

Famili Magicmaman

Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	717	100.0%	1.4%	92	100.0%	0.4%	626	100.0%	2.3%	264	100.0%	1.5%
Sexe												
Homme	92	12.8%	0.4%	92	100.0%	0.4%	0	0.0%	0.0%	24	9.2%	0.3%
Femme	626	87.2%	2.3%	0	0.0%	0.0%	626	100.0%	2.3%	239	90.8%	2.8%
Age												
15 à 24 ans	35	4.9%	0.5%	1	0.7%	0.0%	34	5.5%	1.0%	3	1.2%	0.1%
25 à 34 ans	307	42.8%	4.0%	25	26.8%	0.7%	282	45.1%	7.3%	114	43.5%	3.5%
35 à 49 ans	278	38.7%	2.2%	31	34.3%	0.5%	246	39.4%	3.9%	126	47.8%	2.0%
50 à 59 ans	76	10.6%	0.8%	33	35.6%	0.7%	44	7.0%	0.9%	13	4.8%	0.3%
60 ans et plus	21	3.0%	0.1%	2	2.6%	0.0%	19	3.0%	0.2%	7	2.7%	0.8%
Individu												
Ménagères	599	83.4%	2.6%	0	0.0%	0.0%	599	95.7%	2.6%	235	89.2%	3.3%
Personne de référence	161	22.4%	0.6%	89	96.9%	0.4%	72	11.5%	0.9%	36	13.7%	0.4%
Responsable des achats	635	88.5%	1.8%	52	56.3%	0.4%	584	93.3%	2.5%	227	86.1%	2.1%
PCS Individu												
Agriculteurs	6	0.8%	1.2%	1	1.5%	0.4%	4	0.7%	2.8%	0	0.0%	0.0%
Petits patrons	9	1.3%	0.6%	0	0.0%	0.0%	9	1.5%	2.0%	6	2.2%	0.4%
Affaires et Cadres	55	7.6%	1.1%	9	10.3%	0.3%	45	7.2%	2.2%	42	15.9%	1.0%
Professions intermédiaires	146	20.4%	2.0%	17	18.8%	0.5%	129	20.7%	3.5%	93	35.4%	1.6%
Employés	245	34.2%	2.9%	6	6.5%	0.3%	239	38.3%	3.9%	81	30.6%	4.3%
Ouvriers	68	9.5%	1.1%	27	29.3%	0.5%	42	6.6%	3.1%	1	0.3%	0.3%
Retraités	15	2.0%	0.1%	2	2.6%	0.0%	12	1.9%	0.2%	4	1.7%	2.1%
Autres inactifs	173	24.1%	1.7%	28	31.0%	0.8%	145	23.1%	2.2%	37	13.9%	1.1%
PCS Personne de référence												
Agriculteurs	15	2.1%	2.0%	1	1.5%	0.3%	14	2.2%	4.0%	0	0.0%	0.0%
Petits patrons	36	5.0%	1.4%	0	0.0%	0.0%	36	5.7%	2.8%	36	13.5%	1.4%
Affaires et Cadres	98	13.6%	1.4%	9	10.3%	0.3%	88	14.1%	2.6%	98	37.1%	1.4%
Professions intermédiaires	130	18.2%	1.7%	15	16.3%	0.4%	115	18.4%	3.0%	130	49.4%	1.7%
Employés	98	13.7%	1.8%	7	7.2%	0.3%	92	14.7%	3.0%	0	0.0%	0.0%
Ouvriers	251	35.0%	2.6%	27	29.3%	0.5%	224	35.8%	5.1%	0	0.0%	0.0%
Retraités	18	2.5%	0.1%	2	2.6%	0.0%	15	2.4%	0.2%	0	0.0%	0.0%
Autres inactifs	72	10.0%	1.7%	30	32.8%	1.9%	42	6.7%	1.6%	0	0.0%	0.0%

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Taille du foyer												
1 personne	23	3.2%	0.2%	9	10.2%	0.2%	14	2.2%	0.2%	2	0.8%	0.1%
2 personnes	105	14.6%	0.6%	8	8.5%	0.1%	97	15.5%	1.0%	31	11.6%	0.7%
3 personnes	185	25.9%	2.0%	23	25.4%	0.5%	162	25.9%	3.5%	72	27.4%	1.8%
4 personnes	220	30.7%	2.4%	17	19.0%	0.4%	203	32.4%	4.4%	91	34.4%	1.8%
5 personnes et +	184	25.6%	3.3%	34	37.0%	1.3%	150	23.9%	5.4%	68	25.9%	2.7%
Présence d'enfants de moins de 15 ans												
Oui	562	78.4%	3.6%	68	74.6%	0.9%	494	78.9%	6.0%	224	84.9%	2.9%
Non	155	21.6%	0.4%	23	25.4%	0.1%	132	21.1%	0.7%	40	15.1%	0.4%
Habitat												
Communes rurales	139	19.4%	1.2%	10	10.6%	0.2%	130	20.7%	2.1%	38	14.4%	1.2%
Agglo. - 20 000 hab	140	19.5%	1.5%	22	23.6%	0.5%	119	19.0%	2.5%	45	17.0%	1.8%
Agglo. 20 000 à 100 000 hab	95	13.2%	1.4%	12	12.9%	0.3%	83	13.2%	2.3%	37	14.2%	2.0%
Agglo. + 100 000 hab	216	30.1%	1.4%	25	27.4%	0.3%	191	30.5%	2.4%	80	30.3%	1.4%
Agglo. Paris	127	17.7%	1.5%	23	25.6%	0.6%	104	16.6%	2.3%	63	24.1%	1.6%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	142	19.8%	1.5%	23	25.6%	0.5%	118	18.9%	2.4%	67	25.4%	1.5%
Nord Pas de Calais	56	7.8%	1.7%	8	9.0%	0.5%	48	7.6%	2.8%	20	7.6%	2.0%
Lorraine	23	3.2%	1.2%	0	0.4%	0.0%	23	3.6%	2.3%	8	3.0%	1.5%
Alsace	22	3.1%	1.4%	0	0.0%	0.0%	22	3.5%	2.8%	3	1.0%	0.6%
Franche-Comté	11	1.6%	1.2%	0	0.0%	0.0%	11	1.8%	2.3%	4	1.6%	1.6%
Champagne Ardennes	19	2.6%	1.7%	5	5.5%	1.0%	14	2.2%	2.5%	3	1.0%	0.9%
Picardie	33	4.6%	2.1%	2	2.7%	0.3%	30	4.8%	3.8%	15	5.8%	3.6%
Bourgogne	15	2.1%	1.1%	2	2.5%	0.4%	13	2.0%	1.8%	5	1.8%	1.4%
Haute Normandie	22	3.1%	1.5%	3	3.0%	0.4%	19	3.1%	2.5%	11	4.2%	2.5%
Basse Normandie	14	1.9%	1.1%	1	1.5%	0.2%	12	2.0%	1.9%	4	1.6%	1.3%
Centre	32	4.4%	1.5%	7	7.2%	0.7%	25	4.0%	2.3%	12	4.7%	1.9%
Pays de Loire	35	4.9%	1.2%	1	1.0%	0.1%	35	5.5%	2.2%	10	3.8%	1.1%
Bretagne	34	4.7%	1.3%	4	4.3%	0.3%	30	4.8%	2.2%	9	3.5%	1.2%
Poitou Charentes	23	3.2%	1.6%	11	12.3%	1.6%	12	1.9%	1.5%	5	1.7%	1.2%
Aquitaine	18	2.6%	0.7%	4	4.4%	0.3%	14	2.3%	1.0%	7	2.6%	0.8%
Midi Pyrénées	23	3.2%	0.9%	2	2.3%	0.2%	21	3.4%	1.6%	6	2.5%	0.8%
Limousin	8	1.1%	1.3%	2	1.9%	0.6%	6	1.0%	2.0%	0	0.0%	0.0%
Auvergne	14	1.9%	1.2%	1	1.1%	0.2%	13	2.1%	2.2%	7	2.6%	2.1%
Rhône Alpes	76	10.6%	1.5%	11	12.4%	0.5%	65	10.3%	2.4%	31	11.9%	1.6%
Languedoc Roussillon	32	4.5%	1.4%	2	1.8%	0.1%	30	4.9%	2.5%	9	3.3%	1.3%
Provence Alpes Côte d'Azur. Corse	65	9.1%	1.5%	1	1.2%	0.1%	64	10.2%	2.8%	27	10.4%	1.9%
Habitudes de connexion à Internet												
Tous les jours	525	73.2%	1.5%	56	61.3%	0.3%	469	74.9%	2.7%	210	79.9%	1.4%
Presque tous les jours	96	13.4%	1.6%	12	12.9%	0.4%	84	13.5%	2.6%	33	12.3%	1.8%
1 à 2 fois par semaine	46	6.5%	1.8%	4	4.5%	0.4%	42	6.7%	2.8%	11	4.3%	2.1%
1 à 3 fois par mois	2	0.3%	0.5%	0	0.0%	0.0%	2	0.4%	0.8%	0	0.0%	0.0%
Moins souvent	11	1.6%	1.6%	1	1.1%	0.3%	10	1.6%	2.9%	9	3.5%	19.5%

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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	22	3.0%	1.2%	5	5.1%	0.6%	17	2.7%	1.6%	1	0.3%	0.4%
De 9 000 à moins de 12 000 euros par an	30	4.2%	1.0%	0	0.0%	0.0%	30	4.8%	1.7%	0	0.0%	0.0%
De 12 000 à moins de 18 000 euros par an	64	9.0%	1.2%	24	26.4%	1.0%	40	6.4%	1.3%	9	3.3%	1.4%
De 18 000 à moins de 24 000 euros par an	107	14.9%	1.6%	16	17.1%	0.5%	91	14.5%	2.4%	10	3.7%	0.7%
De 24 000 à moins de 36 000 euros par an	213	29.7%	1.9%	15	16.8%	0.3%	198	31.6%	3.3%	92	34.7%	2.6%
De 36 000 à moins de 45 000 euros par an	122	16.9%	1.7%	10	10.6%	0.3%	112	17.9%	3.2%	46	17.4%	1.6%
De 45 000 à moins de 65 000 euros par an	93	12.9%	1.3%	19	21.0%	0.5%	74	11.8%	2.3%	62	23.6%	1.5%
65 000 euros et plus par an	28	4.0%	0.7%	1	1.4%	0.1%	27	4.3%	1.6%	28	10.4%	1.0%
Refus	19	2.6%	0.5%	2	1.7%	0.1%	17	2.7%	0.9%	8	3.1%	0.7%
Ne sait pas	20	2.8%	1.2%	0	0.0%	0.0%	20	3.2%	2.2%	9	3.5%	1.6%