

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	1415	100.0%	2.8%	469	100.0%	1.9%	946	100.0%	3.6%	214	100.0%	1.3%
<b>Sexe</b>												
<b>Homme</b>	469	33.2%	1.9%	469	100.0%	1.9%	0	-	100.0%	90	42.0%	1.0%
<b>Femme</b>	946	66.8%	3.6%	0	-	100.0%	946	100.0%	3.6%	124	58.0%	1.5%
<b>Age</b>												
<b>15 à 24 ans</b>	62	4.4%	0.8%	38	8.0%	1.0%	24	2.6%	0.7%	18	8.4%	0.6%
<b>25 à 34 ans</b>	111	7.8%	1.4%	46	9.8%	1.2%	65	6.9%	1.7%	30	14.1%	0.9%
<b>35 à 49 ans</b>	308	21.7%	2.4%	110	23.4%	1.8%	198	20.9%	3.1%	92	43.1%	1.5%
<b>50 à 64 ans</b>	496	35.1%	4.0%	150	32.0%	2.5%	346	36.6%	5.5%	70	32.7%	1.7%
<b>65 ans et plus</b>	439	31.0%	4.1%	125	26.7%	2.7%	313	33.1%	5.1%	4	1.7%	1.5%
<b>Individu</b>												
<b>Ménagère</b>	901	63.6%	3.9%	0	-	100.0%	901	95.2%	3.9%	111	51.9%	1.7%
<b>Personne de Référence</b>	759	53.6%	2.7%	420	89.4%	2.1%	339	35.9%	4.3%	83	38.8%	1.0%
<b>Responsable des achats</b>	775	54.8%	3.2%	155	33.1%	2.0%	620	65.6%	3.8%	131	60.9%	1.6%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	23	1.6%	4.3%	9	2.0%	2.6%	14	1.4%	7.5%	2	0.9%	30.6%
<b>Petits patrons</b>	46	3.3%	3.0%	27	5.8%	2.5%	19	2.0%	4.2%	41	19.3%	2.9%
<b>Affaires et Cadres</b>	24	1.7%	0.5%	17	3.7%	0.6%	6	0.7%	0.4%	22	10.1%	0.5%
<b>Professions intermédiaires</b>	67	4.7%	1.0%	35	7.5%	1.0%	31	3.3%	1.0%	47	22.0%	0.8%
<b>Employés</b>	266	18.8%	3.2%	37	7.9%	1.9%	229	24.2%	3.5%	50	23.3%	2.8%
<b>Ouvriers</b>	188	13.3%	2.9%	131	27.8%	2.6%	58	6.1%	4.1%	9	4.3%	2.7%
<b>Retraités</b>	491	34.7%	4.0%	165	35.2%	2.8%	326	34.5%	5.1%	7	3.3%	3.1%
<b>Autres inactifs</b>	310	21.9%	3.0%	47	10.1%	1.3%	263	27.8%	3.9%	36	16.9%	1.2%
<b>PCS Personne de Référence</b>												
<b>Agriculteurs</b>	21	1.5%	2.7%	6	1.3%	1.7%	15	1.5%	3.6%	0	-	100.0%
<b>Petits patrons</b>	71	5.0%	2.8%	31	6.7%	2.3%	40	4.2%	3.4%	71	33.1%	2.8%
<b>Affaires et Cadres</b>	52	3.7%	0.8%	23	4.9%	0.7%	30	3.1%	0.9%	52	24.4%	0.8%
<b>Professions intermédiaires</b>	91	6.4%	1.2%	36	7.6%	0.9%	55	5.8%	1.5%	91	42.5%	1.2%
<b>Employés</b>	133	9.4%	2.5%	32	6.8%	1.5%	101	10.7%	3.2%	0	-	100.0%
<b>Ouvriers</b>	298	21.1%	3.1%	131	27.8%	2.6%	168	17.8%	3.6%	0	-	100.0%
<b>Retraités</b>	603	42.6%	4.2%	177	37.8%	2.7%	426	45.0%	5.4%	0	-	100.0%
<b>Autres inactifs</b>	145	10.3%	3.8%	33	7.1%	2.5%	112	11.8%	4.6%	0	-	100.0%

	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>	308	21.8%	3.3%	90	19.2%	2.3%	218	23.0%	4.1%	11	5.3%	0.7%
<b>2 personnes</b>	632	44.6%	3.6%	205	43.6%	2.4%	427	45.2%	4.7%	69	32.4%	1.6%
<b>3 personnes</b>	191	13.5%	2.0%	52	11.0%	1.1%	140	14.8%	3.0%	48	22.3%	1.3%
<b>4 personnes</b>	159	11.2%	1.7%	67	14.2%	1.4%	92	9.7%	2.0%	49	22.9%	1.1%
<b>5 personnes et +</b>	125	8.8%	2.4%	56	11.9%	2.3%	69	7.3%	2.5%	37	17.1%	1.5%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	319	22.6%	2.0%	126	26.9%	1.7%	193	20.4%	2.3%	95	44.5%	1.3%
<b>Non</b>	1096	77.4%	3.1%	343	73.1%	2.0%	753	79.6%	4.2%	119	55.5%	1.3%
<b>Habitat</b>												
<b>Communes rurales</b>	427	30.2%	3.3%	130	27.6%	2.1%	298	31.5%	4.5%	65	30.4%	1.8%
<b>Agglo. - 20 000 hab</b>	262	18.5%	3.1%	90	19.1%	2.2%	173	18.3%	3.8%	35	16.4%	1.4%
<b>Agglo. 20 000 à 100 000 hab</b>	189	13.4%	2.8%	54	11.5%	1.7%	135	14.3%	3.9%	29	13.6%	1.5%
<b>Agglo. + 100 000 hab</b>	385	27.2%	2.7%	136	29.0%	2.0%	249	26.3%	3.3%	52	24.4%	1.1%
<b>Agglo. Paris</b>	152	10.7%	1.8%	60	12.9%	1.5%	91	9.6%	2.1%	33	15.2%	0.8%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Région d'habitation</b>												
Ile-de-France	174	12.3%	1.8%	64	13.7%	1.4%	109	11.6%	2.2%	35	16.2%	0.8%
Nord-Pas-de-Calais	69	4.8%	2.1%	28	5.9%	1.8%	41	4.3%	2.4%	7	3.2%	0.8%
Lorraine	49	3.4%	2.5%	15	3.3%	1.6%	33	3.5%	3.3%	3	1.6%	0.7%
Alsace	31	2.2%	2.1%	11	2.4%	1.5%	20	2.1%	2.6%	7	3.2%	1.3%
Franche-Comté	31	2.2%	3.2%	12	2.6%	2.7%	18	1.9%	3.7%	1	0.7%	0.6%
Champagne-Ardenne	43	3.0%	3.9%	6	1.3%	1.2%	36	3.8%	6.4%	3	1.5%	1.2%
Picardie	53	3.7%	3.4%	22	4.7%	3.0%	31	3.2%	3.9%	14	6.7%	3.2%
Bourgogne	55	3.9%	4.0%	25	5.4%	3.9%	30	3.1%	4.2%	8	3.8%	2.4%
Haute-Normandie	54	3.8%	3.7%	12	2.5%	1.7%	42	4.5%	5.5%	15	6.9%	3.3%
Basse-Normandie	52	3.7%	4.3%	17	3.7%	3.0%	35	3.7%	5.5%	3	1.4%	1.0%
Centre	68	4.8%	3.3%	25	5.4%	2.5%	42	4.5%	3.9%	7	3.4%	1.2%
Pays de la Loire	70	5.0%	2.5%	29	6.2%	2.1%	41	4.4%	2.8%	8	3.5%	0.9%
Bretagne	103	7.2%	4.0%	27	5.8%	2.2%	75	8.0%	5.6%	15	7.0%	2.0%
Poitou-Charentes	42	2.9%	2.8%	19	4.0%	2.7%	23	2.4%	3.0%	7	3.3%	1.8%
Aquitaine	99	7.0%	3.7%	24	5.1%	1.9%	75	8.0%	5.4%	10	4.7%	1.2%
Midi-Pyrénées	77	5.4%	3.2%	28	6.0%	2.4%	49	5.2%	4.0%	10	4.7%	1.3%
Limousin	26	1.9%	4.2%	12	2.6%	4.0%	14	1.5%	4.3%	2	1.0%	1.4%
Auvergne	56	3.9%	4.9%	22	4.6%	4.0%	34	3.6%	5.8%	6	2.8%	1.9%
Rhône-Alpes	115	8.1%	2.3%	30	6.4%	1.3%	85	9.0%	3.3%	26	11.9%	1.5%
Languedoc-Roussillon	53	3.7%	2.5%	10	2.2%	1.0%	42	4.5%	3.7%	7	3.0%	1.0%
Provence-Alpes-Côte-d'Azur-Corse	98	6.9%	2.3%	29	6.1%	1.4%	69	7.3%	3.0%	20	9.2%	1.4%
<b>Habitudes de connexion Internet</b>												
Tous les jours	494	34.9%	1.8%	190	40.5%	1.4%	304	32.1%	2.3%	132	61.8%	1.0%
Presque tous les jours	105	7.4%	1.7%	41	8.7%	1.5%	65	6.8%	2.0%	20	9.5%	0.8%
1 à 2 fois par semaine	95	6.7%	3.0%	27	5.7%	1.9%	68	7.2%	3.8%	26	12.3%	2.9%
1 à 3 fois par mois	22	1.5%	2.5%	8	1.7%	2.1%	14	1.4%	2.9%	3	1.4%	1.6%
Moins souvent	31	2.2%	2.2%	12	2.7%	2.0%	19	2.0%	2.3%	0	-	-
Jamais	11	0.8%	4.5%	0	-	-	11	1.2%	10.3%	5	2.3%	16.8%

# France Dimanche

Hebdomadaire, Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Revenus du Foyer</b>												
Moins de 9 000 euros par an	100	7.1%	4.1%	38	8.2%	4.0%	62	6.5%	4.2%	5	2.2%	2.5%
De 9 000 à moins de 12 000 euros par an	114	8.0%	3.5%	23	4.8%	2.1%	91	9.6%	4.2%	2	1.1%	0.9%
De 12 000 à moins de 18 000 euros par an	287	20.3%	4.2%	81	17.3%	2.7%	205	21.7%	5.4%	21	9.9%	2.6%
De 18 000 à moins de 24 000 euros par an	286	20.2%	3.9%	115	24.4%	3.4%	172	18.2%	4.4%	47	21.8%	3.0%
De 24 000 à moins de 36 000 euros par an	244	17.2%	2.2%	74	15.8%	1.3%	170	17.9%	3.1%	41	19.0%	1.1%
De 36 000 à moins de 45 000 euros par an	123	8.7%	2.0%	49	10.4%	1.5%	74	7.8%	2.5%	35	16.2%	1.2%
De 45 000 à moins de 65 000 euros par an	81	5.7%	1.4%	45	9.6%	1.4%	36	3.8%	1.4%	39	18.0%	1.1%
65 000 euros et plus	16	1.1%	0.5%	5	1.0%	0.3%	11	1.2%	1.0%	7	3.5%	0.3%
Refus	122	8.6%	3.3%	26	5.5%	1.7%	96	10.2%	4.4%	15	7.0%	1.2%
Ne sait pas	43	3.0%	2.8%	14	2.9%	2.1%	29	3.1%	3.5%	3	1.3%	0.5%