

Ca M'Intéresse

Mensuel, Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	3150	100.0%	6.2%	1468	100.0%	6.0%	1682	100.0%	6.3%	1215	100.0%	7.2%
Sexe												
Homme	1468	46.6%	6.0%	1468	100.0%	6.0%	0	-	-	606	49.9%	6.9%
Femme	1682	53.4%	6.3%	0	-	-	1682	100.0%	6.3%	609	50.1%	7.4%
Age												
15 à 24 ans	319	10.1%	4.3%	150	10.2%	4.0%	168	10.0%	4.6%	172	14.2%	5.6%
25 à 34 ans	387	12.3%	5.0%	184	12.6%	4.9%	202	12.0%	5.2%	177	14.6%	5.2%
35 à 49 ans	1027	32.6%	8.1%	498	33.9%	8.0%	530	31.5%	8.3%	522	42.9%	8.5%
50 à 64 ans	936	29.7%	7.6%	428	29.1%	7.2%	509	30.2%	8.0%	329	27.1%	8.0%
65 ans et plus	481	15.3%	4.3%	208	14.1%	4.4%	273	16.2%	4.3%	15	1.2%	6.3%
Individu												
Ménagère	1516	48.1%	6.5%	0	-	-	1516	90.1%	6.5%	528	43.4%	7.7%
Personne de Référence	1737	55.1%	6.1%	1289	87.8%	6.3%	448	26.6%	5.7%	635	52.3%	7.5%
Responsable des achats	2239	71.1%	6.4%	746	50.8%	6.1%	1493	88.8%	6.5%	806	66.4%	7.6%
PCS Individu												
Agriculteurs	38	1.2%	7.0%	21	1.5%	6.4%	16	1.0%	8.1%	0	-	-
Petits patrons	134	4.3%	8.1%	96	6.5%	8.1%	38	2.3%	8.2%	124	10.2%	8.3%
Affaires et Cadres	314	10.0%	6.6%	183	12.5%	6.2%	131	7.8%	7.3%	279	22.9%	6.3%
Professions intermédiaires	556	17.6%	8.2%	275	18.8%	8.0%	280	16.7%	8.5%	465	38.3%	8.4%
Employés	616	19.5%	7.4%	161	11.0%	8.0%	454	27.0%	7.1%	129	10.7%	7.1%
Ouvriers	341	10.8%	5.3%	268	18.3%	5.3%	73	4.3%	5.2%	20	1.6%	5.4%
Retraités	650	20.6%	5.2%	296	20.2%	4.9%	354	21.0%	5.4%	30	2.5%	11.9%
Autres inactifs	502	15.9%	5.0%	167	11.4%	4.8%	335	19.9%	5.1%	167	13.8%	5.5%
PCS Personne de Référence												
Agriculteurs	57	1.8%	7.1%	28	1.9%	7.4%	29	1.7%	6.9%	0	-	-
Petits patrons	195	6.2%	7.4%	121	8.2%	8.4%	74	4.4%	6.2%	195	16.0%	7.4%
Affaires et Cadres	457	14.5%	6.7%	195	13.3%	5.6%	262	15.6%	7.7%	457	37.6%	6.7%
Professions intermédiaires	563	17.9%	7.5%	290	19.8%	7.5%	273	16.2%	7.6%	563	46.3%	7.5%
Employés	393	12.5%	7.4%	173	11.8%	7.8%	221	13.1%	7.2%	0	-	-
Ouvriers	511	16.2%	5.4%	259	17.7%	5.2%	252	15.0%	5.6%	0	-	-
Retraités	803	25.5%	5.5%	326	22.2%	4.9%	477	28.4%	5.9%	0	-	-
Autres inactifs	171	5.4%	4.4%	77	5.2%	5.3%	94	5.6%	3.8%	0	-	-

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	475	15.1%	5.0%	196	13.3%	4.9%	279	16.6%	5.2%	117	9.6%	6.8%
2 personnes	1108	35.2%	6.2%	497	33.8%	5.6%	611	36.4%	6.7%	311	25.6%	7.1%
3 personnes	593	18.8%	6.4%	294	20.0%	6.4%	299	17.8%	6.4%	237	19.5%	6.4%
4 personnes	637	20.2%	6.9%	327	22.3%	7.2%	310	18.4%	6.7%	368	30.3%	7.9%
5 personnes et +	337	10.7%	6.4%	154	10.5%	6.3%	183	10.9%	6.5%	182	15.0%	7.3%
Présence d'enfants de moins de 15 ans												
Oui	1065	33.8%	6.8%	512	34.9%	7.1%	553	32.9%	6.5%	556	45.8%	7.4%
Non	2085	66.2%	5.9%	956	65.1%	5.5%	1129	67.1%	6.2%	659	54.2%	7.0%
Habitat												
Communes rurales	758	24.1%	6.5%	355	24.2%	6.3%	403	24.0%	6.6%	254	20.9%	7.5%
Agglo. - 20 000 hab	604	19.2%	6.8%	298	20.3%	7.0%	305	18.2%	6.6%	219	18.0%	8.5%
Agglo. 20 000 à 100 000 hab	425	13.5%	6.2%	190	12.9%	5.6%	235	14.0%	6.7%	142	11.7%	7.1%
Agglo. + 100 000 hab	961	30.5%	6.3%	448	30.5%	6.2%	513	30.5%	6.4%	387	31.9%	7.5%
Agglo. Paris	402	12.8%	4.8%	177	12.0%	4.4%	225	13.4%	5.1%	213	17.5%	5.5%

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Région d'habitation												
Ile-de-France	453	14.4%	4.8%	199	13.6%	4.4%	254	15.1%	5.1%	234	19.3%	5.4%
Nord-Pas-de-Calais	163	5.2%	5.1%	72	4.9%	4.7%	90	5.4%	5.4%	59	4.8%	6.4%
Lorraine	136	4.3%	7.0%	66	4.5%	7.1%	70	4.2%	7.0%	43	3.6%	7.7%
Alsace	141	4.5%	9.3%	76	5.2%	10.4%	65	3.9%	8.4%	53	4.4%	10.6%
Franche-Comté	71	2.3%	7.5%	39	2.7%	8.4%	32	1.9%	6.6%	26	2.1%	10.2%
Champagne-Ardenne	66	2.1%	6.0%	27	1.8%	5.1%	39	2.3%	6.9%	25	2.0%	8.2%
Picardie	85	2.7%	5.6%	43	2.9%	5.8%	42	2.5%	5.3%	45	3.7%	9.9%
Bourgogne	99	3.2%	7.3%	49	3.3%	7.5%	50	3.0%	7.1%	25	2.1%	7.1%
Haute-Normandie	50	1.6%	3.4%	29	2.0%	4.1%	21	1.3%	2.8%	25	2.1%	5.9%
Basse-Normandie	65	2.1%	5.4%	27	1.9%	4.7%	38	2.3%	6.1%	15	1.3%	4.6%
Centre	128	4.1%	6.1%	58	4.0%	5.8%	69	4.1%	6.4%	49	4.1%	7.7%
Pays de la Loire	197	6.3%	6.9%	88	6.0%	6.3%	110	6.5%	7.4%	67	5.5%	8.1%
Bretagne	168	5.3%	6.4%	98	6.7%	7.9%	70	4.1%	5.1%	50	4.1%	6.4%
Poitou-Charentes	102	3.2%	6.9%	43	2.9%	6.1%	59	3.5%	7.7%	34	2.8%	8.5%
Aquitaine	177	5.6%	6.6%	87	5.9%	6.8%	91	5.4%	6.4%	71	5.9%	8.7%
Midi-Pyrénées	179	5.7%	7.5%	84	5.7%	7.3%	95	5.7%	7.7%	68	5.6%	8.5%
Limousin	41	1.3%	6.6%	18	1.2%	6.0%	24	1.4%	7.2%	11	0.9%	7.1%
Auvergne	63	2.0%	5.6%	25	1.7%	4.7%	38	2.2%	6.4%	24	2.0%	7.9%
Rhône-Alpes	340	10.8%	6.8%	158	10.7%	6.5%	182	10.8%	7.0%	121	10.0%	7.0%
Languedoc-Roussillon	160	5.1%	7.4%	67	4.6%	6.5%	93	5.5%	8.1%	66	5.5%	10.4%
Provence-Alpes-Côte-d'Azur-Corse	264	8.4%	6.1%	114	7.7%	5.6%	150	8.9%	6.6%	102	8.4%	7.1%
Habitudes de connexion Internet												
Tous les jours	1920	61.0%	6.9%	972	66.2%	6.9%	948	56.4%	7.0%	928	76.4%	7.2%
Presque tous les jours	434	13.8%	7.1%	188	12.8%	6.4%	247	14.7%	7.8%	168	13.9%	6.9%
1 à 2 fois par semaine	231	7.3%	7.2%	99	6.7%	6.9%	132	7.9%	7.4%	77	6.3%	8.5%
1 à 3 fois par mois	63	2.0%	7.3%	25	1.7%	6.7%	38	2.3%	7.7%	10	0.8%	5.3%
Moins souvent	64	2.0%	4.8%	23	1.6%	3.9%	41	2.5%	5.6%	3	0.2%	2.2%
Jamais	10	0.3%	4.8%	10	0.7%	7.7%	0	-	-	1	0.1%	3.7%

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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	67	2.1%	2.9%	22	1.5%	2.3%	45	2.7%	3.2%	4	0.4%	2.2%
De 9 000 à moins de 12 000 euros par an	145	4.6%	4.4%	42	2.8%	3.8%	103	6.1%	4.8%	18	1.5%	7.1%
De 12 000 à moins de 18 000 euros par an	316	10.0%	4.7%	102	6.9%	3.5%	214	12.8%	5.6%	55	4.6%	6.7%
De 18 000 à moins de 24 000 euros par an	421	13.4%	5.7%	180	12.3%	5.2%	240	14.3%	6.2%	99	8.1%	6.1%
De 24 000 à moins de 36 000 euros par an	746	23.7%	6.6%	356	24.3%	6.4%	389	23.1%	6.7%	251	20.6%	6.7%
De 36 000 à moins de 45 000 euros par an	514	16.3%	8.0%	284	19.3%	8.3%	231	13.7%	7.7%	237	19.5%	8.4%
De 45 000 à moins de 65 000 euros par an	410	13.0%	7.1%	214	14.6%	6.7%	196	11.6%	7.6%	244	20.1%	7.0%
De 65 000 à moins de 80 000 euros par an	137	4.4%	8.8%	83	5.6%	8.7%	55	3.2%	9.1%	94	7.8%	8.6%
De 80 000 à moins de 115 000 euros par an	87	2.8%	8.7%	56	3.8%	9.3%	31	1.8%	7.7%	66	5.4%	8.1%
115 000 euros et plus par an	36	1.1%	7.3%	18	1.2%	6.5%	18	1.0%	8.3%	30	2.5%	7.2%
Refus	194	6.2%	5.9%	69	4.7%	5.1%	125	7.5%	6.4%	73	6.0%	6.5%
Ne sait pas	77	2.4%	4.8%	43	2.9%	6.3%	34	2.0%	3.7%	43	3.5%	7.8%