

# Ça M'Intéresse

Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	2942	100.0%	5.7%	1393	100.0%	5.6%	1549	100.0%	5.7%	1223	100.0%	7.0%
<b>Sexe</b>												
<b>Homme</b>	1393	47.4%	5.6%	1393	100.0%	5.6%	0	0.0%	0.0%	592	48.4%	6.7%
<b>Femme</b>	1549	52.6%	5.7%	0	0.0%	0.0%	1549	100.0%	5.7%	631	51.6%	7.3%
<b>Age</b>												
<b>15 à 24 ans</b>	257	8.7%	3.5%	110	7.9%	3.0%	147	9.5%	4.1%	145	11.8%	4.6%
<b>25 à 34 ans</b>	337	11.5%	4.4%	170	12.2%	4.6%	167	10.8%	4.3%	179	14.6%	5.4%
<b>35 à 49 ans</b>	950	32.3%	7.6%	472	33.9%	7.7%	477	30.8%	7.5%	525	42.9%	8.5%
<b>50 à 59 ans</b>	680	23.1%	7.4%	332	23.8%	7.2%	349	22.5%	7.6%	296	24.2%	7.8%
<b>60 ans et plus</b>	718	24.4%	4.7%	308	22.1%	4.7%	409	26.4%	4.8%	79	6.4%	8.0%
<b>Individu</b>												
<b>Ménagères</b>	1381	46.9%	5.9%	0	0.0%	0.0%	1381	89.1%	5.9%	542	44.3%	7.7%
<b>Personne de référence</b>	1615	54.9%	5.8%	1243	89.2%	6.1%	372	24.0%	4.8%	620	50.7%	7.6%
<b>Responsable des achats</b>	2109	71.7%	5.9%	769	55.2%	5.9%	1340	86.5%	5.9%	821	67.1%	7.5%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	31	1.0%	5.9%	12	0.9%	3.3%	19	1.2%	11.8%	0	0.0%	0.0%
<b>Petits patrons</b>	120	4.1%	7.4%	74	5.3%	6.5%	46	3.0%	9.3%	108	8.9%	7.4%
<b>Affaires et Cadres</b>	375	12.8%	7.4%	201	14.4%	6.7%	174	11.2%	8.2%	345	28.2%	7.4%
<b>Professions intermédiaires</b>	532	18.1%	7.7%	270	19.4%	8.2%	261	16.9%	7.3%	448	36.6%	8.1%
<b>Employés</b>	494	16.8%	6.0%	137	9.8%	6.3%	357	23.0%	5.8%	104	8.5%	5.7%
<b>Ouvriers</b>	344	11.7%	5.4%	269	19.3%	5.3%	75	4.8%	5.6%	23	1.9%	5.5%
<b>Retraités</b>	648	22.0%	5.2%	278	19.9%	4.6%	370	23.9%	5.6%	28	2.2%	11.1%
<b>Autres inactifs</b>	398	13.5%	3.9%	152	10.9%	4.1%	247	15.9%	3.8%	167	13.7%	5.0%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	47	1.6%	5.7%	17	1.3%	4.3%	29	1.9%	7.2%	0	0.0%	0.0%
<b>Petits patrons</b>	170	5.8%	6.4%	76	5.5%	5.8%	94	6.0%	7.1%	170	13.9%	6.4%
<b>Affaires et Cadres</b>	484	16.5%	6.7%	221	15.9%	6.0%	263	17.0%	7.3%	484	39.6%	6.7%
<b>Professions intermédiaires</b>	569	19.3%	7.5%	295	21.2%	7.7%	274	17.7%	7.3%	569	46.5%	7.5%
<b>Employés</b>	351	11.9%	6.5%	144	10.3%	6.2%	207	13.4%	6.7%	0	0.0%	0.0%
<b>Ouvriers</b>	485	16.5%	5.1%	270	19.4%	5.3%	215	13.9%	4.9%	0	0.0%	0.0%
<b>Retraités</b>	721	24.5%	5.0%	297	21.3%	4.5%	424	27.4%	5.4%	0	0.0%	0.0%
<b>Autres inactifs</b>	115	3.9%	2.8%	73	5.3%	4.7%	42	2.7%	1.7%	0	0.0%	0.0%

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<b>Taille du foyer</b>												
<b>1 personne</b>	430	14.6%	4.3%	192	13.8%	4.3%	238	15.4%	4.3%	109	8.9%	6.3%
<b>2 personnes</b>	1046	35.6%	5.8%	485	34.8%	5.6%	561	36.2%	6.1%	294	24.1%	6.9%
<b>3 personnes</b>	535	18.2%	5.9%	254	18.2%	5.6%	282	18.2%	6.1%	310	25.4%	7.9%
<b>4 personnes</b>	625	21.3%	6.7%	290	20.8%	6.2%	335	21.6%	7.2%	350	28.6%	7.1%
<b>5 personnes et +</b>	305	10.4%	5.7%	172	12.3%	6.9%	133	8.6%	4.6%	159	13.0%	6.3%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	984	33.4%	6.4%	467	33.6%	6.6%	516	33.3%	6.2%	566	46.3%	7.3%
<b>Non</b>	1958	66.6%	5.4%	926	66.4%	5.2%	1032	66.7%	5.5%	656	53.7%	6.7%
<b>Habitat</b>												
<b>Communes rurales</b>	714	24.3%	6.0%	320	22.9%	5.7%	394	25.4%	6.4%	267	21.9%	8.1%
<b>Agglo. - 20 000 hab</b>	516	17.5%	5.7%	257	18.4%	6.2%	259	16.7%	5.4%	195	15.9%	7.4%
<b>Agglo. 20 000 à 100 000 hab</b>	401	13.6%	5.8%	186	13.3%	5.5%	215	13.9%	6.0%	138	11.3%	7.7%
<b>Agglo. + 100 000 hab</b>	868	29.5%	5.6%	428	30.7%	5.7%	440	28.4%	5.6%	407	33.3%	7.1%
<b>Agglo. Paris</b>	443	15.1%	5.2%	202	14.5%	5.0%	241	15.5%	5.4%	215	17.6%	5.3%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Régions INSEE</b>												
Ile de France	518	17.6%	5.4%	233	16.7%	5.1%	286	18.4%	5.7%	253	20.7%	5.8%
Nord Pas de Calais	125	4.2%	3.9%	76	5.5%	5.0%	49	3.1%	2.9%	44	3.6%	4.4%
Lorraine	130	4.4%	6.8%	76	5.5%	8.2%	54	3.5%	5.5%	41	3.3%	7.4%
Alsace	135	4.6%	8.8%	70	5.0%	9.5%	65	4.2%	8.2%	54	4.4%	10.8%
Franche-Comté	65	2.2%	6.8%	32	2.3%	6.9%	33	2.1%	6.8%	24	2.0%	9.1%
Champagne Ardennes	81	2.8%	7.4%	33	2.4%	6.3%	48	3.1%	8.5%	23	1.9%	7.8%
Picardie	56	1.9%	3.6%	28	2.0%	3.8%	28	1.8%	3.5%	27	2.2%	6.3%
Bourgogne	75	2.5%	5.5%	34	2.5%	5.3%	40	2.6%	5.7%	26	2.1%	7.6%
Haute Normandie	68	2.3%	4.6%	33	2.3%	4.6%	36	2.3%	4.6%	36	3.0%	7.8%
Basse Normandie	65	2.2%	5.3%	31	2.2%	5.3%	34	2.2%	5.4%	23	1.9%	7.0%
Centre	111	3.8%	5.3%	56	4.0%	5.6%	55	3.5%	5.0%	47	3.9%	8.1%
Pays de Loire	170	5.8%	5.8%	82	5.9%	5.8%	88	5.7%	5.8%	71	5.8%	7.6%
Bretagne	138	4.7%	5.2%	63	4.5%	5.0%	75	4.8%	5.4%	52	4.3%	6.4%
Poitou Charentes	75	2.5%	5.0%	31	2.2%	4.4%	43	2.8%	5.6%	29	2.4%	7.3%
Aquitaine	161	5.5%	5.8%	77	5.6%	5.9%	84	5.4%	5.8%	60	4.9%	7.0%
Midi Pyrénées	160	5.4%	6.5%	58	4.1%	4.9%	102	6.6%	8.1%	61	5.0%	7.7%
Limousin	39	1.3%	6.3%	22	1.5%	7.3%	17	1.1%	5.4%	12	1.0%	7.5%
Auvergne	76	2.6%	6.7%	40	2.8%	7.3%	36	2.3%	6.1%	22	1.8%	7.1%
Rhône Alpes	324	11.0%	6.3%	152	10.9%	6.1%	172	11.1%	6.4%	136	11.1%	7.3%
Languedoc Roussillon	132	4.5%	5.8%	65	4.7%	6.0%	67	4.4%	5.7%	64	5.2%	9.1%
Provence Alpes Côte d'Azur. Corse	240	8.1%	5.5%	101	7.3%	4.9%	139	8.9%	6.1%	119	9.7%	8.0%
<b>Habitudes de connexion à Internet</b>												
Tous les jours	2129	72.4%	6.3%	1031	74.0%	6.1%	1098	70.9%	6.5%	1021	83.5%	7.0%
Presque tous les jours	343	11.7%	5.9%	139	10.0%	5.2%	204	13.2%	6.5%	126	10.3%	6.4%
1 à 2 fois par semaine	184	6.3%	7.4%	84	6.0%	7.8%	100	6.5%	7.1%	56	4.6%	10.4%
1 à 3 fois par mois	33	1.1%	6.6%	11	0.8%	5.3%	22	1.4%	7.5%	2	0.2%	3.9%
Moins souvent	24	0.8%	3.4%	11	0.8%	3.2%	14	0.9%	3.5%	4	0.3%	7.5%
Jamais	3	0.1%	3.5%	3	0.2%	4.9%	0	0.0%	0.0%	3	0.3%	49.4%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Revenus du foyer</b>												
Moins de 9 000 euros par an	67	2.3%	3.5%	26	1.9%	3.3%	41	2.6%	3.7%	11	0.9%	5.7%
De 9 000 à moins de 12 000 euros par an	78	2.6%	2.6%	29	2.1%	2.6%	49	3.2%	2.7%	18	1.5%	7.3%
De 12 000 à moins de 18 000 euros par an	231	7.9%	3.9%	97	7.0%	3.7%	134	8.6%	4.1%	34	2.8%	4.9%
De 18 000 à moins de 24 000 euros par an	352	11.9%	5.3%	159	11.4%	5.2%	193	12.5%	5.4%	92	7.6%	6.7%
De 24 000 à moins de 36 000 euros par an	715	24.3%	6.5%	341	24.4%	6.5%	375	24.2%	6.5%	234	19.1%	7.0%
De 36 000 à moins de 45 000 euros par an	460	15.7%	6.6%	224	16.0%	6.1%	237	15.3%	7.1%	195	15.9%	6.6%
De 45 000 à moins de 65 000 euros par an	552	18.7%	7.7%	291	20.9%	7.5%	261	16.8%	7.9%	339	27.7%	8.4%
De 65 000 à moins de 80 000 euros par an	121	4.1%	6.2%	71	5.1%	6.5%	51	3.3%	5.9%	98	8.0%	7.6%
De 80 000 à moins de 115 000 euros par an	60	2.0%	4.9%	31	2.3%	4.3%	29	1.9%	5.7%	51	4.2%	5.4%
115 000 euros et plus par an	32	1.1%	5.4%	22	1.6%	6.1%	10	0.7%	4.4%	27	2.2%	5.8%
Refus	195	6.6%	6.3%	83	5.9%	6.4%	112	7.3%	6.3%	91	7.4%	9.0%
Ne sait pas	79	2.7%	3.4%	21	1.5%	2.1%	58	3.8%	4.3%	33	2.7%	3.6%