

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	753	100.0%	1.5%	513	100.0%	2.1%	240	100.0%	0.9%	412	100.0%	2.4%
<b>Sexe</b>												
<b>Homme</b>	513	68.1%	2.1%	513	100.0%	2.1%	0	0.0%	0.0%	285	69.1%	3.2%
<b>Femme</b>	240	31.9%	0.9%	0	0.0%	0.0%	240	100.0%	0.9%	127	30.9%	1.5%
<b>Age</b>												
<b>15 à 24 ans</b>	84	11.2%	1.2%	60	11.6%	1.6%	25	10.2%	0.7%	48	11.7%	1.5%
<b>25 à 34 ans</b>	75	10.0%	1.0%	54	10.5%	1.4%	21	8.8%	0.5%	49	11.9%	1.5%
<b>35 à 49 ans</b>	194	25.7%	1.5%	130	25.3%	2.1%	64	26.6%	1.0%	137	33.1%	2.2%
<b>50 à 59 ans</b>	195	25.9%	2.1%	138	27.0%	3.0%	57	23.6%	1.2%	136	33.0%	3.5%
<b>60 ans et plus</b>	205	27.3%	1.4%	131	25.6%	2.0%	74	30.8%	0.9%	42	10.2%	4.3%
<b>Individu</b>												
<b>Ménagères</b>	213	28.2%	0.9%	0	0.0%	0.0%	213	88.6%	0.9%	114	27.7%	1.6%
<b>Personne de référence</b>	518	68.8%	1.8%	458	89.2%	2.3%	60	25.1%	0.8%	275	66.7%	3.4%
<b>Responsable des achats</b>	441	58.6%	1.2%	233	45.4%	1.8%	208	86.7%	0.9%	238	57.7%	2.2%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	9	1.2%	1.7%	9	1.8%	2.4%	0	0.0%	0.0%	0	0.0%	0.0%
<b>Petits patrons</b>	52	6.9%	3.2%	50	9.7%	4.5%	2	0.8%	0.4%	49	11.9%	3.4%
<b>Affaires et Cadres</b>	230	30.6%	4.5%	150	29.3%	5.1%	80	33.3%	3.7%	219	53.2%	4.7%
<b>Professions intermédiaires</b>	84	11.1%	1.2%	63	12.2%	1.8%	21	8.7%	0.6%	78	18.8%	1.4%
<b>Employés</b>	68	9.0%	0.8%	38	7.4%	1.8%	30	12.5%	0.5%	11	2.6%	0.6%
<b>Ouvriers</b>	34	4.5%	0.5%	34	6.6%	0.7%	0	0.0%	0.0%	1	0.3%	0.4%
<b>Retraités</b>	160	21.2%	1.3%	106	20.6%	1.8%	54	22.5%	0.8%	4	1.1%	1.8%
<b>Autres inactifs</b>	117	15.5%	1.1%	64	12.4%	1.7%	53	22.2%	0.8%	50	12.0%	1.5%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	11	1.4%	1.3%	9	1.8%	2.2%	1	0.6%	0.3%	0	0.0%	0.0%
<b>Petits patrons</b>	69	9.1%	2.6%	55	10.7%	4.2%	14	5.7%	1.0%	69	16.6%	2.6%
<b>Affaires et Cadres</b>	256	34.0%	3.5%	167	32.5%	4.7%	89	37.2%	2.4%	256	62.1%	3.5%
<b>Professions intermédiaires</b>	88	11.7%	1.2%	63	12.4%	1.6%	24	10.2%	0.7%	88	21.3%	1.2%
<b>Employés</b>	54	7.2%	1.0%	40	7.8%	1.7%	15	6.1%	0.5%	0	0.0%	0.0%
<b>Ouvriers</b>	55	7.3%	0.6%	31	6.1%	0.6%	24	9.9%	0.5%	0	0.0%	0.0%
<b>Retraités</b>	170	22.5%	1.2%	111	21.6%	1.7%	59	24.5%	0.7%	0	0.0%	0.0%
<b>Autres inactifs</b>	51	6.7%	1.2%	37	7.2%	2.3%	14	5.8%	0.6%	0	0.0%	0.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Taille du foyer</b>												
<b>1 personne</b>	90	12.0%	0.9%	50	9.8%	1.2%	40	16.8%	0.7%	39	9.4%	2.3%
<b>2 personnes</b>	314	41.6%	1.7%	221	43.1%	2.5%	93	38.6%	1.0%	122	29.7%	2.8%
<b>3 personnes</b>	120	15.9%	1.3%	74	14.4%	1.6%	46	19.3%	1.0%	85	20.5%	2.2%
<b>4 personnes</b>	134	17.8%	1.4%	101	19.7%	2.2%	33	13.7%	0.7%	106	25.7%	2.2%
<b>5 personnes et +</b>	95	12.6%	1.8%	67	13.1%	2.6%	28	11.7%	1.0%	60	14.7%	2.3%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	223	29.6%	1.4%	150	29.2%	2.1%	73	30.5%	0.9%	158	38.2%	2.0%
<b>Non</b>	530	70.4%	1.5%	363	70.8%	2.1%	167	69.5%	0.9%	255	61.8%	2.6%
<b>Habitat</b>												
<b>Communes rurales</b>	95	12.6%	0.8%	65	12.6%	1.2%	30	12.7%	0.5%	45	10.8%	1.3%
<b>Agglo. - 20 000 hab</b>	81	10.7%	0.9%	60	11.6%	1.4%	21	8.9%	0.5%	36	8.8%	1.4%
<b>Agglo. 20 000 à 100 000 hab</b>	68	9.1%	1.0%	43	8.3%	1.3%	26	10.7%	0.7%	20	4.9%	1.1%
<b>Agglo. + 100 000 hab</b>	277	36.8%	1.8%	191	37.2%	2.5%	86	35.9%	1.1%	144	35.0%	2.5%
<b>Agglo. Paris</b>	232	30.8%	2.7%	155	30.3%	3.8%	76	31.9%	1.7%	167	40.4%	4.2%

# Enjeux les Echos

Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Régions INSEE</b>												
Ile de France	255	33.9%	2.7%	177	34.4%	3.9%	78	32.6%	1.6%	176	42.8%	4.0%
Nord Pas de Calais	38	5.0%	1.2%	30	5.9%	2.0%	7	3.0%	0.4%	27	6.6%	2.9%
Lorraine	18	2.4%	0.9%	10	2.0%	1.1%	8	3.2%	0.8%	10	2.5%	1.8%
Alsace	27	3.6%	1.8%	8	1.5%	1.0%	19	8.0%	2.4%	14	3.3%	2.8%
Franche-Comté	12	1.7%	1.3%	11	2.2%	2.4%	1	0.5%	0.3%	5	1.1%	1.8%
Champagne Ardennes	13	1.8%	1.2%	8	1.5%	1.5%	5	2.3%	1.0%	5	1.3%	1.9%
Picardie	20	2.7%	1.3%	13	2.6%	1.8%	7	2.9%	0.9%	11	2.6%	2.5%
Bourgogne	9	1.2%	0.7%	7	1.4%	1.1%	2	0.9%	0.3%	4	1.1%	1.3%
Haute Normandie	21	2.7%	1.4%	15	2.9%	2.1%	6	2.3%	0.7%	12	2.8%	2.5%
Basse Normandie	7	0.9%	0.6%	5	1.0%	0.9%	2	0.8%	0.3%	4	1.0%	1.2%
Centre	16	2.2%	0.8%	14	2.6%	1.3%	3	1.2%	0.3%	6	1.4%	1.0%
Pays de Loire	35	4.6%	1.2%	27	5.2%	1.9%	8	3.4%	0.5%	17	4.2%	1.9%
Bretagne	27	3.6%	1.0%	22	4.3%	1.7%	5	2.0%	0.3%	10	2.4%	1.2%
Poitou Charentes	12	1.6%	0.8%	9	1.8%	1.3%	3	1.3%	0.4%	2	0.6%	0.6%
Aquitaine	22	3.0%	0.8%	20	3.9%	1.5%	2	1.0%	0.2%	11	2.6%	1.3%
Midi Pyrénées	22	2.9%	0.9%	14	2.7%	1.2%	8	3.3%	0.6%	13	3.1%	1.6%
Limousin	10	1.4%	1.7%	6	1.2%	2.2%	4	1.6%	1.2%	3	0.8%	2.2%
Auvergne	9	1.1%	0.8%	3	0.6%	0.6%	5	2.3%	0.9%	6	1.3%	1.9%
Rhône Alpes	84	11.1%	1.6%	52	10.2%	2.1%	31	13.1%	1.2%	38	9.2%	2.1%
Languedoc Roussillon	40	5.3%	1.8%	27	5.2%	2.5%	13	5.4%	1.1%	19	4.5%	2.5%
Provence Alpes Côte d'Azur. Corse	56	7.4%	1.3%	34	6.6%	1.7%	22	9.0%	0.9%	19	4.7%	1.3%
<b>Habitudes de connexion à Internet</b>												
Tous les jours	651	86.4%	2.0%	449	87.6%	2.7%	201	83.9%	1.2%	384	93.0%	2.6%
Presque tous les jours	58	7.8%	1.0%	37	7.1%	1.3%	22	9.1%	0.7%	23	5.5%	1.2%
1 à 2 fois par semaine	11	1.5%	0.4%	7	1.4%	0.6%	4	1.7%	0.3%	1	0.2%	0.2%
1 à 3 fois par mois	2	0.3%	0.4%	0	0.0%	0.0%	2	0.9%	0.7%	0	0.0%	0.0%
Moins souvent	4	0.6%	0.5%	4	0.8%	1.2%	0	0.0%	0.0%	2	0.6%	3.0%

# Enjeux les Echos

Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Revenus du foyer</b>												
Moins de 9 000 euros par an	10	1.4%	0.6%	10	2.0%	1.3%	0	0.0%	0.0%	4	0.9%	2.7%
De 9 000 à moins de 12 000 euros par an	14	1.9%	0.5%	7	1.4%	0.7%	7	2.9%	0.4%	3	0.7%	1.2%
De 12 000 à moins de 18 000 euros par an	29	3.9%	0.5%	16	3.2%	0.6%	13	5.2%	0.4%	5	1.2%	0.7%
De 18 000 à moins de 24 000 euros par an	51	6.8%	0.8%	34	6.7%	1.1%	17	7.1%	0.5%	17	4.1%	1.2%
De 24 000 à moins de 36 000 euros par an	94	12.5%	0.9%	66	12.9%	1.2%	28	11.5%	0.5%	36	8.8%	1.1%
De 36 000 à moins de 45 000 euros par an	108	14.4%	1.5%	68	13.3%	1.8%	40	16.6%	1.2%	50	12.2%	1.6%
De 45 000 à moins de 65 000 euros par an	174	23.1%	2.5%	122	23.9%	3.4%	52	21.6%	1.6%	88	21.4%	2.3%
De 65 000 à moins de 80 000 euros par an	77	10.3%	3.9%	56	10.9%	5.0%	22	9.0%	2.6%	55	13.4%	4.3%
De 80 000 à moins de 115 000 euros par an	65	8.6%	5.2%	46	8.9%	6.1%	20	8.2%	3.8%	49	11.9%	5.3%
115 000 euros et plus par an	75	10.0%	12.5%	58	11.3%	15.7%	17	7.1%	7.4%	64	15.5%	12.5%
Refus	42	5.6%	1.3%	21	4.1%	1.5%	21	8.8%	1.1%	31	7.4%	2.9%
Ne sait pas	12	1.6%	0.5%	7	1.4%	0.8%	5	2.0%	0.4%	10	2.5%	1.1%