

# Première

## Lecture Dernière Période



CUMUL 2012/2013

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	983	100.0%	1.9%	495	100.0%	2.0%	488	100.0%	1.8%	493	100.0%	2.9%
<b>Sexe</b>												
<b>Homme</b>	495	50.4%	2.0%	495	100.0%	2.0%	0	0.0%	0.0%	253	51.4%	2.8%
<b>Femme</b>	488	49.6%	1.8%	0	0.0%	0.0%	488	100.0%	1.8%	239	48.6%	2.9%
<b>Age</b>												
<b>15 à 24 ans</b>	240	24.4%	3.3%	100	20.3%	2.7%	140	28.7%	3.8%	115	23.4%	3.7%
<b>25 à 34 ans</b>	192	19.5%	2.5%	117	23.6%	3.1%	75	15.4%	1.9%	101	20.6%	3.0%
<b>35 à 49 ans</b>	293	29.9%	2.3%	147	29.6%	2.4%	147	30.1%	2.3%	165	33.6%	2.6%
<b>50 à 59 ans</b>	146	14.9%	1.6%	81	16.4%	1.8%	65	13.4%	1.5%	92	18.6%	2.5%
<b>60 ans et plus</b>	111	11.3%	0.8%	50	10.2%	0.8%	61	12.4%	0.7%	19	3.9%	2.6%
<b>Individu</b>												
<b>Ménagères</b>	362	36.9%	1.5%	0	0.0%	0.0%	362	74.3%	1.5%	170	34.5%	2.5%
<b>Personne de référence</b>	502	51.0%	1.8%	362	73.0%	1.8%	140	28.7%	1.8%	229	46.5%	2.7%
<b>Responsable des achats</b>	652	66.3%	1.8%	280	56.6%	2.2%	372	76.2%	1.6%	309	62.8%	2.8%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
<b>Petits patrons</b>	25	2.6%	1.6%	15	3.0%	1.3%	11	2.2%	2.1%	23	4.7%	1.6%
<b>Affaires et Cadres</b>	152	15.4%	3.0%	87	17.7%	2.9%	64	13.2%	3.3%	140	28.4%	3.1%
<b>Professions intermédiaires</b>	196	19.9%	2.9%	110	22.2%	3.1%	86	17.7%	2.6%	165	33.4%	2.9%
<b>Employés</b>	162	16.5%	2.0%	61	12.2%	3.0%	101	20.8%	1.6%	24	4.8%	1.3%
<b>Ouvriers</b>	101	10.3%	1.6%	79	16.0%	1.6%	22	4.6%	1.5%	3	0.6%	0.6%
<b>Retraités</b>	100	10.2%	0.8%	49	10.0%	0.8%	51	10.4%	0.8%	10	2.1%	4.2%
<b>Autres inactifs</b>	246	25.0%	2.4%	94	19.0%	2.6%	152	31.2%	2.3%	128	26.1%	4.1%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	3	0.4%	0.4%	0	0.1%	0.1%	3	0.6%	0.8%	0	0.0%	0.0%
<b>Petits patrons</b>	46	4.7%	1.8%	19	3.8%	1.4%	28	5.7%	2.1%	46	9.4%	1.8%
<b>Affaires et Cadres</b>	227	23.1%	3.2%	112	22.7%	3.1%	114	23.4%	3.3%	227	46.0%	3.2%
<b>Professions intermédiaires</b>	220	22.4%	2.9%	122	24.7%	3.1%	98	20.0%	2.8%	220	44.6%	2.9%
<b>Employés</b>	151	15.4%	2.8%	80	16.2%	3.7%	71	14.6%	2.2%	0	0.0%	0.0%
<b>Ouvriers</b>	149	15.2%	1.6%	71	14.4%	1.5%	78	16.1%	1.8%	0	0.0%	0.0%
<b>Retraités</b>	120	12.2%	0.8%	63	12.7%	0.9%	58	11.8%	0.7%	0	0.0%	0.0%
<b>Autres inactifs</b>	65	6.6%	1.7%	27	5.5%	1.8%	38	7.8%	1.6%	0	0.0%	0.0%

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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>	153	15.6%	1.6%	76	15.4%	1.8%	77	15.8%	1.4%	50	10.1%	2.7%
<b>2 personnes</b>	258	26.3%	1.4%	131	26.5%	1.5%	127	26.1%	1.4%	109	22.1%	2.6%
<b>3 personnes</b>	224	22.8%	2.4%	132	26.7%	2.9%	92	18.8%	2.0%	111	22.4%	2.8%
<b>4 personnes</b>	206	20.9%	2.2%	101	20.3%	2.2%	105	21.6%	2.3%	130	26.3%	2.7%
<b>5 personnes et +</b>	141	14.4%	2.7%	55	11.0%	2.2%	87	17.8%	3.1%	94	19.1%	3.7%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	357	36.3%	2.3%	179	36.2%	2.5%	177	36.3%	2.1%	214	43.4%	2.7%
<b>Non</b>	626	63.7%	1.8%	316	63.8%	1.8%	310	63.7%	1.7%	279	56.6%	3.0%
<b>Habitat</b>												
<b>Communes rurales</b>	104	10.6%	0.9%	55	11.0%	1.0%	50	10.2%	0.8%	48	9.8%	1.5%
<b>Agglo. - 20 000 hab</b>	129	13.2%	1.5%	62	12.5%	1.5%	68	13.9%	1.4%	63	12.8%	2.4%
<b>Agglo. 20 000 à 100 000 hab</b>	108	11.0%	1.6%	65	13.1%	1.9%	43	8.9%	1.2%	41	8.4%	2.0%
<b>Agglo. + 100 000 hab</b>	324	32.9%	2.1%	158	31.9%	2.1%	166	34.0%	2.1%	155	31.4%	2.9%
<b>Agglo. Paris</b>	317	32.3%	3.8%	156	31.6%	3.9%	161	33.0%	3.6%	185	37.6%	4.7%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Régions INSEE</b>												
<b>Ile de France</b>	338	34.4%	3.6%	171	34.6%	3.8%	167	34.2%	3.4%	196	39.8%	4.4%
<b>Nord Pas de Calais</b>	37	3.8%	1.2%	16	3.2%	1.0%	21	4.4%	1.3%	11	2.3%	1.2%
<b>Lorraine</b>	25	2.5%	1.3%	12	2.4%	1.3%	13	2.7%	1.3%	13	2.6%	2.4%
<b>Alsace</b>	26	2.7%	1.8%	9	1.8%	1.2%	18	3.6%	2.3%	12	2.4%	2.3%
<b>Franche-Comté</b>	9	0.9%	1.0%	3	0.6%	0.6%	6	1.3%	1.3%	3	0.7%	1.3%
<b>Champagne Ardennes</b>	23	2.4%	2.2%	17	3.3%	3.2%	7	1.4%	1.2%	9	1.7%	2.9%
<b>Picardie</b>	24	2.4%	1.6%	12	2.4%	1.6%	12	2.5%	1.5%	9	1.7%	2.0%
<b>Bourgogne</b>	21	2.1%	1.5%	11	2.3%	1.7%	10	2.0%	1.4%	9	1.9%	2.4%
<b>Haute Normandie</b>	23	2.3%	1.6%	13	2.6%	1.8%	10	2.1%	1.3%	7	1.3%	1.5%
<b>Basse Normandie</b>	29	2.9%	2.4%	14	2.8%	2.4%	15	3.0%	2.4%	11	2.3%	3.5%
<b>Centre</b>	35	3.6%	1.7%	12	2.4%	1.2%	23	4.8%	2.2%	13	2.7%	2.2%
<b>Pays de Loire</b>	49	5.0%	1.7%	29	5.8%	2.1%	21	4.2%	1.4%	21	4.3%	2.5%
<b>Bretagne</b>	36	3.7%	1.4%	18	3.6%	1.4%	18	3.7%	1.3%	19	3.8%	2.4%
<b>Poitou Charentes</b>	17	1.7%	1.1%	10	2.0%	1.4%	7	1.4%	0.9%	5	1.0%	1.2%
<b>Aquitaine</b>	36	3.7%	1.3%	12	2.5%	1.0%	24	4.9%	1.7%	27	5.4%	3.2%
<b>Midi Pyrénées</b>	27	2.7%	1.1%	13	2.6%	1.1%	14	2.8%	1.1%	11	2.2%	1.4%
<b>Limousin</b>	9	0.9%	1.4%	5	1.0%	1.7%	4	0.8%	1.1%	5	1.1%	3.4%
<b>Auvergne</b>	12	1.2%	1.0%	4	0.9%	0.8%	7	1.4%	1.2%	4	0.7%	1.2%
<b>Rhône Alpes</b>	112	11.4%	2.2%	68	13.6%	2.8%	44	9.0%	1.7%	56	11.3%	2.9%
<b>Languedoc Roussillon</b>	27	2.7%	1.2%	12	2.4%	1.1%	15	3.1%	1.3%	12	2.5%	1.8%
<b>Provence Alpes Côte d'Azur. Corse</b>	69	7.0%	1.6%	36	7.4%	1.8%	32	6.6%	1.4%	41	8.3%	2.9%
<b>Habitudes de connexion à Internet</b>												
<b>Tous les jours</b>	671	68.3%	2.3%	353	71.2%	2.4%	318	65.2%	2.3%	400	81.1%	3.0%
<b>Presque tous les jours</b>	143	14.5%	2.2%	57	11.5%	1.9%	86	17.6%	2.6%	58	11.8%	2.5%
<b>1 à 2 fois par semaine</b>	60	6.1%	1.9%	24	4.9%	1.8%	35	7.3%	2.0%	19	3.8%	2.0%
<b>1 à 3 fois par mois</b>	12	1.2%	1.4%	6	1.2%	1.5%	6	1.3%	1.3%	5	1.1%	3.2%
<b>Moins souvent</b>	15	1.5%	1.2%	10	1.9%	1.8%	6	1.2%	0.8%	1	0.3%	1.1%
<b>Jamais</b>	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%

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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	32	3.3%	1.6%	17	3.5%	2.1%	15	3.1%	1.2%	1	0.1%	0.4%
De 9 000 à moins de 12 000 euros par an	39	4.0%	1.2%	10	2.1%	0.9%	29	5.9%	1.3%	11	2.2%	3.9%
De 12 000 à moins de 18 000 euros par an	90	9.2%	1.4%	42	8.5%	1.6%	48	9.8%	1.3%	6	1.3%	0.9%
De 18 000 à moins de 24 000 euros par an	145	14.8%	2.0%	66	13.4%	2.0%	79	16.1%	2.1%	61	12.4%	4.1%
De 24 000 à moins de 36 000 euros par an	198	20.2%	1.7%	88	17.7%	1.6%	110	22.6%	1.9%	99	20.1%	2.7%
De 36 000 à moins de 45 000 euros par an	136	13.9%	2.0%	94	19.1%	2.6%	42	8.6%	1.4%	82	16.7%	2.7%
De 45 000 à moins de 65 000 euros par an	148	15.0%	2.4%	79	16.0%	2.2%	68	14.0%	2.5%	103	20.9%	2.8%
De 65 000 à moins de 80 000 euros par an	41	4.1%	2.5%	25	5.1%	2.6%	16	3.2%	2.3%	31	6.3%	2.7%
De 80 000 à moins de 115 000 euros par an	29	2.9%	3.0%	18	3.5%	3.1%	11	2.3%	2.9%	24	5.0%	3.2%
115 000 euros et plus par an	17	1.8%	3.9%	7	1.3%	2.4%	11	2.2%	6.2%	16	3.2%	4.0%
Refus	70	7.1%	2.2%	38	7.6%	2.9%	33	6.7%	1.8%	38	7.7%	3.3%
Ne sait pas	37	3.7%	2.3%	10	2.1%	1.6%	26	5.4%	2.8%	20	4.0%	3.4%