

## Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	1071	100.0%	2.1%	127	100.0%	0.5%	944	100.0%	3.5%	394	100.0%	2.3%
<b>Sexe</b>												
<b>Homme</b>	127	11.9%	0.5%	127	100.0%	0.5%	0	0.0%	0.0%	42	10.7%	0.5%
<b>Femme</b>	944	88.1%	3.5%	0	0.0%	0.0%	944	100.0%	3.5%	352	89.3%	4.1%
<b>Age</b>												
<b>15 à 24 ans</b>	70	6.5%	1.0%	6	4.7%	0.2%	64	6.8%	1.8%	23	5.8%	0.7%
<b>25 à 34 ans</b>	456	42.6%	6.0%	50	39.5%	1.3%	406	43.0%	10.4%	199	50.5%	6.0%
<b>35 à 49 ans</b>	397	37.1%	3.2%	53	41.6%	0.9%	344	36.5%	5.4%	145	36.9%	2.4%
<b>50 à 59 ans</b>	77	7.2%	0.8%	10	7.5%	0.2%	68	7.2%	1.5%	23	5.8%	0.6%
<b>60 ans et plus</b>	70	6.6%	0.5%	9	6.8%	0.1%	62	6.5%	0.7%	4	1.0%	0.5%
<b>Individu</b>												
<b>Ménagères</b>	900	84.0%	3.9%	0	0.0%	0.0%	900	95.3%	3.9%	343	87.1%	4.9%
<b>Personne de référence</b>	278	26.0%	1.0%	119	93.8%	0.6%	159	16.8%	2.0%	68	17.4%	0.8%
<b>Responsable des achats</b>	936	87.4%	2.6%	91	71.8%	0.7%	845	89.5%	3.7%	342	86.9%	3.1%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	1	0.1%	0.2%	0	0.0%	0.0%	1	0.1%	1.0%	0	0.0%	0.0%
<b>Petits patrons</b>	19	1.7%	1.1%	3	2.1%	0.2%	16	1.7%	3.3%	15	3.8%	1.0%
<b>Affaires et Cadres</b>	110	10.3%	2.2%	16	12.3%	0.5%	95	10.0%	4.4%	93	23.6%	2.0%
<b>Professions intermédiaires</b>	174	16.3%	2.5%	19	15.2%	0.6%	155	16.4%	4.5%	110	27.8%	2.0%
<b>Employés</b>	438	40.9%	5.3%	28	22.1%	1.4%	410	43.4%	6.6%	120	30.5%	6.5%
<b>Ouvriers</b>	103	9.7%	1.6%	45	35.3%	0.9%	58	6.2%	4.3%	16	4.2%	4.0%
<b>Retraités</b>	59	5.5%	0.5%	9	6.8%	0.1%	50	5.3%	0.8%	1	0.1%	0.2%
<b>Autres inactifs</b>	167	15.6%	1.6%	8	6.3%	0.2%	159	16.9%	2.5%	40	10.0%	1.2%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	8	0.8%	1.0%	0	0.0%	0.0%	8	0.9%	2.3%	0	0.0%	0.0%
<b>Petits patrons</b>	47	4.4%	1.8%	4	2.8%	0.3%	44	4.7%	3.4%	47	12.1%	1.8%
<b>Affaires et Cadres</b>	144	13.5%	2.0%	15	11.5%	0.4%	129	13.7%	3.5%	144	36.6%	2.0%
<b>Professions intermédiaires</b>	202	18.9%	2.7%	24	18.6%	0.6%	178	18.9%	4.9%	202	51.3%	2.7%
<b>Employés</b>	243	22.7%	4.5%	25	19.9%	1.1%	218	23.1%	6.9%	0	0.0%	0.0%
<b>Ouvriers</b>	301	28.1%	3.2%	45	35.7%	0.9%	255	27.0%	5.9%	0	0.0%	0.0%
<b>Retraités</b>	66	6.2%	0.5%	10	7.5%	0.1%	57	6.0%	0.7%	0	0.0%	0.0%
<b>Autres inactifs</b>	59	5.6%	1.5%	5	4.0%	0.3%	54	5.8%	2.2%	0	0.0%	0.0%

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<b>Taille du foyer</b>												
<b>1 personne</b>	61	5.7%	0.6%	14	10.6%	0.3%	48	5.0%	0.8%	9	2.3%	0.5%
<b>2 personnes</b>	182	17.0%	1.0%	17	13.5%	0.2%	165	17.4%	1.8%	51	13.0%	1.2%
<b>3 personnes</b>	270	25.2%	3.0%	36	28.2%	0.8%	234	24.8%	5.2%	126	32.0%	3.4%
<b>4 personnes</b>	310	28.9%	3.3%	25	19.7%	0.5%	285	30.2%	6.0%	136	34.6%	2.9%
<b>5 personnes et +</b>	248	23.2%	4.7%	36	27.9%	1.4%	213	22.5%	7.9%	71	18.2%	2.7%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	812	75.8%	5.3%	94	73.7%	1.3%	718	76.1%	8.9%	330	83.8%	4.3%
<b>Non</b>	259	24.2%	0.7%	33	26.3%	0.2%	225	23.9%	1.2%	64	16.2%	0.7%
<b>Habitat</b>												
<b>Communes rurales</b>	242	22.6%	2.1%	25	19.7%	0.4%	216	22.9%	3.5%	84	21.3%	2.6%
<b>Agglo. - 20 000 hab</b>	201	18.8%	2.2%	16	12.9%	0.4%	185	19.6%	4.0%	76	19.2%	3.0%
<b>Agglo. 20 000 à 100 000 hab</b>	143	13.3%	2.1%	23	18.4%	0.7%	119	12.6%	3.2%	39	9.8%	2.1%
<b>Agglo. + 100 000 hab</b>	297	27.7%	1.9%	43	33.6%	0.6%	254	27.0%	3.2%	116	29.6%	2.0%
<b>Agglo. Paris</b>	189	17.6%	2.2%	20	15.4%	0.5%	169	17.9%	3.8%	79	20.1%	2.0%

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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>	231	21.6%	2.4%	27	20.9%	0.6%	205	21.7%	4.1%	105	26.7%	2.4%
<b>Nord Pas de Calais</b>	63	5.9%	2.0%	10	7.6%	0.6%	54	5.7%	3.2%	20	5.1%	2.2%
<b>Lorraine</b>	21	2.0%	1.1%	3	2.0%	0.3%	19	2.0%	1.9%	8	2.1%	1.5%
<b>Alsace</b>	35	3.3%	2.3%	2	1.6%	0.3%	33	3.5%	4.2%	8	2.0%	1.7%
<b>Franche-Comté</b>	15	1.4%	1.6%	3	2.7%	0.8%	12	1.3%	2.4%	3	0.9%	1.3%
<b>Champagne Ardennes</b>	28	2.6%	2.6%	5	4.0%	1.0%	23	2.5%	4.1%	7	1.7%	2.3%
<b>Picardie</b>	33	3.1%	2.2%	9	7.1%	1.2%	24	2.6%	3.1%	8	2.1%	1.9%
<b>Bourgogne</b>	36	3.3%	2.6%	3	2.2%	0.4%	33	3.5%	4.7%	16	4.2%	4.4%
<b>Haute Normandie</b>	53	5.0%	3.6%	8	6.4%	1.2%	45	4.8%	5.8%	14	3.6%	3.1%
<b>Basse Normandie</b>	15	1.4%	1.2%	1	0.9%	0.2%	14	1.4%	2.2%	5	1.2%	1.4%
<b>Centre</b>	44	4.1%	2.1%	4	3.4%	0.4%	40	4.2%	3.7%	14	3.6%	2.3%
<b>Pays de Loire</b>	65	6.1%	2.2%	4	3.0%	0.3%	61	6.5%	4.0%	26	6.6%	2.7%
<b>Bretagne</b>	55	5.1%	2.1%	5	4.1%	0.4%	50	5.3%	3.6%	14	3.4%	1.8%
<b>Poitou Charentes</b>	28	2.6%	1.9%	4	2.9%	0.5%	24	2.6%	3.1%	10	2.4%	2.4%
<b>Aquitaine</b>	34	3.1%	1.2%	3	2.6%	0.3%	30	3.2%	2.1%	16	4.1%	1.9%
<b>Midi Pyrénées</b>	27	2.5%	1.1%	3	2.5%	0.3%	24	2.6%	1.9%	12	3.0%	1.5%
<b>Limousin</b>	9	0.9%	1.5%	3	2.3%	1.0%	7	0.7%	2.0%	3	0.7%	1.7%
<b>Auvergne</b>	27	2.5%	2.4%	7	5.4%	1.3%	20	2.1%	3.4%	10	2.5%	3.2%
<b>Rhône Alpes</b>	114	10.7%	2.2%	14	11.1%	0.6%	100	10.6%	3.8%	35	8.9%	1.9%
<b>Languedoc Roussillon</b>	51	4.7%	2.3%	4	3.1%	0.4%	47	5.0%	4.0%	24	6.0%	3.4%
<b>Provence Alpes Côte d'Azur.</b>	85	7.9%	2.0%	5	4.3%	0.3%	80	8.4%	3.5%	37	9.3%	2.6%
<b>Corse</b>												
<b>Habitudes de connection à Internet</b>												
<b>Tous les jours</b>	807	75.3%	2.5%	98	76.6%	0.6%	709	75.2%	4.4%	335	85.0%	2.3%
<b>Presque tous les jours</b>	124	11.6%	2.1%	9	6.8%	0.3%	116	12.3%	3.7%	49	12.3%	2.4%
<b>1 à 2 fois par semaine</b>	52	4.9%	2.0%	8	6.3%	0.7%	44	4.7%	3.0%	8	2.0%	1.2%
<b>1 à 3 fois par mois</b>	15	1.4%	2.7%	1	0.9%	0.5%	14	1.4%	4.1%	2	0.6%	3.1%
<b>Moins souvent</b>	16	1.5%	1.7%	0	0.0%	0.0%	16	1.7%	3.0%	0	0.0%	0.0%

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<b>Revenus du foyer</b>												
<b>Moins de 9 000 euros par an</b>	32	3.0%	1.7%	3	2.7%	0.5%	29	3.1%	2.5%	1	0.3%	0.7%
<b>De 9 000 à moins de 12 000 euros par an</b>	35	3.2%	1.2%	7	5.3%	0.6%	28	2.9%	1.5%	8	1.9%	3.2%
<b>De 12 000 à moins de 18 000 euros par an</b>	108	10.1%	1.8%	15	11.5%	0.6%	93	9.9%	2.7%	18	4.6%	2.8%
<b>De 18 000 à moins de 24 000 euros par an</b>	216	20.2%	3.2%	20	15.7%	0.6%	196	20.8%	5.2%	44	11.1%	3.0%
<b>De 24 000 à moins de 36 000 euros par an</b>	276	25.7%	2.5%	39	30.7%	0.7%	237	25.1%	4.1%	94	24.0%	2.8%
<b>De 36 000 à moins de 45 000 euros par an</b>	189	17.7%	2.7%	22	16.9%	0.6%	168	17.8%	5.1%	94	23.8%	3.1%
<b>De 45 000 à moins de 65 000 euros par an</b>	122	11.4%	1.8%	17	13.2%	0.5%	105	11.1%	3.5%	82	20.8%	2.2%
<b>De 65 000 à moins de 80 000 euros par an</b>	25	2.3%	1.3%	2	1.2%	0.1%	24	2.5%	2.9%	20	5.0%	1.5%
<b>De 80 000 à moins de 115 000 euros par an</b>	8	0.8%	0.7%	0	0.0%	0.0%	8	0.9%	1.7%	8	2.1%	0.9%
<b>115 000 euros et plus par an</b>	8	0.7%	1.5%	0	0.0%	0.0%	8	0.8%	3.4%	6	1.6%	1.4%
<b>Refus</b>	45	4.2%	1.3%	4	2.9%	0.2%	41	4.3%	2.0%	14	3.5%	1.1%
<b>Ne sait pas</b>	8	0.7%	0.4%	0	0.0%	0.0%	8	0.8%	0.8%	5	1.2%	0.6%