

Management

Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	514	100.0%	1.0%	312	100.0%	1.2%	203	100.0%	0.7%	297	100.0%	1.7%
Sexe												
Homme	312	60.6%	1.2%	312	100.0%	1.2%	0	0.0%	0.0%	174	58.7%	2.0%
Femme	203	39.4%	0.7%	0	0.0%	0.0%	203	100.0%	0.7%	122	41.3%	1.4%
Age												
15 à 24 ans	85	16.5%	1.2%	52	16.7%	1.4%	33	16.2%	0.9%	39	13.1%	1.3%
25 à 34 ans	96	18.7%	1.3%	64	20.5%	1.7%	32	15.8%	0.8%	62	21.0%	1.9%
35 à 49 ans	159	31.0%	1.3%	103	33.2%	1.7%	56	27.5%	0.9%	124	41.6%	2.0%
50 à 59 ans	106	20.6%	1.1%	67	21.4%	1.4%	40	19.5%	0.8%	57	19.3%	1.5%
60 ans et plus	68	13.3%	0.4%	26	8.2%	0.4%	43	21.0%	0.5%	15	5.0%	1.7%
Individu												
Ménagères	167	32.5%	0.7%	0	0.0%	0.0%	167	82.4%	0.7%	105	35.4%	1.5%
Personne de référence	301	58.5%	1.1%	245	78.6%	1.2%	56	27.6%	0.7%	182	61.2%	2.2%
Responsable des achats	351	68.3%	1.0%	188	60.2%	1.4%	164	80.8%	0.7%	192	64.9%	1.7%
PCS Individu												
Agriculteurs	3	0.5%	0.5%	0	0.0%	0.0%	3	1.3%	1.6%	0	0.0%	0.0%
Petits patrons	43	8.4%	2.7%	32	10.3%	2.8%	11	5.6%	2.5%	40	13.5%	2.8%
Affaires et Cadres	132	25.7%	2.7%	84	27.1%	3.0%	48	23.6%	2.3%	123	41.4%	2.8%
Professions intermédiaires	96	18.6%	1.3%	52	16.8%	1.5%	44	21.5%	1.2%	78	26.2%	1.3%
Employés	66	12.9%	0.8%	39	12.4%	1.7%	28	13.7%	0.5%	23	7.6%	1.2%
Ouvriers	30	5.7%	0.5%	28	9.0%	0.6%	2	0.8%	0.1%	5	1.6%	1.3%
Retraités	44	8.5%	0.3%	18	5.8%	0.3%	26	12.6%	0.4%	2	0.6%	0.9%
Autres inactifs	101	19.7%	1.0%	58	18.7%	1.6%	43	21.1%	0.6%	27	9.0%	0.8%
PCS Personne de référence												
Agriculteurs	3	0.5%	0.3%	0	0.0%	0.0%	3	1.3%	0.7%	0	0.0%	0.0%
Petits patrons	48	9.3%	1.8%	32	10.2%	2.4%	16	8.0%	1.3%	48	16.2%	1.8%
Affaires et Cadres	157	30.6%	2.3%	91	29.1%	2.6%	67	32.8%	2.0%	157	53.0%	2.3%
Professions intermédiaires	91	17.8%	1.2%	52	16.5%	1.3%	40	19.6%	1.0%	91	30.8%	1.2%
Employés	56	10.9%	1.0%	39	12.4%	1.6%	17	8.5%	0.6%	0	0.0%	0.0%
Ouvriers	51	10.0%	0.5%	39	12.5%	0.8%	12	6.2%	0.3%	0	0.0%	0.0%
Retraités	58	11.3%	0.4%	23	7.5%	0.3%	35	17.0%	0.4%	0	0.0%	0.0%
Autres inactifs	50	9.7%	1.2%	37	11.7%	2.3%	13	6.6%	0.5%	0	0.0%	0.0%

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Taille du foyer												
1 personne	78	15.1%	0.8%	36	11.7%	0.8%	41	20.3%	0.7%	39	13.0%	2.1%
2 personnes	156	30.3%	0.9%	95	30.3%	1.1%	61	30.1%	0.6%	65	21.9%	1.6%
3 personnes	94	18.2%	1.0%	58	18.5%	1.2%	36	17.8%	0.8%	70	23.6%	1.8%
4 personnes	118	23.0%	1.3%	74	23.6%	1.6%	45	22.1%	1.0%	86	29.0%	1.7%
5 personnes et +	69	13.4%	1.3%	50	15.9%	1.8%	19	9.6%	0.7%	37	12.5%	1.4%
Présence d'enfants de moins de 15 ans												
Oui	195	37.9%	1.3%	129	41.4%	1.7%	66	32.5%	0.8%	134	45.2%	1.7%
Non	319	62.1%	0.9%	183	58.6%	1.0%	137	67.5%	0.7%	163	54.8%	1.7%
Habitat												
Communes rurales	60	11.8%	0.5%	35	11.2%	0.6%	25	12.6%	0.4%	32	10.7%	1.0%
Agglo. - 20 000 hab	67	13.1%	0.7%	43	13.8%	1.0%	24	11.9%	0.5%	52	17.5%	2.0%
Agglo. 20 000 à 100 000 hab	57	11.2%	0.8%	33	10.6%	1.0%	24	12.0%	0.7%	32	10.8%	1.7%
Agglo. + 100 000 hab	159	30.9%	1.0%	92	29.4%	1.2%	67	33.3%	0.8%	91	30.6%	1.6%
Agglo. Paris	170	33.1%	2.0%	109	35.0%	2.7%	61	30.2%	1.4%	90	30.4%	2.3%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	185	35.9%	1.9%	118	38.0%	2.6%	66	32.7%	1.3%	102	34.4%	2.3%
Nord Pas de Calais	22	4.3%	0.7%	13	4.1%	0.8%	9	4.6%	0.6%	11	3.6%	1.1%
Lorraine	17	3.3%	0.9%	4	1.2%	0.4%	13	6.6%	1.3%	8	2.7%	1.5%
Alsace	14	2.7%	0.9%	9	2.9%	1.2%	5	2.4%	0.6%	9	2.9%	1.8%
Franche-Comté	11	2.1%	1.1%	10	3.2%	2.1%	1	0.4%	0.2%	8	2.8%	3.1%
Champagne Ardennes	5	0.9%	0.4%	1	0.4%	0.2%	3	1.7%	0.6%	4	1.4%	1.4%
Picardie	15	2.9%	1.0%	8	2.7%	1.1%	7	3.3%	0.8%	8	2.5%	1.8%
Bourgogne	6	1.2%	0.5%	6	2.0%	1.0%	0	0.0%	0.0%	4	1.4%	1.2%
Haute Normandie	9	1.8%	0.6%	3	0.9%	0.4%	6	3.1%	0.8%	4	1.3%	0.8%
Basse Normandie	7	1.3%	0.6%	4	1.4%	0.7%	2	1.2%	0.4%	5	1.6%	1.4%
Centre	16	3.1%	0.8%	11	3.4%	1.1%	5	2.5%	0.5%	9	3.1%	1.4%
Pays de Loire	17	3.4%	0.6%	13	4.3%	0.9%	4	1.9%	0.3%	8	2.6%	0.8%
Bretagne	11	2.1%	0.4%	5	1.7%	0.4%	5	2.6%	0.4%	11	3.6%	1.4%
Poitou Charentes	13	2.6%	0.9%	8	2.7%	1.2%	5	2.5%	0.6%	6	2.1%	1.7%
Aquitaine	26	5.1%	0.9%	14	4.5%	1.1%	12	6.1%	0.9%	14	4.9%	1.7%
Midi Pyrénées	19	3.6%	0.8%	13	4.1%	1.1%	6	3.0%	0.5%	7	2.4%	0.9%
Limousin	7	1.4%	1.2%	5	1.6%	1.7%	2	1.1%	0.7%	2	0.6%	1.0%
Auvergne	7	1.3%	0.6%	3	1.0%	0.6%	3	1.7%	0.6%	5	1.6%	1.5%
Rhône Alpes	58	11.3%	1.1%	31	9.9%	1.2%	27	13.5%	1.0%	34	11.5%	1.8%
Languedoc Roussillon	18	3.6%	0.8%	15	4.8%	1.4%	3	1.7%	0.3%	17	5.7%	2.4%
Provence Alpes Côte d'Azur. Corse	31	5.9%	0.7%	16	5.1%	0.8%	15	7.2%	0.6%	21	7.2%	1.5%
Habitudes de connexion à Internet												
Tous les jours	429	83.5%	1.2%	274	87.9%	1.6%	155	76.7%	0.9%	276	92.9%	1.9%
Presque tous les jours	36	7.1%	0.6%	17	5.5%	0.6%	19	9.5%	0.6%	15	5.0%	0.8%
1 à 2 fois par semaine	11	2.1%	0.4%	3	0.9%	0.3%	8	3.9%	0.5%	4	1.4%	0.8%
1 à 3 fois par mois	3	0.6%	0.6%	0	0.0%	0.0%	3	1.4%	1.0%	1	0.4%	1.9%
Moins souvent	1	0.3%	0.2%	0	0.0%	0.0%	1	0.7%	0.4%	0	0.0%	0.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Revenus du foyer												
Moins de 9 000 euros par an	28	5.4%	1.5%	15	4.8%	2.0%	13	6.4%	1.2%	3	1.0%	1.6%
De 9 000 à moins de 12 000 euros par an	10	2.0%	0.3%	8	2.4%	0.7%	3	1.4%	0.2%	3	1.0%	1.2%
De 12 000 à moins de 18 000 euros par an	40	7.8%	0.7%	32	10.3%	1.3%	8	3.9%	0.3%	3	1.0%	0.5%
De 18 000 à moins de 24 000 euros par an	37	7.2%	0.5%	21	6.9%	0.7%	16	7.8%	0.4%	15	5.2%	1.1%
De 24 000 à moins de 36 000 euros par an	95	18.5%	0.8%	62	19.7%	1.1%	33	16.5%	0.6%	46	15.6%	1.3%
De 36 000 à moins de 45 000 euros par an	49	9.6%	0.7%	27	8.7%	0.7%	22	10.9%	0.6%	35	11.9%	1.2%
De 45 000 à moins de 65 000 euros par an	107	20.9%	1.5%	67	21.6%	1.6%	40	19.8%	1.2%	81	27.3%	2.0%
65 000 euros et plus par an	106	20.6%	2.7%	63	20.1%	2.8%	43	21.4%	2.6%	90	30.4%	3.3%
Refus	36	7.0%	1.1%	12	3.9%	0.8%	24	11.8%	1.2%	14	4.8%	1.3%
Ne sait pas	5	1.0%	0.3%	5	1.6%	0.7%	0	0.2%	0.0%	5	1.8%	0.9%