

# Management

Mensuel, Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	416	100.0%	0.8%	270	100.0%	1.1%	146	100.0%	0.5%	288	100.0%	1.7%
<b>Sexe</b>												
<b>Homme</b>	270	64.9%	1.1%	270	100.0%	1.1%	0	-	100.0%	197	68.5%	2.2%
<b>Femme</b>	146	35.1%	0.5%	0	-	100.0%	146	100.0%	0.5%	91	31.5%	1.1%
<b>Age</b>												
<b>15 à 24 ans</b>	67	16.2%	0.9%	37	13.8%	1.0%	30	20.6%	0.8%	32	11.1%	1.1%
<b>25 à 34 ans</b>	87	21.0%	1.1%	49	18.1%	1.3%	38	26.3%	1.0%	66	22.9%	1.9%
<b>35 à 49 ans</b>	134	32.3%	1.1%	91	33.9%	1.5%	43	29.5%	0.7%	116	40.4%	1.9%
<b>50 à 64 ans</b>	110	26.6%	0.9%	80	29.7%	1.4%	30	20.7%	0.5%	72	24.9%	1.7%
<b>65 ans et plus</b>	16	4.0%	0.2%	12	4.5%	0.3%	4	2.9%	0.1%	2	0.7%	0.8%
<b>Individu</b>												
<b>Ménagère</b>	119	28.5%	0.5%	0	-	100.0%	119	81.3%	0.5%	75	25.9%	1.1%
<b>Personne de Référence</b>	257	61.8%	0.9%	217	80.4%	1.1%	40	27.3%	0.5%	190	65.8%	2.2%
<b>Responsable des achats</b>	171	41.1%	0.7%	83	30.8%	1.1%	87	59.9%	0.5%	114	39.6%	1.4%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	1	0.2%	0.2%	0	-	-	1	0.6%	0.5%	0	-	-
<b>Petits patrons</b>	35	8.5%	2.3%	30	11.1%	2.7%	6	3.8%	1.3%	35	12.0%	2.4%
<b>Affaires et Cadres</b>	138	33.1%	3.0%	95	35.3%	3.3%	43	29.2%	2.5%	130	45.0%	3.0%
<b>Professions intermédiaires</b>	98	23.5%	1.5%	62	22.9%	1.8%	36	24.6%	1.1%	81	28.1%	1.4%
<b>Employés</b>	30	7.3%	0.4%	9	3.3%	0.4%	21	14.6%	0.3%	9	3.0%	0.5%
<b>Ouvriers</b>	18	4.4%	0.3%	18	6.8%	0.4%	0	-	-	1	0.4%	0.3%
<b>Retraités</b>	28	6.7%	0.2%	19	7.0%	0.3%	9	6.2%	0.1%	3	1.2%	1.6%
<b>Autres inactifs</b>	68	16.3%	0.7%	37	13.8%	1.1%	31	21.0%	0.5%	29	10.2%	0.9%
<b>PCS Personne de Référence</b>												
<b>Agriculteurs</b>	3	0.8%	0.4%	1	0.2%	0.1%	3	1.8%	0.7%	0	-	100.0%
<b>Petits patrons</b>	37	8.9%	1.5%	31	11.3%	2.3%	6	4.4%	0.6%	37	12.8%	1.5%
<b>Affaires et Cadres</b>	160	38.4%	2.4%	103	38.1%	3.0%	57	39.0%	1.7%	160	55.5%	2.4%
<b>Professions intermédiaires</b>	91	22.0%	1.2%	64	23.7%	1.6%	27	18.7%	0.8%	91	31.7%	1.2%
<b>Employés</b>	29	6.9%	0.5%	16	5.9%	0.7%	13	8.9%	0.4%	0	-	100.0%
<b>Ouvriers</b>	37	9.0%	0.4%	28	10.3%	0.5%	10	6.7%	0.2%	0	-	100.0%
<b>Retraités</b>	36	8.6%	0.2%	21	7.9%	0.3%	14	9.9%	0.2%	0	-	100.0%
<b>Autres inactifs</b>	22	5.3%	0.6%	7	2.5%	0.5%	15	10.5%	0.6%	0	-	100.0%

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<b>Taille du Foyer</b>												
<b>1 personne</b>	59	14.3%	0.6%	34	12.5%	0.9%	26	17.5%	0.5%	36	12.7%	2.1%
<b>2 personnes</b>	117	28.1%	0.7%	90	33.2%	1.0%	27	18.7%	0.3%	72	25.0%	1.7%
<b>3 personnes</b>	87	21.0%	0.9%	52	19.3%	1.1%	35	24.3%	0.7%	67	23.3%	1.8%
<b>4 personnes</b>	102	24.5%	1.1%	62	23.0%	1.3%	40	27.3%	0.9%	81	28.2%	1.8%
<b>5 personnes et +</b>	50	12.0%	1.0%	32	11.9%	1.3%	18	12.2%	0.6%	31	10.9%	1.3%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	170	40.9%	1.1%	108	40.1%	1.5%	62	42.4%	0.7%	133	46.0%	1.8%
<b>Non</b>	246	59.1%	0.7%	162	59.9%	0.9%	84	57.6%	0.5%	155	54.0%	1.7%
<b>Habitat</b>												
<b>Communes rurales</b>	67	16.1%	0.5%	45	16.8%	0.7%	22	14.8%	0.3%	47	16.4%	1.3%
<b>Agglo. - 20 000 hab</b>	53	12.7%	0.6%	34	12.6%	0.8%	19	13.0%	0.4%	39	13.5%	1.6%
<b>Agglo. 20 000 à 100 000 hab</b>	35	8.5%	0.5%	24	8.9%	0.7%	11	7.8%	0.3%	23	8.1%	1.2%
<b>Agglo. + 100 000 hab</b>	143	34.4%	1.0%	93	34.6%	1.4%	50	34.0%	0.7%	96	33.4%	2.0%
<b>Agglo. Paris</b>	118	28.4%	1.4%	74	27.3%	1.9%	44	30.4%	1.0%	82	28.5%	2.1%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Région d'habitation</b>												
Ile-de-France	125	30.1%	1.3%	77	28.6%	1.7%	48	32.9%	1.0%	89	30.7%	2.0%
Nord-Pas-de-Calais	26	6.2%	0.8%	15	5.6%	1.0%	11	7.3%	0.6%	13	4.5%	1.5%
Lorraine	9	2.1%	0.5%	6	2.3%	0.7%	3	1.7%	0.3%	7	2.3%	1.3%
Alsace	16	3.9%	1.1%	10	3.7%	1.4%	6	4.2%	0.8%	9	3.0%	1.7%
Franche-Comté	4	0.9%	0.4%	3	1.0%	0.6%	1	0.7%	0.2%	3	1.1%	1.3%
Champagne-Ardenne	9	2.1%	0.8%	6	2.3%	1.2%	3	1.8%	0.5%	4	1.4%	1.5%
Picardie	10	2.5%	0.7%	8	3.1%	1.1%	2	1.4%	0.3%	7	2.4%	1.6%
Bourgogne	7	1.8%	0.5%	3	1.1%	0.4%	5	3.1%	0.6%	4	1.5%	1.3%
Haute-Normandie	10	2.4%	0.7%	4	1.6%	0.6%	6	3.8%	0.7%	8	2.7%	1.7%
Basse-Normandie	3	0.8%	0.3%	3	1.0%	0.5%	1	0.5%	0.1%	2	0.8%	0.7%
Centre	21	5.0%	1.0%	14	5.3%	1.4%	6	4.4%	0.6%	13	4.5%	2.1%
Pays de la Loire	19	4.6%	0.7%	14	5.1%	1.0%	5	3.5%	0.3%	12	4.3%	1.4%
Bretagne	14	3.5%	0.6%	9	3.5%	0.8%	5	3.4%	0.4%	12	4.1%	1.5%
Poitou-Charentes	9	2.1%	0.6%	8	2.8%	1.1%	1	0.9%	0.2%	7	2.4%	1.8%
Aquitaine	25	6.0%	0.9%	16	6.1%	1.3%	8	5.7%	0.6%	23	8.0%	2.7%
Midi-Pyrénées	22	5.2%	0.9%	16	6.1%	1.4%	5	3.7%	0.4%	18	6.2%	2.3%
Limousin	2	0.6%	0.4%	1	0.3%	0.2%	2	1.2%	0.5%	0	0.1%	0.2%
Auvergne	3	0.7%	0.3%	2	0.8%	0.4%	1	0.7%	0.2%	2	0.5%	0.5%
Rhône-Alpes	36	8.8%	0.7%	25	9.2%	1.0%	12	8.0%	0.5%	25	8.7%	1.5%
Languedoc-Roussillon	14	3.3%	0.6%	9	3.3%	0.9%	5	3.1%	0.4%	11	3.8%	1.7%
Provence-Alpes-Côte-d'Azur-Corse	31	7.5%	0.7%	20	7.3%	1.0%	12	7.9%	0.5%	20	6.8%	1.4%
<b>Habitudes de connexion Internet</b>												
Tous les jours	335	80.7%	1.2%	213	78.9%	1.5%	123	84.0%	0.9%	246	85.3%	1.9%
Presque tous les jours	28	6.9%	0.5%	21	7.7%	0.7%	8	5.3%	0.2%	14	5.0%	0.6%
1 à 2 fois par semaine	16	3.7%	0.5%	8	2.9%	0.5%	8	5.3%	0.4%	9	3.0%	1.0%
1 à 3 fois par mois	7	1.6%	0.8%	0	-	-	7	4.5%	1.4%	5	1.6%	2.5%
Moins souvent	6	1.4%	0.4%	5	1.7%	0.7%	1	0.9%	0.2%	5	1.6%	3.1%
Jamais	0	-	-	0	-	-	0	-	-	0	-	-

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<b>Revenus du Foyer</b>												
<b>Moins de 9 000 euros par an</b>	9	2.2%	0.4%	3	1.3%	0.4%	6	4.0%	0.4%	1	0.3%	0.4%
<b>De 9 000 à moins de 12 000 euros par an</b>	8	2.0%	0.3%	4	1.5%	0.4%	4	3.0%	0.2%	4	1.4%	1.5%
<b>De 12 000 à moins de 18 000 euros par an</b>	32	7.6%	0.5%	24	8.9%	0.8%	8	5.3%	0.2%	13	4.6%	1.6%
<b>De 18 000 à moins de 24 000 euros par an</b>	20	4.7%	0.3%	12	4.4%	0.4%	8	5.4%	0.2%	12	4.3%	0.8%
<b>De 24 000 à moins de 36 000 euros par an</b>	68	16.4%	0.6%	47	17.4%	0.9%	21	14.4%	0.4%	45	15.7%	1.2%
<b>De 36 000 à moins de 45 000 euros par an</b>	67	16.1%	1.1%	41	15.2%	1.2%	26	17.7%	0.9%	42	14.4%	1.5%
<b>De 45 000 à moins de 65 000 euros par an</b>	83	20.0%	1.5%	50	18.4%	1.6%	33	22.9%	1.3%	67	23.2%	1.9%
<b>65 000 euros et plus</b>	76	18.2%	2.6%	53	19.8%	3.1%	22	15.1%	2.0%	66	23.0%	3.0%
<b>Refus</b>	37	9.0%	1.0%	24	9.1%	1.6%	13	8.8%	0.6%	29	10.2%	2.3%
<b>Ne sait pas</b>	16	3.8%	1.0%	11	4.1%	1.7%	5	3.3%	0.6%	8	2.9%	1.5%