

Lecture Dernière Période

| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| ENSEMBLE | 1105 | 100.0% | 2.1% | 114 | 100.0% | 0.5% | 991 | 100.0% | 3.7% | 524 | 100.0% | 3.0% |
| Sexe | | | | | | | | | | | | |
| Homme | 114 | 10.3% | 0.5% | 114 | 100.0% | 0.5% | 0 | 0.0% | 0.0% | 42 | 8.0% | 0.5% |
| Femme | 991 | 89.7% | 3.7% | 0 | 0.0% | 0.0% | 991 | 100.0% | 3.7% | 482 | 92.0% | 5.6% |
| Age | | | | | | | | | | | | |
| 15 à 24 ans | 333 | 30.1% | 4.6% | 7 | 6.0% | 0.2% | 326 | 32.9% | 9.1% | 152 | 29.1% | 4.8% |
| 25 à 34 ans | 340 | 30.8% | 4.5% | 28 | 24.2% | 0.7% | 312 | 31.5% | 8.0% | 166 | 31.7% | 5.0% |
| 35 à 49 ans | 240 | 21.7% | 1.9% | 31 | 27.5% | 0.5% | 209 | 21.1% | 3.3% | 135 | 25.7% | 2.2% |
| 50 à 59 ans | 141 | 12.8% | 1.5% | 42 | 36.5% | 0.9% | 100 | 10.0% | 2.1% | 65 | 12.5% | 1.7% |
| 60 ans et plus | 51 | 4.6% | 0.3% | 7 | 5.9% | 0.1% | 44 | 4.5% | 0.5% | 6 | 1.1% | 0.6% |
| Individu | | | | | | | | | | | | |
| Ménagères | 654 | 59.2% | 2.8% | 0 | 0.0% | 0.0% | 654 | 66.0% | 2.8% | 321 | 61.2% | 4.5% |
| Personne de référence | 311 | 28.2% | 1.1% | 104 | 91.3% | 0.5% | 207 | 20.9% | 2.7% | 103 | 19.6% | 1.3% |
| Responsable des achats | 721 | 65.2% | 2.0% | 57 | 49.6% | 0.4% | 664 | 67.0% | 2.9% | 337 | 64.2% | 3.1% |
| PCS Individu | | | | | | | | | | | | |
| Agriculteurs | 2 | 0.2% | 0.3% | 0 | 0.0% | 0.0% | 2 | 0.2% | 1.2% | 0 | 0.0% | 0.0% |
| Petits patrons | 43 | 3.9% | 2.6% | 7 | 6.5% | 0.7% | 35 | 3.6% | 6.8% | 42 | 8.1% | 2.9% |
| Affaires et Cadres | 107 | 9.7% | 2.1% | 14 | 11.9% | 0.5% | 93 | 9.4% | 4.3% | 99 | 18.9% | 2.1% |
| Professions intermédiaires | 164 | 14.9% | 2.4% | 18 | 16.1% | 0.5% | 146 | 14.7% | 4.2% | 122 | 23.3% | 2.2% |
| Employés | 311 | 28.1% | 3.7% | 16 | 13.8% | 0.7% | 295 | 29.8% | 4.8% | 93 | 17.7% | 5.1% |
| Ouvriers | 92 | 8.3% | 1.4% | 32 | 28.3% | 0.6% | 59 | 6.0% | 4.3% | 10 | 1.9% | 2.4% |
| Retraités | 44 | 4.0% | 0.4% | 10 | 8.6% | 0.2% | 35 | 3.5% | 0.5% | 2 | 0.5% | 1.0% |
| Autres inactifs | 343 | 31.0% | 3.3% | 17 | 14.8% | 0.4% | 326 | 32.9% | 5.0% | 155 | 29.6% | 4.8% |
| PCS Personne de référence | | | | | | | | | | | | |
| Agriculteurs | 13 | 1.2% | 1.6% | 0 | 0.0% | 0.0% | 13 | 1.3% | 3.3% | 0 | 0.0% | 0.0% |
| Petits patrons | 100 | 9.1% | 3.8% | 8 | 7.0% | 0.6% | 92 | 9.3% | 6.9% | 100 | 19.1% | 3.8% |
| Affaires et Cadres | 229 | 20.8% | 3.2% | 17 | 14.8% | 0.5% | 213 | 21.5% | 5.8% | 229 | 43.8% | 3.2% |
| Professions intermédiaires | 195 | 17.6% | 2.6% | 17 | 14.9% | 0.4% | 178 | 17.9% | 4.9% | 195 | 37.1% | 2.6% |
| Employés | 151 | 13.7% | 2.8% | 13 | 11.0% | 0.5% | 139 | 14.0% | 4.5% | 0 | 0.0% | 0.0% |
| Ouvriers | 251 | 22.7% | 2.6% | 33 | 28.8% | 0.6% | 218 | 22.0% | 4.9% | 0 | 0.0% | 0.0% |
| Retraités | 71 | 6.4% | 0.5% | 12 | 10.4% | 0.2% | 59 | 5.9% | 0.7% | 0 | 0.0% | 0.0% |
| Autres inactifs | 95 | 8.6% | 2.3% | 15 | 13.1% | 0.9% | 80 | 8.0% | 3.2% | 0 | 0.0% | 0.0% |

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| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Taille du foyer | | | | | | | | | | | | |
| 1 personne | 150 | 13.5% | 1.5% | 15 | 12.7% | 0.3% | 135 | 13.6% | 2.4% | 45 | 8.7% | 2.6% |
| 2 personnes | 268 | 24.3% | 1.5% | 37 | 32.1% | 0.4% | 232 | 23.4% | 2.5% | 119 | 22.6% | 2.7% |
| 3 personnes | 267 | 24.2% | 2.9% | 20 | 17.8% | 0.4% | 247 | 24.9% | 5.4% | 136 | 25.9% | 3.5% |
| 4 personnes | 250 | 22.7% | 2.7% | 30 | 25.9% | 0.6% | 221 | 22.3% | 4.6% | 141 | 26.9% | 2.9% |
| 5 personnes et + | 170 | 15.4% | 3.2% | 13 | 11.6% | 0.5% | 157 | 15.8% | 5.7% | 84 | 16.0% | 3.2% |
| Présence d'enfants de moins de 15 ans | | | | | | | | | | | | |
| Oui | 417 | 37.8% | 2.7% | 52 | 45.1% | 0.7% | 366 | 36.9% | 4.4% | 219 | 41.7% | 2.8% |
| Non | 688 | 62.2% | 1.9% | 63 | 54.9% | 0.4% | 625 | 63.1% | 3.3% | 305 | 58.3% | 3.1% |
| Habitat | | | | | | | | | | | | |
| Communes rurales | 125 | 11.3% | 1.1% | 16 | 13.8% | 0.3% | 109 | 11.0% | 1.8% | 54 | 10.3% | 1.6% |
| Agglo. - 20 000 hab | 136 | 12.3% | 1.5% | 14 | 12.2% | 0.3% | 122 | 12.3% | 2.6% | 53 | 10.2% | 2.1% |
| Agglo. 20 000 à 100 000 hab | 122 | 11.0% | 1.7% | 9 | 7.9% | 0.3% | 113 | 11.4% | 3.1% | 38 | 7.2% | 2.1% |
| Agglo. + 100 000 hab | 412 | 37.3% | 2.7% | 38 | 33.6% | 0.5% | 373 | 37.7% | 4.7% | 204 | 38.9% | 3.6% |
| Agglo. Paris | 311 | 28.1% | 3.6% | 37 | 32.5% | 0.9% | 274 | 27.6% | 6.1% | 175 | 33.4% | 4.4% |

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| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Régions INSEE | | | | | | | | | | | | |
| Ile de France | 336 | 30.4% | 3.5% | 41 | 35.8% | 0.9% | 295 | 29.7% | 5.9% | 185 | 35.3% | 4.2% |
| Nord Pas de Calais | 49 | 4.4% | 1.5% | 6 | 5.5% | 0.4% | 43 | 4.3% | 2.5% | 23 | 4.4% | 2.4% |
| Lorraine | 29 | 2.6% | 1.5% | 2 | 1.9% | 0.2% | 27 | 2.7% | 2.7% | 8 | 1.6% | 1.5% |
| Alsace | 26 | 2.3% | 1.7% | 3 | 2.6% | 0.4% | 23 | 2.3% | 2.9% | 7 | 1.4% | 1.5% |
| Franche-Comté | 19 | 1.8% | 2.0% | 2 | 1.9% | 0.5% | 17 | 1.7% | 3.5% | 9 | 1.7% | 3.3% |
| Champagne Ardennes | 24 | 2.2% | 2.3% | 0 | 0.0% | 0.0% | 24 | 2.5% | 4.3% | 9 | 1.6% | 3.0% |
| Picardie | 21 | 1.9% | 1.4% | 0 | 0.0% | 0.0% | 21 | 2.1% | 2.6% | 14 | 2.6% | 3.2% |
| Bourgogne | 20 | 1.8% | 1.5% | 0 | 0.0% | 0.0% | 20 | 2.0% | 2.9% | 8 | 1.5% | 2.3% |
| Haute Normandie | 18 | 1.7% | 1.2% | 2 | 1.7% | 0.3% | 16 | 1.7% | 2.1% | 5 | 0.9% | 1.0% |
| Basse Normandie | 13 | 1.2% | 1.1% | 2 | 2.0% | 0.4% | 11 | 1.1% | 1.7% | 7 | 1.4% | 2.1% |
| Centre | 28 | 2.6% | 1.4% | 2 | 1.8% | 0.2% | 26 | 2.7% | 2.4% | 9 | 1.6% | 1.4% |
| Pays de Loire | 52 | 4.7% | 1.8% | 9 | 7.5% | 0.6% | 44 | 4.4% | 2.9% | 28 | 5.3% | 2.9% |
| Bretagne | 33 | 3.0% | 1.2% | 2 | 2.1% | 0.2% | 30 | 3.1% | 2.2% | 14 | 2.8% | 1.7% |
| Poitou Charentes | 8 | 0.7% | 0.5% | 0 | 0.0% | 0.0% | 8 | 0.8% | 1.0% | 3 | 0.5% | 0.6% |
| Aquitaine | 58 | 5.3% | 2.1% | 13 | 11.3% | 1.0% | 45 | 4.6% | 3.1% | 27 | 5.2% | 3.1% |
| Midi Pyrénées | 40 | 3.7% | 1.7% | 2 | 2.2% | 0.2% | 38 | 3.8% | 3.0% | 21 | 4.0% | 2.7% |
| Limousin | 7 | 0.6% | 1.1% | 2 | 1.7% | 0.7% | 5 | 0.5% | 1.5% | 1 | 0.2% | 0.8% |
| Auvergne | 19 | 1.8% | 1.7% | 2 | 2.1% | 0.4% | 17 | 1.7% | 2.9% | 11 | 2.2% | 3.9% |
| Rhône Alpes | 124 | 11.2% | 2.4% | 7 | 6.3% | 0.3% | 117 | 11.8% | 4.3% | 53 | 10.2% | 2.9% |
| Languedoc Roussillon | 41 | 3.7% | 1.8% | 6 | 5.1% | 0.5% | 35 | 3.5% | 2.9% | 17 | 3.1% | 2.2% |
| Provence Alpes Côte d'Azur. Corse | 139 | 12.6% | 3.2% | 10 | 8.4% | 0.5% | 130 | 13.1% | 5.7% | 65 | 12.5% | 4.4% |
| Habitudes de connexion à Internet | | | | | | | | | | | | |
| Tous les jours | 914 | 82.7% | 2.8% | 90 | 79.1% | 0.5% | 823 | 83.1% | 5.0% | 458 | 87.3% | 3.1% |
| Presque tous les jours | 88 | 8.0% | 1.5% | 2 | 2.2% | 0.1% | 86 | 8.7% | 2.7% | 51 | 9.8% | 2.6% |
| 1 à 2 fois par semaine | 31 | 2.8% | 1.2% | 6 | 5.2% | 0.5% | 25 | 2.5% | 1.8% | 9 | 1.8% | 1.5% |
| 1 à 3 fois par mois | 11 | 1.0% | 2.2% | 0 | 0.0% | 0.0% | 11 | 1.2% | 3.6% | 6 | 1.1% | 10.0% |
| Moins souvent | 6 | 0.5% | 0.7% | 1 | 0.8% | 0.3% | 5 | 0.5% | 1.1% | 0 | 0.0% | 0.0% |

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| Revenus du foyer | | | | | | | | | | | | |
| Moins de 9 000 euros par an | 49 | 4.4% | 2.6% | 5 | 4.1% | 0.6% | 44 | 4.4% | 4.1% | 1 | 0.2% | 0.6% |
| De 9 000 à moins de 12 000 euros par an | 41 | 3.7% | 1.4% | 0 | 0.0% | 0.0% | 41 | 4.1% | 2.3% | 5 | 1.0% | 2.0% |
| De 12 000 à moins de 18 000 euros par an | 143 | 13.0% | 2.3% | 21 | 18.0% | 0.8% | 123 | 12.4% | 3.5% | 38 | 7.3% | 5.2% |
| De 18 000 à moins de 24 000 euros par an | 113 | 10.2% | 1.7% | 12 | 10.9% | 0.4% | 100 | 10.1% | 2.8% | 47 | 9.0% | 3.5% |
| De 24 000 à moins de 36 000 euros par an | 217 | 19.6% | 2.0% | 29 | 25.7% | 0.6% | 188 | 18.9% | 3.3% | 85 | 16.1% | 2.5% |
| De 36 000 à moins de 45 000 euros par an | 141 | 12.7% | 2.0% | 12 | 10.2% | 0.3% | 129 | 13.0% | 3.9% | 86 | 16.4% | 2.8% |
| De 45 000 à moins de 65 000 euros par an | 158 | 14.3% | 2.3% | 13 | 11.0% | 0.3% | 145 | 14.7% | 4.5% | 113 | 21.6% | 3.0% |
| De 65 000 à moins de 80 000 euros par an | 36 | 3.3% | 1.8% | 8 | 6.6% | 0.7% | 29 | 2.9% | 3.4% | 24 | 4.6% | 1.9% |
| De 80 000 à moins de 115 000 euros par an | 26 | 2.3% | 2.1% | 3 | 2.8% | 0.4% | 23 | 2.3% | 4.4% | 25 | 4.8% | 2.7% |
| 115 000 euros et plus par an | 20 | 1.8% | 3.3% | 3 | 2.3% | 0.7% | 17 | 1.7% | 7.4% | 20 | 3.7% | 3.9% |
| Refus | 71 | 6.4% | 2.1% | 8 | 6.7% | 0.6% | 63 | 6.4% | 3.2% | 32 | 6.2% | 3.0% |
| Ne sait pas | 92 | 8.3% | 4.0% | 2 | 1.7% | 0.2% | 90 | 9.1% | 6.8% | 48 | 9.1% | 5.1% |