

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2610	100.0%	5.1%	675	100.0%	2.8%	1935	100.0%	7.3%	806	100.0%	4.8%
Sexe												
Homme	675	25.9%	2.8%	675	100.0%	2.8%	0	-	100.0%	250	31.0%	2.8%
Femme	1935	74.1%	7.3%	0	-	100.0%	1935	100.0%	7.3%	556	69.0%	6.9%
Age												
15 à 24 ans	966	37.0%	13.1%	225	33.3%	6.0%	741	38.3%	20.2%	292	36.2%	9.8%
25 à 34 ans	683	26.2%	8.9%	188	27.8%	5.0%	496	25.6%	12.7%	234	29.0%	6.8%
35 à 49 ans	618	23.7%	4.9%	177	26.3%	2.8%	441	22.8%	6.8%	218	27.1%	3.6%
50 à 64 ans	285	10.9%	2.3%	75	11.1%	1.3%	210	10.8%	3.3%	62	7.7%	1.5%
65 ans et plus	58	2.2%	0.5%	10	1.5%	0.2%	48	2.5%	0.8%	0	-	-
Individu												
Ménagère	1292	49.5%	5.6%	0	-	100.0%	1292	66.8%	5.6%	348	43.2%	5.2%
Personne de Référence	901	34.5%	3.2%	467	69.2%	2.3%	434	22.4%	5.5%	227	28.1%	2.7%
Responsable des achats	1258	48.2%	5.2%	224	33.2%	2.9%	1034	53.4%	6.3%	365	45.3%	4.4%
PCS Individu												
Agriculteurs	19	0.7%	3.6%	4	0.6%	1.2%	15	0.8%	8.1%	2	0.2%	30.6%
Petits patrons	67	2.6%	4.3%	36	5.3%	3.2%	31	1.6%	7.1%	55	6.8%	3.9%
Affaires et Cadres	94	3.6%	2.0%	41	6.1%	1.4%	53	2.7%	3.0%	86	10.6%	2.0%
Professions intermédiaires	323	12.4%	4.8%	114	17.0%	3.3%	209	10.8%	6.5%	239	29.7%	4.3%
Employés	788	30.2%	9.4%	115	17.1%	5.9%	673	34.8%	10.4%	132	16.3%	7.4%
Ouvriers	337	12.9%	5.2%	178	26.3%	3.5%	160	8.2%	11.5%	30	3.7%	8.8%
Retraités	104	4.0%	0.8%	22	3.2%	0.4%	82	4.3%	1.3%	2	0.2%	0.8%
Autres inactifs	877	33.6%	8.5%	165	24.5%	4.7%	712	36.8%	10.6%	261	32.4%	8.3%
PCS Personne de Référence												
Agriculteurs	28	1.1%	3.6%	1	0.1%	0.2%	27	1.4%	6.8%	0	-	100.0%
Petits patrons	169	6.5%	6.7%	53	7.9%	4.0%	115	6.0%	10.0%	169	20.9%	6.7%
Affaires et Cadres	217	8.3%	3.2%	56	8.3%	1.6%	161	8.3%	4.9%	217	26.9%	3.2%
Professions intermédiaires	420	16.1%	5.6%	141	20.8%	3.5%	280	14.5%	7.8%	420	52.2%	5.6%
Employés	533	20.4%	9.9%	131	19.4%	6.1%	402	20.8%	12.5%	0	-	100.0%
Ouvriers	817	31.3%	8.4%	202	30.0%	4.0%	615	31.8%	13.3%	0	-	100.0%
Retraités	215	8.2%	1.5%	44	6.5%	0.7%	171	8.9%	2.2%	0	-	100.0%
Autres inactifs	211	8.1%	5.6%	48	7.1%	3.5%	163	8.4%	6.8%	0	-	100.0%

Public

Hebdomadaire, Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	235	9.0%	2.5%	68	10.0%	1.7%	167	8.6%	3.2%	50	6.3%	2.9%
2 personnes	599	22.9%	3.4%	165	24.4%	1.9%	434	22.5%	4.8%	135	16.7%	3.2%
3 personnes	621	23.8%	6.6%	149	22.0%	3.2%	472	24.4%	10.0%	214	26.5%	5.7%
4 personnes	679	26.0%	7.3%	178	26.3%	3.8%	502	25.9%	10.8%	264	32.8%	5.7%
5 personnes et +	476	18.2%	9.1%	117	17.3%	4.7%	360	18.6%	12.9%	143	17.7%	5.7%
Présence d'enfants de moins de 15 ans												
Oui	1300	49.8%	8.3%	347	51.5%	4.8%	953	49.2%	11.3%	424	52.6%	5.7%
Non	1310	50.2%	3.7%	328	48.5%	1.9%	982	50.8%	5.4%	382	47.4%	4.1%
Habitat												
Communes rurales	548	21.0%	4.2%	154	22.7%	2.5%	394	20.4%	5.9%	184	22.9%	5.1%
Agglo. - 20 000 hab	413	15.8%	4.8%	121	17.9%	3.0%	292	15.1%	6.5%	118	14.6%	4.8%
Agglo. 20 000 à 100 000 hab	312	11.9%	4.7%	62	9.2%	1.9%	250	12.9%	7.2%	84	10.4%	4.3%
Agglo. + 100 000 hab	789	30.2%	5.5%	206	30.6%	3.0%	583	30.1%	7.7%	219	27.1%	4.5%
Agglo. Paris	548	21.0%	6.6%	132	19.6%	3.4%	416	21.5%	9.5%	202	25.0%	5.2%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	598	22.9%	6.4%	142	21.1%	3.2%	456	23.5%	9.2%	218	27.1%	5.0%
Nord-Pas-de-Calais	183	7.0%	5.7%	46	6.9%	3.0%	137	7.1%	8.1%	40	4.9%	4.5%
Lorraine	103	3.9%	5.3%	29	4.2%	3.1%	74	3.8%	7.4%	22	2.7%	4.2%
Alsace	67	2.6%	4.4%	10	1.5%	1.3%	57	2.9%	7.3%	14	1.7%	2.7%
Franche-Comté	42	1.6%	4.4%	11	1.7%	2.5%	30	1.6%	6.2%	9	1.1%	3.5%
Champagne-Ardenne	54	2.1%	5.0%	11	1.7%	2.2%	43	2.2%	7.6%	11	1.4%	4.1%
Picardie	96	3.7%	6.3%	37	5.5%	5.0%	59	3.1%	7.5%	34	4.2%	7.6%
Bourgogne	70	2.7%	5.2%	20	2.9%	3.0%	50	2.6%	7.1%	19	2.4%	5.7%
Haute-Normandie	102	3.9%	6.9%	22	3.2%	3.1%	80	4.2%	10.4%	41	5.0%	9.0%
Basse-Normandie	55	2.1%	4.6%	13	2.0%	2.3%	41	2.1%	6.6%	10	1.3%	3.2%
Centre	93	3.6%	4.5%	30	4.4%	3.0%	63	3.3%	5.9%	23	2.8%	3.7%
Pays de la Loire	117	4.5%	4.1%	27	4.0%	2.0%	90	4.6%	6.1%	34	4.2%	3.8%
Bretagne	107	4.1%	4.1%	25	3.7%	2.0%	82	4.2%	6.1%	35	4.4%	4.6%
Poitou-Charentes	50	1.9%	3.4%	14	2.1%	2.1%	35	1.8%	4.6%	15	1.8%	3.8%
Aquitaine	115	4.4%	4.3%	25	3.6%	2.0%	90	4.7%	6.5%	26	3.2%	3.0%
Midi-Pyrénées	108	4.2%	4.6%	42	6.2%	3.6%	67	3.4%	5.4%	42	5.2%	5.4%
Limousin	23	0.9%	3.6%	7	1.1%	2.4%	15	0.8%	4.6%	8	1.0%	5.3%
Auvergne	57	2.2%	5.1%	24	3.5%	4.4%	34	1.7%	5.7%	17	2.1%	5.3%
Rhône-Alpes	236	9.0%	4.7%	55	8.1%	2.3%	181	9.4%	7.0%	73	9.1%	4.3%
Languedoc-Roussillon	85	3.3%	3.9%	14	2.1%	1.4%	71	3.6%	6.2%	28	3.4%	4.4%
Provence-Alpes-Côte-d'Azur-Corse	251	9.6%	5.8%	71	10.5%	3.5%	180	9.3%	7.9%	88	11.0%	6.3%
Habitudes de connexion Internet												
Tous les jours	1661	63.6%	6.2%	445	65.9%	3.2%	1216	62.9%	9.2%	583	72.3%	4.6%
Presque tous les jours	345	13.2%	5.7%	90	13.4%	3.3%	254	13.1%	7.7%	117	14.6%	4.8%
1 à 2 fois par semaine	173	6.6%	5.4%	45	6.6%	3.2%	128	6.6%	7.2%	63	7.8%	7.0%
1 à 3 fois par mois	54	2.1%	6.3%	24	3.5%	6.1%	30	1.5%	6.5%	6	0.7%	3.1%
Moins souvent	120	4.6%	8.4%	12	1.8%	1.9%	108	5.6%	13.3%	18	2.2%	12.0%
Jamais	8	0.3%	3.3%	1	0.2%	1.0%	7	0.3%	6.1%	5	0.6%	16.8%

Public

Hebdomadaire, Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Revenus du Foyer												
Moins de 9 000 euros par an	103	3.9%	4.2%	11	1.6%	1.1%	92	4.8%	6.2%	6	0.7%	3.0%
De 9 000 à moins de 12 000 euros par an	222	8.5%	6.8%	41	6.1%	3.8%	181	9.3%	8.3%	21	2.6%	7.7%
De 12 000 à moins de 18 000 euros par an	353	13.5%	5.2%	86	12.7%	2.9%	267	13.8%	7.0%	53	6.6%	6.6%
De 18 000 à moins de 24 000 euros par an	454	17.4%	6.2%	111	16.4%	3.3%	343	17.7%	8.8%	88	10.9%	5.6%
De 24 000 à moins de 36 000 euros par an	554	21.2%	5.0%	163	24.1%	3.0%	391	20.2%	7.1%	191	23.6%	5.3%
De 36 000 à moins de 45 000 euros par an	291	11.2%	4.7%	86	12.7%	2.6%	205	10.6%	6.9%	114	14.2%	4.1%
De 45 000 à moins de 65 000 euros par an	208	8.0%	3.7%	62	9.1%	2.0%	146	7.6%	5.9%	139	17.3%	4.0%
65 000 euros et plus	94	3.6%	3.3%	29	4.4%	1.7%	64	3.3%	5.7%	70	8.7%	3.1%
Refus	192	7.4%	5.1%	44	6.5%	2.8%	148	7.7%	6.8%	69	8.5%	5.3%
Ne sait pas	139	5.3%	9.2%	43	6.4%	6.5%	96	5.0%	11.4%	55	6.8%	10.1%