

# Oops !

Bimensuel, Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	2236	100.0%	4.4%	625	100.0%	2.6%	1611	100.0%	6.0%	698	100.0%	4.1%
<b>Sexe</b>												
<b>Homme</b>	625	28.0%	2.6%	625	100.0%	2.6%	0	-	-	232	33.2%	2.6%
<b>Femme</b>	1611	72.0%	6.0%	0	-	-	1611	100.0%	6.0%	466	66.8%	5.7%
<b>Age</b>												
<b>15 à 24 ans</b>	970	43.4%	13.1%	248	39.7%	6.7%	722	44.8%	19.7%	305	43.6%	9.9%
<b>25 à 34 ans</b>	544	24.3%	7.1%	151	24.2%	4.0%	393	24.4%	10.0%	170	24.4%	5.0%
<b>35 à 49 ans</b>	539	24.1%	4.3%	181	28.9%	2.9%	358	22.2%	5.6%	192	27.5%	3.1%
<b>50 à 64 ans</b>	146	6.5%	1.2%	38	6.1%	0.6%	108	6.7%	1.7%	31	4.5%	0.8%
<b>65 ans et plus</b>	37	1.6%	0.3%	7	1.1%	0.1%	30	1.9%	0.5%	0	-	-
<b>Individu</b>												
<b>Ménagère</b>	1032	46.2%	4.4%	0	-	-	1032	64.1%	4.4%	272	38.9%	4.0%
<b>Personne de Référence</b>	753	33.7%	2.7%	412	66.0%	2.0%	341	21.2%	4.3%	200	28.7%	2.4%
<b>Responsable des achats</b>	1403	62.8%	4.0%	290	46.3%	2.4%	1113	69.1%	4.8%	370	53.0%	3.5%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	12	0.6%	2.3%	4	0.7%	1.2%	8	0.5%	4.1%	0	-	-
<b>Petits patrons</b>	61	2.7%	3.7%	34	5.4%	2.9%	27	1.7%	5.8%	52	7.5%	3.5%
<b>Affaires et Cadres</b>	75	3.4%	1.6%	41	6.5%	1.4%	35	2.2%	1.9%	64	9.2%	1.5%
<b>Professions intermédiaires</b>	236	10.5%	3.5%	84	13.4%	2.4%	152	9.4%	4.6%	174	25.0%	3.1%
<b>Employés</b>	653	29.2%	7.8%	93	14.8%	4.6%	560	34.8%	8.8%	117	16.7%	6.4%
<b>Ouvriers</b>	347	15.5%	5.4%	195	31.2%	3.8%	152	9.4%	10.9%	26	3.8%	7.1%
<b>Retraités</b>	58	2.6%	0.5%	16	2.6%	0.3%	42	2.6%	0.6%	0	-	-
<b>Autres inactifs</b>	794	35.5%	7.9%	159	25.5%	4.6%	635	39.4%	9.7%	264	37.9%	8.6%
<b>PCS Personne de Référence</b>												
<b>Agriculteurs</b>	18	0.8%	2.3%	6	1.0%	1.6%	12	0.8%	2.9%	0	-	-
<b>Petits patrons</b>	140	6.2%	5.3%	53	8.5%	3.7%	87	5.4%	7.3%	140	20.0%	5.3%
<b>Affaires et Cadres</b>	190	8.5%	2.8%	65	10.3%	1.9%	125	7.8%	3.7%	190	27.2%	2.8%
<b>Professions intermédiaires</b>	369	16.5%	4.9%	114	18.3%	2.9%	254	15.8%	7.1%	369	52.8%	4.9%
<b>Employés</b>	441	19.7%	8.3%	110	17.6%	5.0%	330	20.5%	10.7%	0	-	-
<b>Ouvriers</b>	756	33.8%	8.0%	215	34.4%	4.3%	541	33.6%	12.0%	0	-	-
<b>Retraités</b>	153	6.8%	1.0%	36	5.8%	0.5%	117	7.2%	1.5%	0	-	-
<b>Autres inactifs</b>	170	7.6%	4.4%	26	4.2%	1.8%	144	8.9%	5.9%	0	-	-

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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>	204	9.1%	2.2%	68	10.9%	1.7%	135	8.4%	2.5%	43	6.2%	2.5%
<b>2 personnes</b>	504	22.5%	2.8%	138	22.1%	1.6%	365	22.7%	4.0%	132	18.8%	3.0%
<b>3 personnes</b>	547	24.5%	5.9%	135	21.7%	2.9%	412	25.6%	8.8%	157	22.5%	4.2%
<b>4 personnes</b>	577	25.8%	6.3%	173	27.7%	3.8%	404	25.1%	8.8%	234	33.5%	5.0%
<b>5 personnes et +</b>	404	18.1%	7.7%	110	17.6%	4.5%	294	18.3%	10.5%	133	19.0%	5.3%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	1117	50.0%	7.1%	296	47.4%	4.1%	820	50.9%	9.7%	368	52.7%	4.9%
<b>Non</b>	1119	50.0%	3.2%	328	52.6%	1.9%	790	49.1%	4.3%	330	47.3%	3.5%
<b>Habitat</b>												
<b>Communes rurales</b>	456	20.4%	3.9%	123	19.7%	2.2%	333	20.7%	5.5%	157	22.5%	4.6%
<b>Agglo. - 20 000 hab</b>	398	17.8%	4.5%	121	19.3%	2.8%	278	17.2%	6.0%	109	15.6%	4.2%
<b>Agglo. 20 000 à 100 000 hab</b>	317	14.2%	4.6%	95	15.2%	2.8%	222	13.8%	6.4%	95	13.5%	4.7%
<b>Agglo. + 100 000 hab</b>	690	30.8%	4.5%	174	27.8%	2.4%	516	32.0%	6.5%	191	27.4%	3.7%
<b>Agglo. Paris</b>	375	16.8%	4.4%	113	18.1%	2.8%	262	16.2%	5.9%	147	21.0%	3.8%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Région d'habitation</b>												
Ile-de-France	426	19.0%	4.5%	125	20.1%	2.8%	300	18.6%	6.1%	171	24.4%	4.0%
Nord-Pas-de-Calais	211	9.5%	6.6%	60	9.6%	3.9%	152	9.4%	9.0%	68	9.7%	7.4%
Lorraine	129	5.8%	6.7%	36	5.8%	3.9%	93	5.8%	9.3%	33	4.7%	5.9%
Alsace	74	3.3%	4.9%	10	1.6%	1.4%	64	4.0%	8.2%	12	1.8%	2.5%
Franche-Comté	34	1.5%	3.5%	9	1.4%	1.9%	25	1.5%	5.1%	7	1.0%	2.7%
Champagne-Ardenne	35	1.6%	3.2%	14	2.2%	2.7%	21	1.3%	3.7%	8	1.2%	2.7%
Picardie	89	4.0%	5.8%	25	4.0%	3.4%	64	4.0%	8.1%	30	4.3%	6.7%
Bourgogne	54	2.4%	4.0%	12	1.9%	1.9%	42	2.6%	5.9%	20	2.9%	5.7%
Haute-Normandie	66	2.9%	4.5%	26	4.2%	3.7%	40	2.5%	5.1%	17	2.5%	4.0%
Basse-Normandie	32	1.4%	2.7%	8	1.3%	1.4%	24	1.5%	3.9%	11	1.6%	3.4%
Centre	104	4.7%	5.0%	43	6.9%	4.3%	61	3.8%	5.6%	26	3.7%	4.0%
Pays de la Loire	104	4.6%	3.6%	30	4.8%	2.2%	73	4.6%	4.9%	25	3.6%	3.0%
Bretagne	95	4.3%	3.7%	23	3.7%	1.9%	72	4.5%	5.3%	28	4.0%	3.5%
Poitou-Charentes	48	2.1%	3.2%	16	2.5%	2.2%	32	2.0%	4.2%	15	2.1%	3.8%
Aquitaine	114	5.1%	4.2%	17	2.8%	1.4%	97	6.0%	6.9%	41	5.9%	5.0%
Midi-Pyrénées	91	4.1%	3.8%	21	3.4%	1.9%	70	4.3%	5.6%	28	4.0%	3.5%
Limousin	22	1.0%	3.5%	7	1.0%	2.2%	15	1.0%	4.7%	9	1.3%	5.9%
Auvergne	46	2.1%	4.1%	13	2.1%	2.4%	33	2.1%	5.7%	15	2.2%	5.0%
Rhône-Alpes	192	8.6%	3.8%	56	8.9%	2.3%	136	8.5%	5.2%	43	6.2%	2.5%
Languedoc-Roussillon	95	4.2%	4.4%	31	5.0%	3.0%	64	3.9%	5.6%	33	4.7%	5.2%
Provence-Alpes-Côte-d'Azur-Corse	174	7.8%	4.0%	41	6.6%	2.0%	133	8.2%	5.8%	56	8.1%	3.9%
<b>Habitudes de connexion Internet</b>												
Tous les jours	1444	64.6%	5.2%	412	66.0%	2.9%	1032	64.1%	7.6%	498	71.3%	3.9%
Presque tous les jours	354	15.8%	5.8%	92	14.7%	3.2%	262	16.3%	8.3%	116	16.6%	4.8%
1 à 2 fois par semaine	161	7.2%	5.0%	45	7.2%	3.1%	116	7.2%	6.5%	41	5.8%	4.5%
1 à 3 fois par mois	37	1.6%	4.2%	13	2.1%	3.5%	23	1.4%	4.7%	5	0.7%	2.4%
Moins souvent	83	3.7%	6.3%	23	3.7%	3.9%	60	3.7%	8.2%	12	1.7%	9.1%
Jamais	7	0.3%	3.4%	5	0.8%	3.6%	2	0.1%	3.1%	0	-	-

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Revenus du Foyer</b>												
Moins de 9 000 euros par an	104	4.6%	4.4%	27	4.2%	2.8%	77	4.8%	5.5%	13	1.8%	6.4%
De 9 000 à moins de 12 000 euros par an	176	7.9%	5.4%	44	7.0%	4.0%	132	8.2%	6.1%	15	2.1%	6.0%
De 12 000 à moins de 18 000 euros par an	361	16.2%	5.4%	93	14.9%	3.2%	268	16.6%	7.0%	60	8.6%	7.3%
De 18 000 à moins de 24 000 euros par an	343	15.3%	4.7%	78	12.5%	2.2%	265	16.4%	6.9%	107	15.3%	6.6%
De 24 000 à moins de 36 000 euros par an	510	22.8%	4.5%	155	24.9%	2.8%	354	22.0%	6.1%	159	22.8%	4.3%
De 36 000 à moins de 45 000 euros par an	243	10.9%	3.8%	79	12.6%	2.3%	164	10.2%	5.5%	101	14.5%	3.6%
De 45 000 à moins de 65 000 euros par an	157	7.0%	2.7%	63	10.1%	2.0%	94	5.8%	3.6%	87	12.5%	2.5%
De 65 000 à moins de 80 000 euros par an	35	1.6%	2.3%	16	2.5%	1.7%	19	1.2%	3.2%	24	3.4%	2.2%
De 80 000 à moins de 115 000 euros par an	28	1.3%	2.8%	8	1.3%	1.3%	21	1.3%	5.1%	25	3.5%	3.0%
115 000 euros et plus par an	6	0.3%	1.2%	3	0.5%	1.1%	3	0.2%	1.4%	5	0.8%	1.3%
Refus	148	6.6%	4.5%	25	4.0%	1.9%	123	7.7%	6.3%	54	7.8%	4.8%
Ne sait pas	124	5.6%	7.9%	34	5.4%	5.0%	91	5.6%	10.0%	48	6.9%	8.8%