

## Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	2242	100.0%	4.3%	668	100.0%	2.7%	1574	100.0%	5.8%	1064	100.0%	6.1%
<b>Sexe</b>												
<b>Homme</b>	668	29.8%	2.7%	668	100.0%	2.7%	0	0.0%	0.0%	297	27.9%	3.4%
<b>Femme</b>	1574	70.2%	5.8%	0	0.0%	0.0%	1574	100.0%	5.8%	767	72.1%	8.9%
<b>Age</b>												
<b>15 à 24 ans</b>	261	11.6%	3.6%	90	13.5%	2.5%	170	10.8%	4.7%	129	12.1%	4.1%
<b>25 à 34 ans</b>	296	13.2%	3.9%	70	10.4%	1.9%	226	14.4%	5.8%	149	14.0%	4.5%
<b>35 à 49 ans</b>	696	31.0%	5.6%	204	30.5%	3.3%	492	31.3%	7.8%	409	38.4%	6.6%
<b>50 à 59 ans</b>	561	25.0%	6.1%	178	26.6%	3.9%	383	24.3%	8.3%	308	28.9%	8.1%
<b>60 ans et plus</b>	428	19.1%	2.8%	126	18.9%	1.9%	302	19.2%	3.5%	71	6.6%	7.2%
<b>Individu</b>												
<b>Ménagères</b>	1392	62.1%	6.0%	0	0.0%	0.0%	1392	88.4%	6.0%	680	63.9%	9.7%
<b>Personne de référence</b>	1031	46.0%	3.7%	565	84.6%	2.8%	466	29.6%	6.0%	425	39.9%	5.2%
<b>Responsable des achats</b>	1717	76.6%	4.8%	360	53.9%	2.8%	1357	86.2%	6.0%	809	76.0%	7.4%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	22	1.0%	4.1%	8	1.2%	2.1%	14	0.9%	8.9%	0	0.0%	0.0%
<b>Petits patrons</b>	95	4.2%	5.8%	49	7.4%	4.4%	45	2.9%	9.0%	82	7.7%	5.6%
<b>Affaires et Cadres</b>	357	15.9%	7.0%	124	18.6%	4.2%	233	14.8%	11.0%	326	30.7%	7.0%
<b>Professions intermédiaires</b>	455	20.3%	6.6%	88	13.1%	2.6%	367	23.3%	10.3%	349	32.8%	6.3%
<b>Employés</b>	435	19.4%	5.3%	65	9.7%	3.0%	371	23.6%	6.1%	112	10.5%	6.2%
<b>Ouvriers</b>	144	6.4%	2.2%	87	13.1%	1.7%	57	3.6%	4.2%	19	1.8%	4.6%
<b>Retraités</b>	336	15.0%	2.7%	109	16.3%	1.8%	227	14.4%	3.5%	23	2.2%	9.4%
<b>Autres inactifs</b>	399	17.8%	3.9%	139	20.8%	3.7%	260	16.5%	4.0%	153	14.4%	4.6%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	32	1.4%	3.9%	10	1.5%	2.4%	22	1.4%	5.4%	0	0.0%	0.0%
<b>Petits patrons</b>	162	7.2%	6.2%	49	7.4%	3.8%	113	7.2%	8.6%	162	15.3%	6.2%
<b>Affaires et Cadres</b>	463	20.6%	6.4%	144	21.5%	3.9%	319	20.3%	8.9%	463	43.5%	6.4%
<b>Professions intermédiaires</b>	439	19.6%	5.8%	104	15.5%	2.7%	336	21.3%	9.0%	439	41.3%	5.8%
<b>Employés</b>	290	13.0%	5.4%	64	9.6%	2.8%	227	14.4%	7.3%	0	0.0%	0.0%
<b>Ouvriers</b>	311	13.9%	3.3%	99	14.8%	1.9%	212	13.5%	4.8%	0	0.0%	0.0%
<b>Retraités</b>	398	17.7%	2.8%	115	17.2%	1.8%	282	17.9%	3.6%	0	0.0%	0.0%
<b>Autres inactifs</b>	147	6.5%	3.6%	83	12.4%	5.3%	64	4.0%	2.5%	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>	395	17.6%	4.0%	117	17.6%	2.6%	278	17.7%	5.0%	132	12.4%	7.6%
<b>2 personnes</b>	694	31.0%	3.9%	186	27.8%	2.1%	509	32.3%	5.5%	254	23.9%	6.0%
<b>3 personnes</b>	440	19.6%	4.8%	136	20.4%	3.0%	304	19.3%	6.6%	251	23.5%	6.3%
<b>4 personnes</b>	448	20.0%	4.8%	124	18.5%	2.7%	324	20.6%	6.9%	277	26.1%	5.6%
<b>5 personnes et +</b>	265	11.8%	4.9%	105	15.7%	4.2%	160	10.2%	5.6%	150	14.1%	5.9%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	856	38.2%	5.5%	260	38.9%	3.6%	596	37.9%	7.2%	507	47.7%	6.6%
<b>Non</b>	1386	61.8%	3.8%	408	61.1%	2.3%	978	62.1%	5.2%	557	52.3%	5.7%
<b>Habitat</b>												
<b>Communes rurales</b>	423	18.9%	3.6%	134	20.0%	2.4%	290	18.4%	4.7%	173	16.3%	5.3%
<b>Agglo. - 20 000 hab</b>	346	15.4%	3.8%	88	13.2%	2.1%	258	16.4%	5.3%	152	14.3%	5.8%
<b>Agglo. 20 000 à 100 000 hab</b>	250	11.2%	3.6%	73	11.0%	2.2%	177	11.2%	4.9%	104	9.8%	5.8%
<b>Agglo. + 100 000 hab</b>	791	35.3%	5.1%	250	37.5%	3.3%	541	34.4%	6.8%	393	36.9%	6.9%
<b>Agglo. Paris</b>	431	19.2%	5.1%	123	18.4%	3.0%	309	19.6%	6.9%	242	22.7%	6.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Régions INSEE</b>												
Ile de France	469	20.9%	4.9%	134	20.1%	2.9%	335	21.3%	6.7%	259	24.3%	5.9%
Nord Pas de Calais	78	3.5%	2.4%	31	4.7%	2.0%	47	3.0%	2.8%	36	3.4%	3.6%
Lorraine	71	3.2%	3.7%	33	5.0%	3.6%	38	2.4%	3.8%	25	2.3%	4.5%
Alsace	108	4.8%	7.1%	40	6.0%	5.4%	68	4.3%	8.6%	58	5.5%	11.8%
Franche-Comté	46	2.1%	4.8%	19	2.8%	4.0%	27	1.7%	5.6%	19	1.8%	7.1%
Champagne Ardennes	47	2.1%	4.4%	15	2.2%	2.9%	32	2.1%	5.8%	16	1.5%	5.4%
Picardie	48	2.1%	3.1%	18	2.7%	2.4%	30	1.9%	3.7%	19	1.8%	4.5%
Bourgogne	61	2.7%	4.5%	15	2.2%	2.3%	46	2.9%	6.5%	16	1.5%	4.6%
Haute Normandie	43	1.9%	2.9%	20	2.9%	2.8%	24	1.5%	3.1%	23	2.2%	4.9%
Basse Normandie	37	1.6%	3.0%	9	1.3%	1.5%	28	1.8%	4.4%	15	1.4%	4.7%
Centre	73	3.3%	3.5%	15	2.3%	1.5%	58	3.7%	5.4%	30	2.8%	5.1%
Pays de Loire	115	5.1%	3.9%	26	3.9%	1.8%	89	5.6%	5.8%	71	6.7%	7.7%
Bretagne	112	5.0%	4.2%	37	5.6%	2.9%	75	4.8%	5.4%	49	4.6%	6.0%
Poitou Charentes	66	2.9%	4.5%	23	3.5%	3.3%	43	2.7%	5.5%	29	2.8%	7.4%
Aquitaine	137	6.1%	5.0%	37	5.5%	2.8%	100	6.3%	6.9%	64	6.1%	7.5%
Midi Pyrénées	95	4.2%	3.9%	30	4.5%	2.5%	65	4.1%	5.1%	48	4.6%	6.1%
Limousin	20	0.9%	3.3%	7	1.1%	2.4%	13	0.9%	4.2%	5	0.5%	3.4%
Auvergne	24	1.1%	2.2%	6	0.9%	1.1%	18	1.2%	3.1%	14	1.3%	4.5%
Rhône Alpes	279	12.4%	5.4%	75	11.3%	3.0%	203	12.9%	7.6%	131	12.3%	7.0%
Languedoc Roussillon	109	4.9%	4.8%	41	6.2%	3.8%	68	4.3%	5.7%	44	4.1%	6.2%
Provence Alpes Côte d'Azur. Corse	204	9.1%	4.7%	37	5.5%	1.8%	168	10.6%	7.3%	93	8.7%	6.2%
<b>Habitudes de connexion à Internet</b>												
Tous les jours	1684	75.1%	5.0%	499	74.7%	3.0%	1185	75.3%	7.0%	874	82.1%	6.0%
Presque tous les jours	286	12.7%	4.9%	73	10.9%	2.7%	213	13.5%	6.8%	128	12.0%	6.6%
1 à 2 fois par semaine	94	4.2%	3.8%	23	3.4%	2.1%	72	4.5%	5.1%	44	4.2%	8.2%
1 à 3 fois par mois	15	0.7%	2.9%	7	1.1%	3.6%	7	0.5%	2.4%	2	0.2%	3.5%
Moins souvent	28	1.2%	3.8%	13	2.0%	4.0%	14	0.9%	3.8%	8	0.7%	14.0%
Jamais	2	0.1%	1.7%	2	0.2%	2.5%	0	0.0%	0.0%	0	0.0%	0.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	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>	85	3.8%	4.5%	31	4.6%	3.9%	54	3.5%	4.9%	15	1.4%	8.2%
<b>De 9 000 à moins de 12 000 euros par an</b>	85	3.8%	2.9%	30	4.5%	2.7%	55	3.5%	2.9%	13	1.2%	5.2%
<b>De 12 000 à moins de 18 000 euros par an</b>	217	9.7%	3.7%	65	9.8%	2.5%	152	9.7%	4.7%	43	4.1%	6.2%
<b>De 18 000 à moins de 24 000 euros par an</b>	200	8.9%	3.0%	46	6.9%	1.5%	153	9.7%	4.3%	73	6.9%	5.3%
<b>De 24 000 à moins de 36 000 euros par an</b>	455	20.3%	4.1%	136	20.4%	2.6%	319	20.2%	5.5%	220	20.7%	6.6%
<b>De 36 000 à moins de 45 000 euros par an</b>	380	16.9%	5.4%	109	16.3%	3.0%	271	17.2%	8.1%	197	18.5%	6.7%
<b>De 45 000 à moins de 65 000 euros par an</b>	384	17.1%	5.3%	126	18.9%	3.2%	258	16.4%	7.8%	226	21.2%	5.6%
<b>De 65 000 à moins de 80 000 euros par an</b>	114	5.1%	5.8%	38	5.6%	3.4%	76	4.8%	8.8%	84	7.9%	6.4%
<b>De 80 000 à moins de 115 000 euros par an</b>	73	3.2%	5.9%	22	3.3%	3.1%	50	3.2%	10.0%	58	5.5%	6.2%
<b>115 000 euros et plus par an</b>	37	1.7%	6.3%	14	2.0%	3.8%	24	1.5%	10.2%	32	3.0%	6.7%
<b>Refus</b>	120	5.4%	3.9%	28	4.2%	2.1%	93	5.9%	5.2%	52	4.9%	5.1%
<b>Ne sait pas</b>	92	4.1%	3.9%	23	3.5%	2.4%	69	4.4%	5.1%	51	4.8%	5.5%