

Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	497	100.0%	1.0%	134	100.0%	0.5%	363	100.0%	1.3%	308	100.0%	1.8%
Sexe												
Homme	134	27.0%	0.5%	134	100.0%	0.5%	0	0.0%	0.0%	75	24.4%	0.9%
Femme	363	73.0%	1.3%	0	0.0%	0.0%	363	100.0%	1.3%	233	75.6%	2.7%
Age												
15 à 24 ans	127	25.5%	1.7%	22	16.7%	0.6%	104	28.8%	2.9%	88	28.6%	2.8%
25 à 34 ans	77	15.5%	1.0%	22	16.6%	0.6%	55	15.1%	1.4%	40	13.0%	1.2%
35 à 49 ans	121	24.4%	1.0%	35	26.1%	0.6%	86	23.7%	1.4%	106	34.3%	1.7%
50 à 59 ans	85	17.1%	0.9%	29	21.3%	0.6%	57	15.6%	1.2%	55	17.9%	1.5%
60 ans et plus	87	17.5%	0.6%	26	19.4%	0.4%	61	16.7%	0.7%	19	6.2%	2.0%
Individu												
Ménagères	253	50.9%	1.1%	0	0.0%	0.0%	253	69.7%	1.1%	155	50.2%	2.2%
Personne de référence	173	34.9%	0.6%	103	76.3%	0.5%	71	19.5%	0.9%	90	29.2%	1.1%
Responsable des achats	320	64.3%	0.9%	72	53.8%	0.6%	248	68.2%	1.1%	187	60.8%	1.7%
PCS Individu												
Agriculteurs	1	0.1%	0.1%	1	0.5%	0.2%	0	0.0%	0.0%	0	0.0%	0.0%
Petits patrons	30	6.1%	1.9%	10	7.6%	0.9%	20	5.6%	4.1%	30	9.7%	2.0%
Affaires et Cadres	113	22.7%	2.2%	37	27.2%	1.2%	76	21.1%	3.6%	97	31.5%	2.1%
Professions intermédiaires	65	13.1%	0.9%	22	16.2%	0.7%	43	11.9%	1.2%	58	18.7%	1.0%
Employés	59	11.8%	0.7%	6	4.1%	0.3%	53	14.7%	0.9%	27	8.9%	1.5%
Ouvriers	30	6.1%	0.5%	18	13.2%	0.3%	13	3.5%	0.9%	0	0.0%	0.0%
Retraités	61	12.3%	0.5%	22	16.7%	0.4%	39	10.7%	0.6%	10	3.3%	4.0%
Autres inactifs	138	27.7%	1.3%	20	14.5%	0.5%	118	32.6%	1.8%	86	28.0%	2.6%
PCS Personne de référence												
Agriculteurs	2	0.5%	0.3%	1	0.5%	0.2%	2	0.5%	0.4%	0	0.0%	0.0%
Petits patrons	62	12.5%	2.4%	8	5.6%	0.6%	55	15.1%	4.1%	62	20.2%	2.4%
Affaires et Cadres	134	26.9%	1.8%	38	28.2%	1.0%	96	26.4%	2.7%	134	43.4%	1.8%
Professions intermédiaires	112	22.5%	1.5%	30	22.1%	0.8%	82	22.7%	2.2%	112	36.4%	1.5%
Employés	35	7.0%	0.6%	8	6.2%	0.4%	27	7.3%	0.9%	0	0.0%	0.0%
Ouvriers	74	14.8%	0.8%	23	16.8%	0.4%	51	14.1%	1.2%	0	0.0%	0.0%
Retraités	62	12.4%	0.4%	23	17.1%	0.3%	39	10.6%	0.5%	0	0.0%	0.0%
Autres inactifs	17	3.4%	0.4%	5	3.5%	0.3%	12	3.4%	0.5%	0	0.0%	0.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du foyer												
1 personne	79	16.0%	0.8%	26	19.1%	0.6%	54	14.8%	1.0%	30	9.8%	1.7%
2 personnes	123	24.7%	0.7%	37	27.7%	0.4%	85	23.5%	0.9%	62	20.0%	1.4%
3 personnes	133	26.7%	1.5%	30	22.5%	0.7%	103	28.3%	2.2%	106	34.3%	2.7%
4 personnes	104	21.0%	1.1%	31	23.2%	0.7%	73	20.2%	1.6%	67	21.8%	1.4%
5 personnes et +	58	11.6%	1.1%	10	7.5%	0.4%	48	13.1%	1.7%	44	14.2%	1.7%
Présence d'enfants de moins de 15 ans												
Oui	173	34.9%	1.1%	40	29.8%	0.6%	133	36.7%	1.6%	130	42.1%	1.7%
Non	324	65.1%	0.9%	94	70.2%	0.5%	230	63.3%	1.2%	178	57.9%	1.8%
Habitat												
Communes rurales	43	8.7%	0.4%	15	10.8%	0.3%	28	7.9%	0.5%	22	7.3%	0.7%
Agglo. - 20 000 hab	49	9.9%	0.5%	14	10.4%	0.3%	35	9.7%	0.7%	26	8.4%	1.0%
Agglo. 20 000 à 100 000 hab	44	8.9%	0.6%	8	5.7%	0.2%	37	10.1%	1.0%	22	7.2%	1.2%
Agglo. + 100 000 hab	215	43.2%	1.4%	60	45.0%	0.8%	154	42.5%	2.0%	141	45.7%	2.5%
Agglo. Paris	146	29.4%	1.7%	38	28.0%	0.9%	108	29.9%	2.4%	97	31.4%	2.4%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	158	31.8%	1.7%	38	28.0%	0.8%	120	33.2%	2.4%	101	32.8%	2.3%
Nord Pas de Calais	16	3.3%	0.5%	6	4.3%	0.4%	11	2.9%	0.6%	13	4.1%	1.3%
Lorraine	14	2.7%	0.7%	7	5.4%	0.8%	6	1.7%	0.6%	6	2.1%	1.2%
Alsace	19	3.8%	1.2%	5	3.8%	0.7%	14	3.8%	1.8%	11	3.6%	2.2%
Franche-Comté	2	0.5%	0.2%	0	0.3%	0.1%	2	0.5%	0.4%	2	0.5%	0.6%
Champagne Ardennes	4	0.9%	0.4%	1	0.7%	0.2%	3	0.9%	0.6%	1	0.3%	0.3%
Picardie	6	1.1%	0.4%	1	0.8%	0.1%	5	1.3%	0.6%	3	1.0%	0.7%
Bourgogne	9	1.9%	0.7%	4	2.8%	0.6%	6	1.5%	0.8%	2	0.8%	0.7%
Haute Normandie	12	2.4%	0.8%	3	2.5%	0.5%	9	2.4%	1.1%	7	2.1%	1.4%
Basse Normandie	8	1.7%	0.7%	1	1.0%	0.2%	7	1.9%	1.1%	5	1.6%	1.5%
Centre	11	2.1%	0.5%	3	1.9%	0.2%	8	2.2%	0.8%	5	1.7%	0.9%
Pays de Loire	20	4.0%	0.7%	7	5.3%	0.5%	13	3.5%	0.8%	9	2.9%	1.0%
Bretagne	25	5.0%	0.9%	9	6.6%	0.7%	16	4.4%	1.2%	18	5.8%	2.2%
Poitou Charentes	12	2.4%	0.8%	4	3.2%	0.6%	7	2.1%	1.0%	8	2.5%	2.0%
Aquitaine	22	4.5%	0.8%	11	8.1%	0.8%	11	3.1%	0.8%	13	4.2%	1.5%
Midi Pyrénées	31	6.2%	1.3%	5	3.6%	0.4%	26	7.2%	2.1%	26	8.4%	3.2%
Limousin	4	0.8%	0.7%	2	1.3%	0.6%	2	0.7%	0.7%	2	0.5%	1.0%
Auvergne	5	1.0%	0.4%	1	0.5%	0.1%	4	1.2%	0.7%	2	0.5%	0.5%
Rhône Alpes	47	9.5%	0.9%	12	9.2%	0.5%	35	9.7%	1.3%	35	11.3%	1.9%
Languedoc Roussillon	18	3.6%	0.8%	4	2.9%	0.4%	14	3.8%	1.2%	9	3.0%	1.3%
Provence Alpes Côte d'Azur. Corse	54	10.9%	1.2%	11	7.9%	0.5%	44	12.0%	1.9%	32	10.3%	2.1%
Habitudes de connexion à Internet												
Tous les jours	422	84.9%	1.2%	121	89.8%	0.7%	302	83.1%	1.8%	282	91.5%	1.9%
Presque tous les jours	43	8.6%	0.7%	5	3.5%	0.2%	38	10.5%	1.2%	21	6.8%	1.1%
1 à 2 fois par semaine	15	2.9%	0.6%	3	2.4%	0.3%	11	3.1%	0.8%	5	1.5%	0.9%
1 à 3 fois par mois	6	1.1%	1.1%	0	0.0%	0.0%	6	1.5%	1.9%	0	0.0%	0.0%
Moins souvent	1	0.2%	0.1%	0	0.0%	0.0%	1	0.3%	0.2%	1	0.2%	1.2%

Vanity Fair



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	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Revenus du foyer												
Moins de 9 000 euros par an	13	2.7%	0.7%	6	4.2%	0.7%	8	2.1%	0.7%	6	1.8%	3.1%
De 9 000 à moins de 12 000 euros par an	6	1.3%	0.2%	3	2.2%	0.3%	4	1.0%	0.2%	2	0.7%	0.9%
De 12 000 à moins de 18 000 euros par an	24	4.8%	0.4%	8	5.7%	0.3%	16	4.5%	0.5%	13	4.2%	1.9%
De 18 000 à moins de 24 000 euros par an	45	9.0%	0.7%	12	8.8%	0.4%	33	9.0%	0.9%	16	5.1%	1.1%
De 24 000 à moins de 36 000 euros par an	96	19.3%	0.9%	23	16.8%	0.4%	73	20.2%	1.3%	51	16.6%	1.5%
De 36 000 à moins de 45 000 euros par an	56	11.2%	0.8%	7	5.2%	0.2%	49	13.4%	1.5%	35	11.2%	1.2%
De 45 000 à moins de 65 000 euros par an	83	16.7%	1.2%	28	20.9%	0.7%	55	15.2%	1.7%	55	18.0%	1.4%
De 65 000 à moins de 80 000 euros par an	44	8.8%	2.2%	19	14.4%	1.8%	24	6.7%	2.8%	29	9.4%	2.2%
De 80 000 à moins de 115 000 euros par an	34	6.8%	2.7%	16	11.8%	2.2%	18	5.0%	3.6%	28	9.0%	3.0%
115 000 euros et plus par an	31	6.3%	5.3%	8	5.6%	2.1%	24	6.5%	10.1%	27	8.7%	5.7%
Refus	34	6.8%	1.1%	4	2.7%	0.3%	30	8.4%	1.7%	22	7.1%	2.2%
Ne sait pas	32	6.4%	1.4%	2	1.8%	0.3%	29	8.0%	2.1%	25	8.0%	2.7%