

Ca M'Intéresse

Mensuel, Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	3072	100.0%	6.0%	1413	100.0%	5.8%	1659	100.0%	6.3%	1186	100.0%	7.1%
Sexe												
Homme	1413	46.0%	5.8%	1413	100.0%	5.8%	0	-	100.0%	594	50.1%	6.8%
Femme	1659	54.0%	6.3%	0	-	100.0%	1659	100.0%	6.3%	592	49.9%	7.4%
Age												
15 à 24 ans	312	10.2%	4.2%	162	11.5%	4.4%	150	9.0%	4.1%	167	14.1%	5.6%
25 à 34 ans	381	12.4%	5.0%	171	12.1%	4.5%	210	12.6%	5.4%	168	14.2%	4.9%
35 à 49 ans	1055	34.3%	8.3%	524	37.1%	8.4%	530	32.0%	8.2%	537	45.3%	8.9%
50 à 64 ans	866	28.2%	7.1%	378	26.8%	6.4%	488	29.4%	7.7%	298	25.1%	7.2%
65 ans et plus	458	14.9%	4.2%	177	12.5%	3.8%	281	16.9%	4.5%	16	1.3%	6.7%
Individu												
Ménagère	1527	49.7%	6.6%	0	-	100.0%	1527	92.0%	6.6%	524	44.2%	7.8%
Personne de Référence	1667	54.3%	5.9%	1228	87.0%	6.1%	439	26.4%	5.6%	605	51.0%	7.2%
Responsable des achats	1610	52.4%	6.7%	480	34.0%	6.3%	1130	68.1%	6.9%	633	53.4%	7.6%
PCS Individu												
Agriculteurs	27	0.9%	5.0%	14	1.0%	4.0%	13	0.8%	7.0%	0	0.0%	5.3%
Petits patrons	103	3.3%	6.6%	65	4.6%	5.9%	37	2.3%	8.5%	90	7.6%	6.4%
Affaires et Cadres	329	10.7%	7.1%	196	13.8%	6.7%	133	8.0%	7.7%	294	24.8%	6.8%
Professions intermédiaires	527	17.2%	7.9%	257	18.2%	7.3%	270	16.3%	8.5%	449	37.9%	8.0%
Employés	627	20.4%	7.5%	161	11.4%	8.3%	466	28.1%	7.2%	138	11.7%	7.8%
Ouvriers	341	11.1%	5.3%	260	18.4%	5.2%	81	4.9%	5.8%	17	1.5%	5.0%
Retraités	613	19.9%	5.0%	252	17.9%	4.3%	360	21.7%	5.6%	27	2.3%	12.3%
Autres inactifs	505	16.4%	4.9%	207	14.6%	5.8%	299	18.0%	4.4%	169	14.3%	5.4%
PCS Personne de Référence												
Agriculteurs	47	1.5%	6.0%	19	1.3%	5.0%	28	1.7%	6.9%	0	-	100.0%
Petits patrons	169	5.5%	6.7%	90	6.4%	6.7%	78	4.7%	6.8%	169	14.2%	6.7%
Affaires et Cadres	452	14.7%	6.7%	225	15.9%	6.5%	228	13.7%	7.0%	452	38.2%	6.7%
Professions intermédiaires	565	18.4%	7.5%	279	19.7%	7.0%	286	17.2%	8.0%	565	47.6%	7.5%
Employés	395	12.9%	7.4%	176	12.5%	8.2%	219	13.2%	6.8%	0	-	100.0%
Ouvriers	527	17.2%	5.4%	266	18.9%	5.2%	261	15.7%	5.7%	0	-	100.0%
Retraités	727	23.7%	5.0%	272	19.2%	4.1%	456	27.5%	5.8%	0	-	100.0%
Autres inactifs	190	6.2%	5.0%	85	6.1%	6.3%	104	6.3%	4.3%	0	-	100.0%

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Taille du Foyer												
1 personne	472	15.4%	5.1%	205	14.5%	5.2%	266	16.1%	5.0%	103	8.7%	6.0%
2 personnes	1074	35.0%	6.0%	461	32.6%	5.3%	613	36.9%	6.7%	276	23.3%	6.5%
3 personnes	544	17.7%	5.8%	256	18.1%	5.5%	288	17.4%	6.1%	235	19.8%	6.3%
4 personnes	664	21.6%	7.2%	348	24.6%	7.5%	316	19.1%	6.8%	408	34.4%	8.9%
5 personnes et +	318	10.3%	6.1%	143	10.1%	5.8%	175	10.6%	6.3%	164	13.8%	6.5%
Présence d'enfants de moins de 15 ans												
Oui	1126	36.7%	7.2%	533	37.7%	7.3%	593	35.7%	7.0%	593	50.0%	8.0%
Non	1946	63.3%	5.5%	880	62.3%	5.2%	1066	64.3%	5.9%	593	50.0%	6.3%
Habitat												
Communes rurales	839	27.3%	6.5%	367	25.9%	5.9%	472	28.5%	7.1%	308	26.0%	8.5%
Agglo. - 20 000 hab	557	18.1%	6.5%	279	19.8%	6.9%	278	16.8%	6.2%	217	18.3%	8.8%
Agglo. 20 000 à 100 000 hab	388	12.6%	5.8%	166	11.7%	5.2%	222	13.4%	6.4%	140	11.8%	7.1%
Agglo. + 100 000 hab	907	29.5%	6.3%	410	29.0%	5.9%	497	30.0%	6.6%	347	29.3%	7.1%
Agglo. Paris	381	12.4%	4.6%	191	13.5%	4.8%	190	11.4%	4.3%	175	14.7%	4.5%

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Région d'habitation												
Ile-de-France	454	14.8%	4.8%	233	16.5%	5.2%	221	13.3%	4.5%	205	17.3%	4.7%
Nord-Pas-de-Calais	157	5.1%	4.9%	65	4.6%	4.3%	91	5.5%	5.4%	58	4.9%	6.6%
Lorraine	105	3.4%	5.4%	43	3.1%	4.7%	61	3.7%	6.1%	39	3.3%	7.4%
Alsace	140	4.6%	9.3%	68	4.8%	9.3%	72	4.3%	9.3%	64	5.4%	12.3%
Franche-Comté	73	2.4%	7.7%	35	2.5%	7.6%	38	2.3%	7.8%	28	2.3%	11.4%
Champagne-Ardenne	72	2.3%	6.6%	35	2.5%	6.7%	37	2.2%	6.5%	22	1.9%	8.2%
Picardie	92	3.0%	6.0%	53	3.8%	7.2%	39	2.3%	4.9%	46	3.9%	10.4%
Bourgogne	92	3.0%	6.8%	44	3.1%	6.8%	48	2.9%	6.8%	26	2.2%	7.7%
Haute-Normandie	70	2.3%	4.7%	29	2.0%	4.1%	41	2.5%	5.4%	35	2.9%	7.7%
Basse-Normandie	53	1.7%	4.4%	23	1.6%	4.0%	30	1.8%	4.7%	20	1.7%	6.3%
Centre	139	4.5%	6.7%	66	4.6%	6.6%	73	4.4%	6.8%	56	4.7%	9.0%
Pays de la Loire	163	5.3%	5.7%	65	4.6%	4.7%	99	5.9%	6.7%	58	4.9%	6.7%
Bretagne	168	5.5%	6.5%	86	6.1%	7.0%	82	4.9%	6.1%	53	4.5%	6.9%
Poitou-Charentes	109	3.5%	7.4%	44	3.1%	6.4%	64	3.9%	8.4%	41	3.5%	10.7%
Aquitaine	158	5.1%	6.0%	80	5.6%	6.3%	78	4.7%	5.6%	43	3.6%	5.0%
Midi-Pyrénées	172	5.6%	7.2%	73	5.2%	6.4%	99	6.0%	8.1%	69	5.8%	8.8%
Limousin	45	1.5%	7.2%	22	1.5%	7.2%	24	1.4%	7.2%	11	0.9%	6.9%
Auvergne	52	1.7%	4.6%	18	1.3%	3.3%	34	2.1%	5.8%	19	1.6%	5.9%
Rhône-Alpes	343	11.2%	6.9%	159	11.2%	6.6%	184	11.1%	7.1%	134	11.3%	7.9%
Languedoc-Roussillon	130	4.2%	6.0%	56	4.0%	5.5%	74	4.5%	6.5%	59	5.0%	9.3%
Provence-Alpes-Côte-d'Azur-Corse	285	9.3%	6.6%	115	8.1%	5.7%	170	10.2%	7.4%	102	8.6%	7.2%
Habitudes de connexion Internet												
Tous les jours	1783	58.1%	6.6%	902	63.9%	6.5%	881	53.1%	6.7%	867	73.1%	6.8%
Presque tous les jours	469	15.3%	7.7%	210	14.8%	7.6%	260	15.7%	7.9%	184	15.5%	7.6%
1 à 2 fois par semaine	212	6.9%	6.6%	80	5.6%	5.6%	132	8.0%	7.4%	83	7.0%	9.3%
1 à 3 fois par mois	52	1.7%	6.1%	19	1.3%	4.8%	33	2.0%	7.2%	10	0.8%	5.2%
Moins souvent	80	2.6%	5.6%	33	2.3%	5.3%	48	2.9%	5.9%	12	1.0%	7.8%
Jamais	11	0.4%	4.6%	7	0.5%	4.8%	5	0.3%	4.4%	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	90	2.9%	3.7%	47	3.3%	4.9%	43	2.6%	2.9%	7	0.6%	3.9%
De 9 000 à moins de 12 000 euros par an	150	4.9%	4.6%	47	3.4%	4.4%	102	6.2%	4.7%	12	1.1%	4.5%
De 12 000 à moins de 18 000 euros par an	310	10.1%	4.6%	101	7.2%	3.4%	208	12.6%	5.5%	54	4.6%	6.7%
De 18 000 à moins de 24 000 euros par an	464	15.1%	6.4%	172	12.2%	5.1%	292	17.6%	7.5%	97	8.2%	6.1%
De 24 000 à moins de 36 000 euros par an	703	22.9%	6.4%	340	24.0%	6.2%	363	21.9%	6.6%	236	19.9%	6.5%
De 36 000 à moins de 45 000 euros par an	485	15.8%	7.7%	256	18.1%	7.8%	229	13.8%	7.7%	236	19.9%	8.4%
De 45 000 à moins de 65 000 euros par an	422	13.7%	7.5%	223	15.8%	7.1%	199	12.0%	8.0%	274	23.1%	7.9%
65 000 euros et plus	207	6.7%	7.2%	127	9.0%	7.3%	80	4.8%	7.1%	162	13.7%	7.2%
Refus	181	5.9%	4.8%	62	4.4%	4.0%	119	7.2%	5.4%	69	5.8%	5.3%
Ne sait pas	60	2.0%	4.0%	36	2.6%	5.5%	24	1.4%	2.8%	39	3.3%	7.2%