

## Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	507	100.0%	1.0%	46	100.0%	0.2%	461	100.0%	1.7%	142	100.0%	0.8%
<b>Sexe</b>												
<b>Homme</b>	46	9.1%	0.2%	46	100.0%	0.2%	0	0.0%	0.0%	16	11.2%	0.2%
<b>Femme</b>	461	90.9%	1.7%	0	0.0%	0.0%	461	100.0%	1.7%	126	88.8%	1.5%
<b>Age</b>												
<b>15 à 24 ans</b>	55	10.8%	0.7%	2	4.5%	0.1%	53	11.4%	1.5%	13	9.5%	0.4%
<b>25 à 34 ans</b>	64	12.6%	0.8%	8	17.7%	0.2%	56	12.1%	1.4%	20	14.1%	0.6%
<b>35 à 49 ans</b>	106	20.9%	0.8%	19	40.2%	0.3%	88	19.0%	1.4%	49	34.8%	0.8%
<b>50 à 59 ans</b>	137	27.1%	1.5%	10	22.0%	0.2%	127	27.6%	2.8%	43	30.0%	1.1%
<b>60 ans et plus</b>	145	28.6%	1.0%	7	15.5%	0.1%	138	29.9%	1.6%	16	11.5%	1.8%
<b>Individu</b>												
<b>Ménagères</b>	409	80.8%	1.8%	0	0.0%	0.0%	409	88.8%	1.8%	114	80.8%	1.6%
<b>Personne de référence</b>	192	37.9%	0.7%	43	93.5%	0.2%	149	32.4%	1.9%	41	28.7%	0.5%
<b>Responsable des achats</b>	434	85.7%	1.2%	36	77.7%	0.3%	398	86.5%	1.7%	116	81.8%	1.1%
<b>PCS Individu</b>												
<b>Petits patrons</b>	15	2.9%	0.9%	5	10.7%	0.4%	10	2.1%	2.0%	11	8.0%	0.8%
<b>Affaires et Cadres</b>	34	6.8%	0.7%	6	13.6%	0.2%	28	6.1%	1.3%	27	19.1%	0.6%
<b>Professions intermédiaires</b>	49	9.7%	0.7%	4	7.6%	0.1%	46	9.9%	1.3%	41	29.2%	0.7%
<b>Employés</b>	135	26.6%	1.6%	4	8.4%	0.2%	131	28.4%	2.1%	21	14.8%	1.1%
<b>Ouvriers</b>	60	11.8%	0.9%	8	17.5%	0.2%	52	11.2%	3.8%	2	1.1%	0.4%
<b>Retraités</b>	100	19.7%	0.8%	8	17.0%	0.1%	92	19.9%	1.4%	5	3.4%	1.8%
<b>Autres inactifs</b>	114	22.6%	1.1%	12	25.2%	0.3%	103	22.3%	1.6%	35	24.4%	1.1%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	1	0.2%	0.1%	0	0.0%	0.0%	1	0.2%	0.3%	0	0.0%	0.0%
<b>Petits patrons</b>	29	5.8%	1.1%	5	10.7%	0.4%	24	5.3%	1.9%	29	20.7%	1.1%
<b>Affaires et Cadres</b>	68	13.4%	0.9%	6	13.2%	0.2%	62	13.4%	1.7%	68	48.0%	0.9%
<b>Professions intermédiaires</b>	44	8.8%	0.6%	5	10.5%	0.1%	40	8.6%	1.1%	44	31.4%	0.6%
<b>Employés</b>	69	13.6%	1.3%	4	8.4%	0.2%	65	14.2%	2.1%	0	0.0%	0.0%
<b>Ouvriers</b>	102	20.2%	1.1%	8	17.5%	0.2%	94	20.5%	2.2%	0	0.0%	0.0%
<b>Retraités</b>	139	27.4%	1.0%	9	19.1%	0.1%	130	28.2%	1.7%	0	0.0%	0.0%
<b>Autres inactifs</b>	54	10.6%	1.3%	10	20.7%	0.6%	44	9.6%	1.8%	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>	138	27.2%	1.4%	15	33.2%	0.4%	122	26.6%	2.1%	21	14.7%	1.1%
<b>2 personnes</b>	172	34.0%	1.0%	11	24.9%	0.1%	161	34.9%	1.7%	39	27.3%	0.9%
<b>3 personnes</b>	89	17.6%	1.0%	14	29.8%	0.3%	76	16.4%	1.7%	40	28.6%	1.1%
<b>4 personnes</b>	75	14.7%	0.8%	6	12.1%	0.1%	69	15.0%	1.5%	27	19.0%	0.6%
<b>5 personnes et +</b>	33	6.5%	0.6%	0	0.0%	0.0%	33	7.1%	1.2%	15	10.4%	0.5%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	142	28.0%	0.9%	14	31.2%	0.2%	127	27.6%	1.6%	61	43.1%	0.8%
<b>Non</b>	365	72.0%	1.0%	32	68.8%	0.2%	333	72.4%	1.8%	81	56.9%	0.8%
<b>Habitat</b>												
<b>Communes rurales</b>	91	17.9%	0.8%	5	10.2%	0.1%	86	18.7%	1.4%	22	15.6%	0.7%
<b>Agglo. - 20 000 hab</b>	82	16.2%	0.9%	3	5.5%	0.1%	79	17.3%	1.7%	22	15.6%	0.9%
<b>Agglo. 20 000 à 100 000 hab</b>	77	15.2%	1.1%	7	14.7%	0.2%	70	15.2%	1.9%	18	12.4%	0.9%
<b>Agglo. + 100 000 hab</b>	142	28.0%	0.9%	19	41.2%	0.3%	123	26.7%	1.6%	35	24.7%	0.6%
<b>Agglo. Paris</b>	115	22.7%	1.4%	13	28.4%	0.3%	102	22.2%	2.3%	45	31.6%	1.1%

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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>	127	25.1%	1.3%	14	31.1%	0.3%	113	24.5%	2.3%	51	35.9%	1.1%
<b>Nord Pas de Calais</b>	23	4.5%	0.7%	2	3.7%	0.1%	21	4.6%	1.3%	4	2.9%	0.4%
<b>Lorraine</b>	22	4.4%	1.2%	0	0.0%	0.0%	22	4.8%	2.2%	5	3.2%	0.9%
<b>Alsace</b>	7	1.4%	0.5%	4	7.9%	0.5%	3	0.7%	0.4%	2	1.2%	0.4%
<b>Franche-Comté</b>	13	2.6%	1.4%	3	7.1%	0.7%	10	2.1%	2.0%	3	2.2%	1.2%
<b>Champagne Ardennes</b>	16	3.2%	1.5%	0	0.6%	0.1%	16	3.4%	2.8%	4	2.9%	1.4%
<b>Picardie</b>	13	2.5%	0.8%	2	4.5%	0.3%	11	2.3%	1.3%	2	1.3%	0.4%
<b>Bourgogne</b>	8	1.5%	0.6%	0	0.0%	0.0%	8	1.7%	1.1%	2	1.3%	0.5%
<b>Haute Normandie</b>	10	1.9%	0.7%	0	0.0%	0.0%	10	2.1%	1.3%	3	1.8%	0.6%
<b>Basse Normandie</b>	15	3.0%	1.3%	0	0.0%	0.0%	15	3.3%	2.4%	0	0.0%	0.0%
<b>Centre</b>	17	3.3%	0.8%	1	1.8%	0.1%	16	3.4%	1.5%	1	1.0%	0.2%
<b>Pays de Loire</b>	25	5.0%	0.9%	3	6.7%	0.2%	22	4.9%	1.5%	5	3.4%	0.5%
<b>Bretagne</b>	29	5.8%	1.1%	1	2.0%	0.1%	28	6.2%	2.1%	9	6.5%	1.2%
<b>Poitou Charentes</b>	2	0.4%	0.1%	0	0.0%	0.0%	2	0.4%	0.3%	1	0.6%	0.2%
<b>Aquitaine</b>	36	7.1%	1.3%	1	2.1%	0.1%	35	7.6%	2.4%	7	5.1%	0.8%
<b>Midi Pyrénées</b>	23	4.6%	1.0%	0	0.0%	0.0%	23	5.0%	1.8%	3	2.4%	0.4%
<b>Limousin</b>	6	1.2%	1.0%	0	0.0%	0.0%	6	1.3%	1.9%	0	0.1%	0.1%
<b>Auvergne</b>	6	1.3%	0.6%	1	2.2%	0.2%	5	1.2%	0.9%	3	2.3%	1.1%
<b>Rhône Alpes</b>	39	7.8%	0.8%	13	27.8%	0.5%	27	5.8%	1.0%	18	12.8%	1.0%
<b>Languedoc Roussillon</b>	14	2.8%	0.6%	1	2.6%	0.1%	13	2.8%	1.1%	2	1.3%	0.3%
<b>Provence Alpes Côte d'Azur.</b>	55	10.8%	1.3%	0	0.0%	0.0%	55	11.9%	2.4%	17	11.8%	1.2%
<b>Corse</b>												
<b>Habitudes de connection à Internet</b>												
<b>Tous les jours</b>	278	54.9%	0.9%	25	53.9%	0.2%	253	55.0%	1.6%	109	76.9%	0.8%
<b>Presque tous les jours</b>	65	12.8%	1.1%	7	15.8%	0.3%	58	12.5%	1.9%	21	15.1%	1.1%
<b>1 à 2 fois par semaine</b>	44	8.6%	1.7%	3	6.7%	0.3%	41	8.8%	2.7%	11	8.0%	1.7%
<b>1 à 3 fois par mois</b>	10	1.9%	1.8%	0	0.0%	0.0%	10	2.1%	3.0%	0	0.0%	0.0%
<b>Moins souvent</b>	15	2.9%	1.6%	0	0.0%	0.0%	15	3.2%	2.7%	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>												
<b>Moins de 9 000 euros par an</b>	44	8.8%	2.4%	9	18.5%	1.2%	36	7.8%	3.2%	4	2.6%	2.2%
<b>De 9 000 à moins de 12 000 euros par an</b>	42	8.2%	1.4%	5	11.5%	0.5%	36	7.9%	2.0%	3	2.4%	1.5%
<b>De 12 000 à moins de 18 000 euros par an</b>	67	13.2%	1.1%	2	4.5%	0.1%	65	14.1%	1.9%	11	8.1%	1.7%
<b>De 18 000 à moins de 24 000 euros par an</b>	63	12.5%	0.9%	2	3.8%	0.1%	62	13.4%	1.7%	6	4.0%	0.4%
<b>De 24 000 à moins de 36 000 euros par an</b>	80	15.7%	0.7%	10	22.3%	0.2%	69	15.1%	1.2%	15	10.9%	0.5%
<b>De 36 000 à moins de 45 000 euros par an</b>	58	11.4%	0.8%	7	14.7%	0.2%	51	11.1%	1.5%	20	14.4%	0.7%
<b>De 45 000 à moins de 65 000 euros par an</b>	38	7.4%	0.6%	2	4.8%	0.1%	35	7.7%	1.2%	21	15.2%	0.6%
<b>De 65 000 à moins de 80 000 euros par an</b>	12	2.3%	0.6%	0	0.0%	0.0%	12	2.5%	1.4%	10	7.1%	0.8%
<b>De 80 000 à moins de 115 000 euros par an</b>	11	2.2%	0.9%	4	8.0%	0.5%	8	1.6%	1.6%	10	6.7%	1.1%
<b>115 000 euros et plus par an</b>	17	3.4%	3.2%	3	7.2%	1.1%	14	3.0%	6.0%	17	11.9%	3.7%
<b>Refus</b>	48	9.5%	1.4%	0	0.0%	0.0%	48	10.5%	2.3%	11	7.8%	0.9%
<b>Ne sait pas</b>	27	5.3%	1.5%	2	4.8%	0.3%	25	5.4%	2.3%	13	8.8%	1.6%