

Le Journal de la Maison

Bimestriel, Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1259	100.0%	2.5%	301	100.0%	1.2%	958	100.0%	3.6%	571	100.0%	3.4%
Sexe												
Homme	301	23.9%	1.2%	301	100.0%	1.2%	0	-	100.0%	155	27.2%	1.8%
Femme	958	76.1%	3.6%	0	-	100.0%	958	100.0%	3.6%	416	72.8%	5.2%
Age												
15 à 24 ans	47	3.7%	0.6%	5	1.7%	0.1%	42	4.4%	1.1%	22	3.9%	0.8%
25 à 34 ans	109	8.6%	1.4%	23	7.6%	0.6%	86	8.9%	2.2%	61	10.7%	1.8%
35 à 49 ans	413	32.8%	3.2%	120	39.9%	1.9%	293	30.5%	4.5%	264	46.2%	4.4%
50 à 64 ans	484	38.4%	3.9%	127	42.3%	2.1%	357	37.3%	5.6%	208	36.5%	5.1%
65 ans et plus	207	16.4%	1.9%	26	8.6%	0.6%	181	18.9%	2.9%	16	2.7%	6.6%
Individu												
Ménagère	916	72.7%	3.9%	0	-	100.0%	916	95.6%	3.9%	394	69.0%	5.9%
Personne de Référence	545	43.2%	1.9%	290	96.3%	1.4%	255	26.6%	3.2%	230	40.3%	2.7%
Responsable des achats	796	63.2%	3.3%	105	35.0%	1.4%	691	72.1%	4.2%	394	69.0%	4.7%
PCS Individu												
Agriculteurs	20	1.6%	3.8%	8	2.7%	2.4%	12	1.2%	6.5%	0	-	-
Petits patrons	48	3.8%	3.1%	24	8.1%	2.2%	24	2.5%	5.4%	46	8.0%	3.2%
Affaires et Cadres	169	13.5%	3.6%	64	21.4%	2.2%	105	11.0%	6.0%	149	26.1%	3.4%
Professions intermédiaires	235	18.6%	3.5%	66	22.0%	1.9%	168	17.6%	5.3%	194	33.9%	3.5%
Employés	218	17.3%	2.6%	21	7.1%	1.1%	196	20.5%	3.0%	76	13.3%	4.3%
Ouvriers	96	7.6%	1.5%	53	17.7%	1.1%	43	4.5%	3.1%	8	1.4%	2.4%
Retraités	283	22.5%	2.3%	49	16.2%	0.8%	234	24.4%	3.7%	26	4.6%	11.8%
Autres inactifs	190	15.1%	1.8%	14	4.7%	0.4%	176	18.4%	2.6%	73	12.7%	2.3%
PCS Personne de Référence												
Agriculteurs	23	1.8%	2.9%	8	2.7%	2.2%	15	1.5%	3.6%	0	-	100.0%
Petits patrons	74	5.9%	3.0%	24	8.1%	1.8%	50	5.2%	4.3%	74	13.0%	3.0%
Affaires et Cadres	275	21.8%	4.1%	64	21.4%	1.9%	211	22.0%	6.4%	275	48.1%	4.1%
Professions intermédiaires	222	17.6%	2.9%	67	22.1%	1.7%	156	16.2%	4.3%	222	38.9%	2.9%
Employés	111	8.8%	2.1%	20	6.7%	0.9%	91	9.5%	2.8%	0	-	100.0%
Ouvriers	156	12.4%	1.6%	53	17.6%	1.0%	103	10.7%	2.2%	0	-	100.0%
Retraités	328	26.1%	2.3%	52	17.4%	0.8%	276	28.8%	3.5%	0	-	100.0%
Autres inactifs	70	5.5%	1.9%	12	4.0%	0.9%	58	6.0%	2.4%	0	-	100.0%

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Taille du Foyer												
1 personne	208	16.5%	2.2%	48	16.1%	1.2%	160	16.6%	3.0%	56	9.9%	3.3%
2 personnes	475	37.8%	2.7%	102	34.0%	1.2%	373	38.9%	4.1%	151	26.5%	3.6%
3 personnes	195	15.5%	2.1%	51	17.0%	1.1%	144	15.0%	3.0%	104	18.1%	2.8%
4 personnes	241	19.1%	2.6%	54	17.8%	1.2%	187	19.6%	4.0%	167	29.2%	3.6%
5 personnes et +	140	11.1%	2.7%	45	15.1%	1.9%	95	9.9%	3.4%	93	16.3%	3.7%
Présence d'enfants de moins de 15 ans												
Oui	423	33.6%	2.7%	120	39.9%	1.6%	303	31.6%	3.6%	273	47.8%	3.7%
Non	836	66.4%	2.4%	181	60.1%	1.1%	655	68.4%	3.6%	298	52.2%	3.2%
Habitat												
Communes rurales	310	24.6%	2.4%	72	24.0%	1.2%	238	24.8%	3.6%	120	21.0%	3.3%
Agglo. - 20 000 hab	207	16.5%	2.4%	56	18.7%	1.4%	151	15.8%	3.4%	90	15.7%	3.6%
Agglo. 20 000 à 100 000 hab	176	14.0%	2.6%	37	12.2%	1.2%	139	14.5%	4.0%	79	13.8%	4.0%
Agglo. + 100 000 hab	319	25.3%	2.2%	72	23.9%	1.0%	247	25.8%	3.3%	138	24.1%	2.8%
Agglo. Paris	247	19.6%	3.0%	64	21.2%	1.6%	183	19.1%	4.2%	145	25.4%	3.8%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	277	22.0%	2.9%	66	22.0%	1.5%	211	22.0%	4.3%	161	28.1%	3.7%
Nord-Pas-de-Calais	69	5.5%	2.1%	16	5.3%	1.0%	53	5.5%	3.1%	21	3.7%	2.4%
Lorraine	27	2.2%	1.4%	7	2.5%	0.8%	20	2.1%	2.0%	9	1.6%	1.7%
Alsace	20	1.6%	1.3%	6	1.9%	0.8%	14	1.5%	1.8%	14	2.5%	2.7%
Franche-Comté	24	1.9%	2.6%	4	1.3%	0.8%	21	2.2%	4.2%	5	0.9%	2.1%
Champagne-Ardenne	26	2.1%	2.4%	5	1.7%	1.0%	21	2.2%	3.8%	11	1.9%	4.0%
Picardie	45	3.6%	2.9%	18	6.1%	2.5%	26	2.8%	3.3%	15	2.6%	3.4%
Bourgogne	39	3.1%	2.9%	7	2.3%	1.1%	32	3.3%	4.5%	16	2.7%	4.5%
Haute-Normandie	27	2.2%	1.9%	7	2.3%	1.0%	20	2.1%	2.6%	17	3.0%	3.8%
Basse-Normandie	22	1.8%	1.8%	9	2.9%	1.5%	13	1.4%	2.1%	14	2.5%	4.6%
Centre	55	4.4%	2.7%	16	5.2%	1.6%	40	4.1%	3.7%	32	5.5%	5.1%
Pays de la Loire	84	6.7%	3.0%	22	7.2%	1.6%	63	6.5%	4.2%	35	6.1%	4.0%
Bretagne	65	5.2%	2.5%	13	4.3%	1.0%	53	5.5%	3.9%	20	3.5%	2.6%
Poitou-Charentes	35	2.8%	2.4%	7	2.4%	1.0%	28	2.9%	3.6%	15	2.6%	3.8%
Aquitaine	64	5.1%	2.4%	16	5.3%	1.3%	48	5.0%	3.4%	31	5.5%	3.7%
Midi-Pyrénées	51	4.0%	2.1%	9	3.0%	0.8%	41	4.3%	3.4%	21	3.7%	2.7%
Limousin	21	1.6%	3.3%	8	2.7%	2.7%	12	1.3%	3.8%	5	1.0%	3.4%
Auvergne	29	2.3%	2.6%	6	2.1%	1.2%	23	2.4%	3.9%	10	1.8%	3.4%
Rhône-Alpes	130	10.4%	2.6%	34	11.3%	1.4%	97	10.1%	3.7%	63	11.0%	3.7%
Languedoc-Roussillon	38	3.1%	1.8%	9	3.1%	0.9%	29	3.0%	2.6%	17	3.0%	2.7%
Provence-Alpes-Côte-d'Azur-Corse	109	8.7%	2.5%	16	5.2%	0.8%	94	9.8%	4.1%	39	6.9%	2.8%
Habitudes de connexion Internet												
Tous les jours	754	59.9%	2.8%	193	64.1%	1.4%	561	58.5%	4.3%	435	76.1%	3.4%
Presque tous les jours	163	12.9%	2.7%	21	7.0%	0.8%	142	14.8%	4.3%	70	12.2%	2.9%
1 à 2 fois par semaine	104	8.3%	3.3%	27	8.9%	1.9%	77	8.1%	4.3%	44	7.6%	4.9%
1 à 3 fois par mois	31	2.4%	3.6%	6	2.2%	1.6%	24	2.5%	5.3%	13	2.3%	6.9%
Moins souvent	9	0.7%	0.6%	0	-	-	9	1.0%	1.1%	0	-	-
Jamais	4	0.3%	1.8%	4	1.4%	3.2%	0	-	-	0	-	-

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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	41	3.2%	1.7%	15	5.1%	1.6%	26	2.7%	1.7%	8	1.5%	4.4%
De 9 000 à moins de 12 000 euros par an	78	6.2%	2.4%	11	3.7%	1.0%	67	7.0%	3.1%	8	1.3%	2.7%
De 12 000 à moins de 18 000 euros par an	99	7.9%	1.5%	22	7.2%	0.7%	77	8.1%	2.0%	20	3.5%	2.4%
De 18 000 à moins de 24 000 euros par an	159	12.6%	2.2%	23	7.8%	0.7%	136	14.2%	3.5%	41	7.3%	2.6%
De 24 000 à moins de 36 000 euros par an	268	21.3%	2.4%	86	28.5%	1.6%	182	19.0%	3.3%	105	18.4%	2.9%
De 36 000 à moins de 45 000 euros par an	166	13.2%	2.7%	33	11.0%	1.0%	133	13.9%	4.5%	89	15.5%	3.1%
De 45 000 à moins de 65 000 euros par an	224	17.8%	4.0%	55	18.2%	1.7%	169	17.6%	6.8%	161	28.2%	4.7%
65 000 euros et plus	107	8.5%	3.7%	33	11.1%	1.9%	74	7.7%	6.6%	87	15.2%	3.9%
Refus	97	7.7%	2.6%	14	4.6%	0.9%	83	8.6%	3.8%	45	7.9%	3.5%
Ne sait pas	20	1.6%	1.3%	8	2.8%	1.3%	12	1.2%	1.4%	7	1.3%	1.3%