

# Le Journal de la Maison

## Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	1256	100.0%	2.4%	268	100.0%	1.1%	988	100.0%	3.6%	442	100.0%	2.5%
<b>Sexe</b>												
<b>Homme</b>	268	21.3%	1.1%	268	100.0%	1.1%	0	0.0%	0.0%	97	21.8%	1.1%
<b>Femme</b>	988	78.7%	3.6%	0	0.0%	0.0%	988	100.0%	3.6%	346	78.2%	4.1%
<b>Age</b>												
<b>15 à 24 ans</b>	52	4.1%	0.7%	14	5.2%	0.4%	38	3.8%	1.1%	16	3.6%	0.5%
<b>25 à 34 ans</b>	116	9.3%	1.5%	26	9.7%	0.7%	90	9.1%	2.3%	56	12.6%	1.7%
<b>35 à 49 ans</b>	286	22.7%	2.3%	62	23.0%	1.0%	224	22.6%	3.5%	184	41.7%	2.9%
<b>50 à 59 ans</b>	325	25.8%	3.6%	75	27.8%	1.6%	250	25.3%	5.6%	142	32.2%	3.7%
<b>60 ans et plus</b>	478	38.0%	3.0%	92	34.2%	1.3%	386	39.1%	4.4%	44	9.9%	4.4%
<b>Individu</b>												
<b>Ménagères</b>	936	74.5%	4.0%	0	0.0%	0.0%	936	94.7%	4.0%	333	75.3%	4.8%
<b>Personne de référence</b>	511	40.7%	1.8%	251	93.7%	1.2%	260	26.3%	3.3%	157	35.5%	1.8%
<b>Responsable des achats</b>	1064	84.6%	3.0%	156	58.3%	1.2%	907	91.8%	4.0%	367	83.0%	3.3%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	12	1.0%	2.4%	4	1.3%	1.1%	9	0.9%	5.2%	1	0.2%	3.1%
<b>Petits patrons</b>	41	3.3%	2.6%	22	8.3%	1.9%	19	1.9%	4.4%	38	8.7%	2.7%
<b>Affaires et Cadres</b>	150	12.0%	3.1%	34	12.7%	1.2%	116	11.7%	5.5%	134	30.3%	3.0%
<b>Professions intermédiaires</b>	213	16.9%	3.0%	39	14.4%	1.1%	174	17.6%	4.8%	163	36.8%	2.8%
<b>Employés</b>	224	17.8%	2.7%	18	6.6%	0.8%	206	20.9%	3.4%	53	12.1%	2.9%
<b>Ouvriers</b>	71	5.6%	1.1%	43	16.1%	0.9%	27	2.8%	2.2%	4	0.9%	1.2%
<b>Retraités</b>	368	29.3%	2.9%	71	26.4%	1.2%	297	30.1%	4.4%	6	1.3%	2.8%
<b>Autres inactifs</b>	177	14.1%	1.7%	38	14.1%	1.0%	139	14.1%	2.1%	43	9.7%	1.3%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	17	1.4%	2.3%	6	2.2%	1.5%	12	1.2%	3.2%	0	0.0%	0.0%
<b>Petits patrons</b>	58	4.6%	2.2%	22	8.3%	1.6%	36	3.6%	2.9%	58	13.1%	2.2%
<b>Affaires et Cadres</b>	213	16.9%	3.1%	36	13.4%	1.1%	177	17.9%	5.1%	213	48.1%	3.1%
<b>Professions intermédiaires</b>	171	13.6%	2.2%	39	14.4%	0.9%	133	13.4%	3.5%	171	38.8%	2.2%
<b>Employés</b>	131	10.4%	2.4%	25	9.4%	1.1%	106	10.7%	3.5%	0	0.0%	0.0%
<b>Ouvriers</b>	164	13.0%	1.7%	42	15.8%	0.8%	121	12.3%	2.7%	0	0.0%	0.0%
<b>Retraités</b>	422	33.6%	2.8%	72	26.9%	1.1%	350	35.4%	4.3%	0	0.0%	0.0%
<b>Autres inactifs</b>	80	6.3%	2.0%	26	9.6%	1.7%	54	5.4%	2.1%	0	0.0%	0.0%

	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>	244	19.4%	2.4%	45	16.7%	1.0%	199	20.1%	3.5%	48	10.9%	2.5%
<b>2 personnes</b>	523	41.6%	2.9%	115	43.0%	1.3%	408	41.2%	4.3%	120	27.2%	2.9%
<b>3 personnes</b>	190	15.1%	2.1%	35	13.2%	0.7%	154	15.6%	3.5%	108	24.3%	2.7%
<b>4 personnes</b>	172	13.7%	1.9%	43	16.1%	1.0%	129	13.1%	2.7%	105	23.7%	2.2%
<b>5 personnes et +</b>	128	10.2%	2.3%	30	11.0%	1.1%	98	9.9%	3.5%	61	13.8%	2.4%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	364	29.0%	2.3%	76	28.5%	1.0%	288	29.1%	3.4%	214	48.3%	2.8%
<b>Non</b>	892	71.0%	2.5%	192	71.5%	1.1%	701	70.9%	3.7%	229	51.7%	2.4%
<b>Habitat</b>												
<b>Communes rurales</b>	263	20.9%	2.2%	68	25.3%	1.2%	195	19.7%	3.1%	68	15.4%	2.1%
<b>Agglo. - 20 000 hab</b>	211	16.8%	2.3%	39	14.4%	0.9%	172	17.4%	3.6%	71	16.0%	2.7%
<b>Agglo. 20 000 à 100 000 hab</b>	208	16.5%	3.0%	48	17.9%	1.4%	160	16.2%	4.4%	62	14.0%	3.0%
<b>Agglo. + 100 000 hab</b>	325	25.8%	2.1%	58	21.6%	0.8%	267	27.0%	3.3%	118	26.6%	2.1%
<b>Agglo. Paris</b>	250	19.9%	2.9%	56	20.8%	1.4%	195	19.7%	4.3%	124	28.0%	3.1%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Régions INSEE</b>												
Ile de France	275	21.9%	2.9%	63	23.4%	1.4%	212	21.5%	4.2%	133	30.2%	3.1%
Nord Pas de Calais	70	5.6%	2.2%	17	6.4%	1.1%	53	5.3%	3.1%	4	1.0%	0.4%
Lorraine	35	2.8%	1.8%	11	4.1%	1.2%	24	2.4%	2.4%	9	2.0%	1.7%
Alsace	40	3.2%	2.6%	22	8.2%	3.0%	18	1.8%	2.3%	9	2.1%	2.1%
Franche-Comté	22	1.7%	2.3%	3	1.3%	0.7%	18	1.8%	3.7%	3	0.8%	1.3%
Champagne Ardennes	25	2.0%	2.3%	12	4.3%	2.2%	13	1.3%	2.3%	9	2.0%	3.1%
Picardie	35	2.8%	2.3%	11	4.0%	1.5%	24	2.5%	3.0%	5	1.1%	1.1%
Bourgogne	41	3.2%	3.0%	7	2.5%	1.0%	34	3.4%	4.8%	11	2.4%	3.1%
Haute Normandie	31	2.5%	2.1%	11	4.1%	1.5%	20	2.1%	2.6%	13	3.0%	2.9%
Basse Normandie	29	2.3%	2.4%	7	2.8%	1.3%	22	2.2%	3.5%	11	2.6%	3.2%
Centre	45	3.6%	2.1%	7	2.6%	0.7%	38	3.8%	3.5%	19	4.3%	2.9%
Pays de Loire	62	4.9%	2.1%	8	2.8%	0.5%	55	5.5%	3.5%	27	6.1%	3.0%
Bretagne	92	7.3%	3.4%	13	5.0%	1.0%	78	7.9%	5.6%	31	6.9%	4.3%
Poitou Charentes	36	2.8%	2.4%	6	2.4%	0.9%	29	3.0%	3.8%	7	1.7%	2.0%
Aquitaine	66	5.3%	2.4%	6	2.4%	0.5%	60	6.0%	4.1%	17	3.8%	2.0%
Midi Pyrénées	49	3.9%	2.0%	15	5.6%	1.3%	34	3.5%	2.7%	21	4.7%	2.6%
Limousin	19	1.5%	3.0%	2	0.6%	0.6%	17	1.7%	5.3%	7	1.5%	4.1%
Auvergne	38	3.0%	3.3%	6	2.3%	1.1%	32	3.2%	5.4%	9	2.0%	2.9%
Rhône Alpes	112	8.9%	2.2%	21	7.7%	0.8%	92	9.3%	3.4%	41	9.3%	2.1%
Languedoc Roussillon	49	3.9%	2.2%	8	3.0%	0.7%	41	4.2%	3.4%	22	5.1%	3.1%
Provence Alpes Côte d'Azur. Corse	86	6.8%	2.0%	12	4.4%	0.6%	74	7.5%	3.2%	33	7.6%	2.2%
<b>Habitudes de connexion à Internet</b>												
Tous les jours	966	76.9%	2.6%	192	71.6%	1.0%	774	78.3%	4.1%	375	84.8%	2.5%
Presque tous les jours	147	11.7%	2.6%	41	15.2%	1.6%	106	10.7%	3.5%	46	10.4%	2.9%
1 à 2 fois par semaine	81	6.4%	3.0%	22	8.0%	1.9%	59	6.0%	3.8%	18	4.2%	3.6%
1 à 3 fois par mois	13	1.1%	2.6%	2	0.6%	0.7%	12	1.2%	4.3%	1	0.3%	1.7%
Moins souvent	5	0.4%	0.9%	0	0.0%	0.0%	5	0.5%	1.7%	1	0.3%	2.5%

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	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>	15	1.2%	0.9%	5	1.7%	0.6%	11	1.1%	1.1%	0	0.0%	0.0%
<b>De 9 000 à moins de 12 000 euros par an</b>	63	5.0%	2.3%	21	7.8%	2.0%	42	4.2%	2.5%	0	0.1%	0.1%
<b>De 12 000 à moins de 18 000 euros par an</b>	113	9.0%	2.1%	24	9.0%	1.1%	89	9.0%	2.8%	5	1.2%	0.8%
<b>De 18 000 à moins de 24 000 euros par an</b>	120	9.6%	1.8%	22	8.2%	0.7%	98	10.0%	2.6%	41	9.2%	2.9%
<b>De 24 000 à moins de 36 000 euros par an</b>	251	20.0%	2.2%	46	17.3%	0.8%	205	20.8%	3.4%	78	17.7%	2.2%
<b>De 36 000 à moins de 45 000 euros par an</b>	187	14.9%	2.5%	47	17.5%	1.3%	140	14.2%	3.9%	65	14.8%	2.3%
<b>De 45 000 à moins de 65 000 euros par an</b>	236	18.8%	3.4%	49	18.4%	1.3%	186	18.8%	6.1%	119	26.9%	3.2%
<b>65 000 euros et plus par an</b>	142	11.3%	3.4%	33	12.4%	1.4%	109	11.0%	6.1%	101	22.9%	3.5%
<b>Refus</b>	122	9.7%	2.9%	21	7.8%	1.2%	101	10.2%	4.1%	31	6.9%	2.1%
<b>Ne sait pas</b>	7	0.6%	0.7%	0	0.0%	0.0%	7	0.7%	1.2%	2	0.4%	0.5%