

## Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	1742	100.0%	3.3%	403	100.0%	1.6%	1339	100.0%	4.9%	579	100.0%	3.2%
<b>Sexe</b>												
<b>Homme</b>	403	23.1%	1.6%	403	100.0%	1.6%	0	0.0%	0.0%	180	31.0%	2.0%
<b>Femme</b>	1339	76.9%	4.9%	0	0.0%	0.0%	1339	100.0%	4.9%	399	69.0%	4.6%
<b>Age</b>												
<b>15 à 24 ans</b>	475	27.3%	6.4%	60	15.0%	1.6%	415	31.0%	11.3%	164	28.4%	5.1%
<b>25 à 34 ans</b>	432	24.8%	5.7%	105	26.0%	2.8%	327	24.4%	8.4%	125	21.7%	3.9%
<b>35 à 49 ans</b>	564	32.4%	4.5%	171	42.6%	2.7%	393	29.3%	6.1%	232	40.0%	3.7%
<b>50 à 59 ans</b>	164	9.4%	1.9%	44	11.0%	1.1%	119	8.9%	2.7%	51	8.8%	1.4%
<b>60 ans et plus</b>	106	6.1%	0.7%	22	5.4%	0.3%	85	6.3%	1.0%	7	1.1%	0.4%
<b>Individu</b>												
<b>Ménagères</b>	907	52.1%	3.9%	0	0.0%	0.0%	907	67.7%	3.9%	264	45.7%	3.7%
<b>Personne de référence</b>	581	33.3%	2.1%	319	79.3%	1.5%	262	19.5%	3.5%	177	30.6%	2.0%
<b>Responsable des achats</b>	1161	66.6%	3.2%	216	53.8%	1.7%	944	70.5%	4.1%	352	60.8%	3.1%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	19	1.1%	3.7%	4	1.1%	1.3%	15	1.1%	7.6%	0	0.0%	0.0%
<b>Petits patrons</b>	43	2.5%	2.7%	25	6.1%	2.0%	19	1.4%	4.5%	42	7.2%	2.8%
<b>Affaires et Cadres</b>	115	6.6%	2.3%	31	7.7%	1.1%	84	6.3%	3.9%	98	16.9%	2.2%
<b>Professions intermédiaires</b>	203	11.6%	2.7%	87	21.6%	2.4%	115	8.6%	3.1%	164	28.4%	2.7%
<b>Employés</b>	581	33.3%	6.8%	70	17.3%	3.1%	511	38.2%	8.1%	104	18.1%	5.9%
<b>Ouvriers</b>	205	11.8%	3.2%	113	28.0%	2.2%	93	6.9%	7.1%	12	2.1%	2.8%
<b>Retraités</b>	88	5.0%	0.7%	22	5.5%	0.4%	66	4.9%	1.0%	2	0.4%	1.0%
<b>Autres inactifs</b>	488	28.0%	4.9%	51	12.7%	1.4%	437	32.6%	6.9%	155	26.9%	4.7%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	19	1.1%	2.4%	4	1.1%	1.2%	14	1.1%	3.5%	0	0.0%	0.0%
<b>Petits patrons</b>	119	6.8%	4.4%	39	9.8%	2.7%	80	5.9%	6.5%	119	20.6%	4.4%
<b>Affaires et Cadres</b>	168	9.6%	2.4%	37	9.1%	1.0%	131	9.8%	3.7%	168	29.0%	2.4%
<b>Professions intermédiaires</b>	292	16.8%	3.6%	104	25.7%	2.5%	189	14.1%	4.8%	292	50.5%	3.6%
<b>Employés</b>	359	20.6%	6.4%	59	14.7%	2.6%	299	22.4%	9.2%	0	0.0%	0.0%
<b>Ouvriers</b>	511	29.3%	5.3%	118	29.4%	2.3%	392	29.3%	8.7%	0	0.0%	0.0%
<b>Retraités</b>	151	8.7%	1.0%	26	6.5%	0.4%	125	9.3%	1.5%	0	0.0%	0.0%
<b>Autres inactifs</b>	124	7.1%	3.5%	15	3.6%	1.0%	109	8.1%	5.3%	0	0.0%	0.0%

# Public

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Taille du foyer</b>												
<b>1 personne</b>	197	11.3%	2.0%	61	15.2%	1.4%	136	10.1%	2.5%	38	6.5%	1.6%
<b>2 personnes</b>	350	20.1%	1.9%	70	17.4%	0.8%	279	20.9%	3.0%	92	15.8%	2.2%
<b>3 personnes</b>	412	23.7%	4.4%	84	20.9%	1.8%	328	24.5%	7.1%	155	26.8%	3.9%
<b>4 personnes</b>	466	26.7%	4.9%	134	33.4%	2.9%	331	24.7%	7.1%	178	30.7%	3.8%
<b>5 personnes et +</b>	317	18.2%	5.7%	53	13.1%	2.1%	265	19.7%	8.7%	117	20.1%	4.4%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	850	48.8%	5.4%	208	51.8%	2.9%	642	47.9%	7.6%	312	53.9%	4.2%
<b>Non</b>	892	51.2%	2.4%	194	48.2%	1.1%	697	52.1%	3.7%	267	46.1%	2.6%
<b>Habitat</b>												
<b>Communes rurales</b>	321	18.5%	2.7%	59	14.7%	1.0%	262	19.6%	4.2%	99	17.1%	3.0%
<b>Agglo. - 20 000 hab</b>	306	17.6%	3.4%	86	21.4%	2.0%	220	16.4%	4.7%	90	15.5%	3.3%
<b>Agglo. 20 000 à 100 000 hab</b>	204	11.7%	2.9%	47	11.7%	1.4%	157	11.7%	4.3%	54	9.3%	2.5%
<b>Agglo. + 100 000 hab</b>	531	30.5%	3.4%	129	32.2%	1.7%	402	30.0%	4.9%	169	29.2%	3.0%
<b>Agglo. Paris</b>	379	21.8%	4.3%	81	20.1%	1.9%	298	22.3%	6.5%	167	28.9%	4.2%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Régions INSEE</b>												
Ile de France	425	24.4%	4.4%	91	22.5%	2.0%	334	24.9%	6.5%	183	31.6%	4.2%
Nord Pas de Calais	92	5.3%	2.9%	21	5.2%	1.3%	72	5.3%	4.3%	23	4.0%	2.3%
Lorraine	77	4.4%	4.0%	15	3.7%	1.6%	62	4.7%	6.3%	15	2.7%	2.9%
Alsace	37	2.2%	2.4%	5	1.3%	0.7%	32	2.4%	4.0%	8	1.4%	1.8%
Franche-Comté	19	1.1%	1.9%	6	1.4%	1.2%	13	1.0%	2.7%	6	1.0%	2.1%
Champagne Ardennes	32	1.9%	2.9%	7	1.8%	1.4%	25	1.9%	4.3%	6	1.0%	2.1%
Picardie	65	3.7%	4.2%	15	3.7%	2.0%	50	3.7%	6.3%	18	3.0%	4.0%
Bourgogne	57	3.2%	4.1%	19	4.7%	2.9%	38	2.8%	5.2%	26	4.5%	6.8%
Haute Normandie	35	2.0%	2.4%	13	3.3%	1.9%	22	1.7%	2.9%	15	2.6%	3.2%
Basse Normandie	18	1.0%	1.5%	3	0.6%	0.4%	15	1.1%	2.4%	4	0.7%	1.1%
Centre	56	3.2%	2.7%	12	2.9%	1.2%	45	3.3%	4.2%	17	2.9%	2.7%
Pays de Loire	96	5.5%	3.2%	24	5.9%	1.6%	73	5.4%	4.6%	29	5.1%	3.3%
Bretagne	53	3.1%	2.0%	11	2.6%	0.8%	43	3.2%	3.1%	7	1.2%	0.9%
Poitou Charentes	41	2.3%	2.7%	10	2.4%	1.4%	31	2.3%	4.0%	11	2.0%	2.8%
Aquitaine	61	3.5%	2.2%	15	3.8%	1.1%	46	3.4%	3.1%	24	4.2%	2.7%
Midi Pyrénées	82	4.7%	3.3%	11	2.7%	0.9%	71	5.3%	5.6%	23	3.9%	2.6%
Limousin	17	1.0%	2.7%	8	1.9%	2.6%	9	0.7%	2.7%	1	0.3%	0.9%
Auvergne	37	2.1%	3.2%	9	2.3%	1.7%	28	2.1%	4.6%	7	1.3%	2.4%
Rhône Alpes	188	10.8%	3.6%	46	11.4%	1.8%	142	10.6%	5.2%	69	12.0%	3.5%
Languedoc Roussillon	70	4.0%	3.0%	18	4.4%	1.6%	53	4.0%	4.3%	21	3.7%	2.9%
Provence Alpes Côte d'Azur. Corse	183	10.5%	4.2%	46	11.5%	2.2%	136	10.2%	5.9%	64	11.0%	4.1%
<b>Habitudes de connexion à Internet</b>												
Tous les jours	1521	87.3%	3.6%	375	93.1%	1.8%	1146	85.5%	5.2%	542	93.6%	3.4%
Presque tous les jours	142	8.2%	2.3%	13	3.1%	0.5%	130	9.7%	3.9%	24	4.1%	1.7%
1 à 2 fois par semaine	65	3.7%	2.1%	14	3.4%	1.1%	51	3.8%	2.9%	12	2.1%	2.4%
1 à 3 fois par mois	14	0.8%	3.6%	2	0.4%	0.9%	13	0.9%	5.9%	1	0.2%	1.7%

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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>	62	3.6%	4.5%	10	2.4%	1.6%	52	3.9%	7.1%	6	1.0%	2.8%
<b>De 9 000 à moins de 12 000 euros par an</b>	110	6.3%	5.5%	24	5.9%	3.1%	86	6.4%	7.0%	8	1.3%	3.1%
<b>De 12 000 à moins de 18 000 euros par an</b>	210	12.1%	4.2%	35	8.8%	1.7%	175	13.0%	5.9%	29	5.0%	3.7%
<b>De 18 000 à moins de 24 000 euros par an</b>	233	13.4%	3.4%	46	11.4%	1.5%	188	14.0%	4.8%	69	11.9%	4.6%
<b>De 24 000 à moins de 36 000 euros par an</b>	351	20.2%	2.8%	89	22.0%	1.5%	263	19.6%	4.0%	105	18.1%	3.0%
<b>De 36 000 à moins de 45 000 euros par an</b>	285	16.4%	3.7%	90	22.4%	2.3%	195	14.5%	5.1%	102	17.6%	3.5%
<b>De 45 000 à moins de 65 000 euros par an</b>	171	9.8%	2.2%	46	11.4%	1.1%	125	9.3%	3.6%	103	17.8%	2.7%
<b>65 000 euros et plus par an</b>	109	6.2%	2.5%	38	9.5%	1.5%	70	5.2%	4.1%	89	15.3%	3.1%
<b>Refus</b>	126	7.2%	3.5%	17	4.2%	1.1%	109	8.1%	5.4%	51	8.7%	3.8%
<b>Ne sait pas</b>	85	4.9%	5.4%	8	2.0%	1.1%	78	5.8%	9.2%	19	3.2%	2.8%