	5	2.1%	0.3%
Affaires et Cadres	62	10.0%	1.3%	8	11.9%	0.3%	53	9.8%	2.5%	49	22.0%	1.1%
Professions intermédiaires	105	17.1%	1.5%	5	7.5%	0.1%	100	18.3%	2.8%	73	32.9%	1.2%
Employés	232	37.7%	2.8%	19	28.0%	0.8%	212	38.9%	3.5%	55	24.8%	3.0%
Ouvriers	45	7.3%	0.7%	23	34.0%	0.5%	22	4.0%	1.7%	4	1.8%	1.2%
Retraités	14	2.3%	0.1%	0	0.0%	0.0%	14	2.6%	0.2%	2	0.8%	0.9%
Autres inactifs	146	23.8%	1.4%	13	18.6%	0.4%	134	24.5%	2.0%	34	15.2%	1.0%
PCS Personne de référence												
Agriculteurs	11	1.7%	1.4%	0	0.0%	0.0%	11	2.0%	3.0%	0	0.0%	0.0%
Petits patrons	28	4.5%	1.1%	0	0.0%	0.0%	28	5.1%	2.2%	28	12.5%	1.1%
Affaires et Cadres	71	11.5%	1.0%	8	11.9%	0.2%	62	11.4%	1.8%	71	31.9%	1.0%
Professions intermédiaires	123	20.1%	1.6%	5	7.5%	0.1%	118	21.6%	3.1%	123	55.6%	1.6%
Employés	114	18.5%	2.1%	22	32.0%	0.9%	92	16.8%	3.0%	0	0.0%	0.0%
Ouvriers	198	32.3%	2.1%	23	34.0%	0.5%	175	32.1%	4.0%	0	0.0%	0.0%
Retraités	21	3.4%	0.1%	0	0.0%	0.0%	21	3.8%	0.3%	0	0.0%	0.0%
Autres inactifs	49	8.0%	1.2%	10	14.6%	0.7%	39	7.2%	1.5%	0	0.0%	0.0%

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Taille du foyer												
1 personne	16	2.7%	0.2%	1	1.1%	0.0%	16	2.9%	0.3%	4	1.8%	0.2%
2 personnes	115	18.6%	0.6%	11	15.6%	0.1%	104	19.0%	1.1%	30	13.6%	0.7%
3 personnes	174	28.2%	1.9%	18	26.6%	0.4%	155	28.4%	3.5%	94	42.4%	2.3%
4 personnes	147	23.9%	1.6%	15	22.4%	0.3%	131	24.0%	2.8%	38	17.0%	0.8%
5 personnes et +	164	26.6%	3.0%	23	34.2%	0.9%	140	25.6%	4.9%	56	25.3%	2.2%
Présence d'enfants de moins de 15 ans												
Oui	483	78.6%	3.1%	53	77.5%	0.7%	430	78.8%	5.2%	178	80.2%	2.3%
Non	131	21.4%	0.4%	15	22.5%	0.1%	116	21.2%	0.6%	44	19.8%	0.5%
Habitat												
Communes rurales	145	23.5%	1.2%	5	7.8%	0.1%	139	25.5%	2.2%	26	11.6%	0.8%
Agglo. - 20 000 hab	105	17.1%	1.2%	9	13.2%	0.2%	96	17.5%	2.0%	24	10.7%	0.9%
Agglo. 20 000 à 100 000 hab	73	11.9%	1.0%	15	22.2%	0.5%	58	10.6%	1.6%	37	16.6%	1.8%
Agglo. + 100 000 hab	173	28.2%	1.1%	18	26.8%	0.2%	155	28.3%	1.9%	62	28.1%	1.1%
Agglo. Paris	119	19.3%	1.4%	20	29.9%	0.5%	98	18.0%	2.2%	73	33.0%	1.8%

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Régions INSEE												
Ile de France	148	24.1%	1.5%	20	29.9%	0.4%	128	23.4%	2.5%	76	34.4%	1.8%
Nord Pas de Calais	48	7.7%	1.5%	8	11.8%	0.5%	39	7.2%	2.3%	17	7.8%	1.7%
Lorraine	17	2.8%	0.9%	1	1.5%	0.1%	16	3.0%	1.6%	3	1.6%	0.6%
Alsace	15	2.4%	1.0%	3	4.5%	0.4%	12	2.1%	1.5%	1	0.5%	0.3%
Franche-Comté	5	0.9%	0.6%	0	0.0%	0.0%	5	1.0%	1.1%	2	0.7%	0.6%
Champagne Ardennes	6	1.0%	0.6%	1	0.8%	0.1%	6	1.0%	1.0%	0	0.1%	0.1%
Picardie	22	3.6%	1.4%	0	0.0%	0.0%	22	4.1%	2.8%	5	2.4%	1.2%
Bourgogne	20	3.3%	1.5%	2	3.3%	0.4%	18	3.2%	2.5%	3	1.5%	1.0%
Haute Normandie	20	3.3%	1.4%	0	0.0%	0.0%	20	3.7%	2.6%	8	3.4%	1.7%
Basse Normandie	16	2.6%	1.3%	3	4.0%	0.5%	13	2.4%	2.1%	4	2.0%	1.2%
Centre	24	3.9%	1.1%	2	3.5%	0.2%	21	3.9%	2.0%	9	4.2%	1.4%
Pays de Loire	39	6.4%	1.3%	0	0.0%	0.0%	39	7.2%	2.5%	15	6.7%	1.7%
Bretagne	18	3.0%	0.7%	3	4.5%	0.2%	15	2.8%	1.1%	1	0.4%	0.1%
Poitou Charentes	19	3.1%	1.3%	7	10.5%	1.0%	12	2.1%	1.5%	1	0.6%	0.4%
Aquitaine	19	3.2%	0.7%	0	0.0%	0.0%	19	3.6%	1.3%	8	3.5%	0.9%
Midi Pyrénées	31	5.1%	1.3%	0	0.0%	0.0%	31	5.7%	2.4%	13	5.8%	1.6%
Limousin	15	2.5%	2.5%	2	3.3%	0.8%	13	2.4%	4.1%	1	0.4%	0.6%
Auvergne	8	1.4%	0.7%	0	0.0%	0.0%	8	1.5%	1.4%	4	2.0%	1.4%
Rhône Alpes	53	8.6%	1.0%	11	15.4%	0.4%	43	7.8%	1.6%	26	11.9%	1.4%
Languedoc Roussillon	37	6.0%	1.6%	2	2.7%	0.2%	35	6.4%	2.9%	9	4.2%	1.3%
Provence Alpes Côte d'Azur. Corse	33	5.3%	0.7%	3	4.3%	0.1%	30	5.5%	1.3%	13	5.9%	0.8%
Habitudes de connexion à Internet												
Tous les jours	512	83.3%	1.4%	57	82.8%	0.3%	455	83.3%	2.4%	174	78.6%	1.2%
Presque tous les jours	67	10.9%	1.2%	11	16.1%	0.4%	56	10.2%	1.8%	25	11.2%	1.6%
1 à 2 fois par semaine	23	3.7%	0.8%	1	1.1%	0.1%	22	4.0%	1.4%	9	4.2%	1.8%
Moins souvent	13	2.2%	2.4%	0	0.0%	0.0%	13	2.4%	4.8%	13	6.0%	24.7%

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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	10	1.7%	0.6%	0	0.0%	0.0%	10	1.9%	1.1%	1	0.3%	0.4%
De 9 000 à moins de 12 000 euros par an	35	5.6%	1.3%	5	7.8%	0.5%	29	5.3%	1.8%	1	0.3%	0.3%
De 12 000 à moins de 18 000 euros par an	74	12.1%	1.4%	2	3.1%	0.1%	72	13.2%	2.3%	16	7.0%	2.3%
De 18 000 à moins de 24 000 euros par an	74	12.0%	1.1%	11	16.7%	0.4%	63	11.5%	1.7%	13	5.9%	0.9%
De 24 000 à moins de 36 000 euros par an	158	25.7%	1.4%	15	22.6%	0.3%	143	26.1%	2.3%	60	27.2%	1.7%
De 36 000 à moins de 45 000 euros par an	112	18.3%	1.5%	12	17.3%	0.3%	100	18.4%	2.8%	39	17.5%	1.3%
De 45 000 à moins de 65 000 euros par an	86	14.0%	1.2%	12	17.2%	0.3%	74	13.6%	2.4%	50	22.4%	1.3%
65 000 euros et plus par an	19	3.1%	0.5%	4	5.2%	0.1%	16	2.8%	0.9%	19	8.5%	0.7%
Refus	23	3.7%	0.5%	4	5.8%	0.2%	19	3.4%	0.8%	11	4.9%	0.7%
Ne sait pas	23	3.8%	2.2%	3	4.4%	0.6%	20	3.7%	3.4%	13	6.0%	3.4%