

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2493	100.0%	4.9%	658	100.0%	2.7%	1835	100.0%	6.9%	873	100.0%	5.1%
Sexe												
Homme	658	26.4%	2.7%	658	100.0%	2.7%	0	-	-	246	28.2%	2.8%
Femme	1835	73.6%	6.9%	0	-	-	1835	100.0%	6.9%	627	71.8%	7.7%
Age												
15 à 24 ans	960	38.5%	13.0%	218	33.1%	5.8%	742	40.5%	20.3%	338	38.7%	11.0%
25 à 34 ans	675	27.1%	8.8%	189	28.7%	5.0%	487	26.5%	12.4%	255	29.2%	7.4%
35 à 49 ans	547	22.0%	4.3%	167	25.4%	2.7%	380	20.7%	5.9%	215	24.6%	3.5%
50 à 64 ans	255	10.2%	2.1%	68	10.3%	1.1%	188	10.2%	3.0%	65	7.5%	1.6%
65 ans et plus	54	2.2%	0.5%	16	2.5%	0.3%	38	2.1%	0.6%	0	-	-
Individu												
Ménagère	1211	48.6%	5.2%	0	-	-	1211	66.0%	5.2%	386	44.2%	5.7%
Personne de Référence	841	33.8%	3.0%	471	71.6%	2.3%	370	20.2%	4.7%	240	27.4%	2.8%
Responsable des achats	1581	63.4%	4.5%	301	45.7%	2.5%	1280	69.8%	5.6%	492	56.4%	4.6%
PCS Individu												
Agriculteurs	13	0.5%	2.4%	3	0.5%	0.9%	10	0.5%	4.9%	2	0.2%	11.0%
Petits patrons	71	2.9%	4.3%	41	6.3%	3.5%	30	1.6%	6.3%	64	7.3%	4.3%
Affaires et Cadres	112	4.5%	2.4%	48	7.4%	1.6%	64	3.5%	3.5%	97	11.2%	2.2%
Professions intermédiaires	334	13.4%	5.0%	101	15.3%	2.9%	234	12.7%	7.1%	248	28.4%	4.5%
Employés	738	29.6%	8.8%	126	19.1%	6.2%	613	33.4%	9.6%	141	16.1%	7.7%
Ouvriers	310	12.5%	4.8%	179	27.2%	3.5%	131	7.1%	9.4%	22	2.5%	5.9%
Retraités	91	3.7%	0.7%	29	4.4%	0.5%	63	3.4%	1.0%	2	0.2%	0.8%
Autres inactifs	822	33.0%	8.2%	131	19.9%	3.8%	691	37.7%	10.5%	297	34.1%	9.7%
PCS Personne de Référence												
Agriculteurs	26	1.0%	3.2%	3	0.5%	0.9%	22	1.2%	5.3%	0	-	-
Petits patrons	181	7.2%	6.9%	57	8.7%	4.0%	123	6.7%	10.3%	181	20.7%	6.9%
Affaires et Cadres	265	10.6%	3.9%	62	9.4%	1.8%	203	11.0%	6.0%	265	30.3%	3.9%
Professions intermédiaires	427	17.1%	5.7%	126	19.2%	3.3%	301	16.4%	8.4%	427	49.0%	5.7%
Employés	493	19.8%	9.3%	142	21.5%	6.4%	351	19.2%	11.4%	0	-	-
Ouvriers	729	29.2%	7.7%	194	29.4%	3.9%	535	29.2%	11.9%	0	-	-
Retraités	188	7.6%	1.3%	43	6.5%	0.6%	146	7.9%	1.8%	0	-	-
Autres inactifs	184	7.4%	4.7%	31	4.7%	2.1%	153	8.4%	6.3%	0	-	-

Public

Hebdomadaire, Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	231	9.3%	2.5%	69	10.4%	1.7%	162	8.9%	3.0%	44	5.0%	2.5%
2 personnes	593	23.8%	3.3%	145	22.1%	1.6%	448	24.4%	4.9%	178	20.4%	4.1%
3 personnes	627	25.1%	6.7%	164	24.9%	3.6%	463	25.2%	9.9%	228	26.2%	6.2%
4 personnes	612	24.6%	6.7%	178	27.0%	3.9%	435	23.7%	9.4%	266	30.5%	5.7%
5 personnes et +	430	17.2%	8.2%	102	15.6%	4.2%	327	17.8%	11.6%	156	17.9%	6.2%
Présence d'enfants de moins de 15 ans												
Oui	1180	47.3%	7.5%	321	48.8%	4.5%	859	46.8%	10.1%	447	51.2%	5.9%
Non	1313	52.7%	3.7%	337	51.2%	2.0%	976	53.2%	5.4%	425	48.8%	4.5%
Habitat												
Communes rurales	455	18.3%	3.9%	107	16.3%	1.9%	348	19.0%	5.7%	164	18.8%	4.8%
Agglo. - 20 000 hab	385	15.4%	4.3%	101	15.4%	2.4%	284	15.5%	6.1%	126	14.5%	4.9%
Agglo. 20 000 à 100 000 hab	312	12.5%	4.6%	87	13.3%	2.6%	225	12.3%	6.5%	95	10.9%	4.8%
Agglo. + 100 000 hab	791	31.7%	5.2%	219	33.3%	3.0%	572	31.2%	7.2%	251	28.8%	4.9%
Agglo. Paris	549	22.0%	6.5%	143	21.8%	3.6%	406	22.1%	9.1%	236	27.1%	6.1%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	601	24.1%	6.4%	148	22.4%	3.3%	453	24.7%	9.1%	256	29.4%	5.9%
Nord-Pas-de-Calais	199	8.0%	6.2%	67	10.1%	4.4%	132	7.2%	7.8%	58	6.6%	6.3%
Lorraine	120	4.8%	6.2%	36	5.4%	3.8%	85	4.6%	8.4%	43	4.9%	7.5%
Alsace	75	3.0%	5.0%	13	1.9%	1.7%	63	3.4%	8.0%	12	1.4%	2.4%
Franche-Comté	36	1.5%	3.8%	8	1.2%	1.8%	28	1.5%	5.7%	9	1.0%	3.5%
Champagne-Ardenne	52	2.1%	4.8%	16	2.4%	3.0%	36	2.0%	6.4%	10	1.2%	3.3%
Picardie	100	4.0%	6.5%	26	3.9%	3.5%	74	4.1%	9.4%	33	3.8%	7.4%
Bourgogne	56	2.3%	4.1%	21	3.2%	3.2%	35	1.9%	5.0%	22	2.5%	6.1%
Haute-Normandie	60	2.4%	4.1%	11	1.7%	1.6%	49	2.6%	6.3%	27	3.1%	6.3%
Basse-Normandie	34	1.4%	2.9%	8	1.2%	1.4%	26	1.4%	4.2%	11	1.3%	3.4%
Centre	85	3.4%	4.1%	27	4.1%	2.7%	57	3.1%	5.3%	24	2.7%	3.7%
Pays de la Loire	107	4.3%	3.7%	18	2.7%	1.3%	89	4.9%	6.0%	41	4.6%	4.9%
Bretagne	92	3.7%	3.5%	15	2.3%	1.2%	77	4.2%	5.7%	24	2.7%	3.0%
Poitou-Charentes	48	1.9%	3.3%	14	2.1%	2.0%	34	1.9%	4.5%	9	1.0%	2.3%
Aquitaine	111	4.5%	4.2%	25	3.8%	1.9%	87	4.7%	6.2%	39	4.4%	4.7%
Midi-Pyrénées	100	4.0%	4.2%	30	4.5%	2.6%	71	3.9%	5.7%	29	3.3%	3.7%
Limousin	22	0.9%	3.5%	7	1.0%	2.2%	15	0.8%	4.7%	7	0.8%	4.6%
Auvergne	58	2.3%	5.2%	18	2.8%	3.4%	40	2.2%	6.8%	20	2.3%	6.7%
Rhône-Alpes	223	8.9%	4.4%	57	8.7%	2.4%	165	9.0%	6.4%	68	7.8%	3.9%
Languedoc-Roussillon	104	4.2%	4.8%	28	4.3%	2.7%	76	4.2%	6.7%	44	5.0%	6.9%
Provence-Alpes-Côte-d'Azur-Corse	207	8.3%	4.8%	66	10.0%	3.2%	141	7.7%	6.2%	88	10.0%	6.1%
Habitudes de connexion Internet												
Tous les jours	1705	68.4%	6.2%	451	68.6%	3.2%	1254	68.4%	9.2%	680	77.9%	5.3%
Presque tous les jours	308	12.4%	5.1%	76	11.5%	2.6%	233	12.7%	7.4%	113	13.0%	4.7%
1 à 2 fois par semaine	159	6.4%	4.9%	40	6.1%	2.8%	118	6.5%	6.6%	37	4.2%	4.1%
1 à 3 fois par mois	47	1.9%	5.5%	21	3.2%	5.6%	26	1.4%	5.4%	8	1.0%	4.3%
Moins souvent	85	3.4%	6.4%	13	2.0%	2.3%	72	3.9%	9.8%	10	1.1%	7.8%
Jamais	5	0.2%	2.5%	1	0.2%	1.0%	4	0.2%	4.8%	0	-	-

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Revenus du Foyer												
Moins de 9 000 euros par an	103	4.1%	4.4%	15	2.2%	1.6%	89	4.8%	6.3%	7	0.8%	3.8%
De 9 000 à moins de 12 000 euros par an	157	6.3%	4.8%	40	6.1%	3.6%	117	6.4%	5.4%	10	1.1%	4.0%
De 12 000 à moins de 18 000 euros par an	347	13.9%	5.1%	81	12.4%	2.8%	266	14.5%	7.0%	74	8.5%	9.0%
De 18 000 à moins de 24 000 euros par an	363	14.6%	4.9%	78	11.9%	2.2%	285	15.5%	7.4%	106	12.2%	6.6%
De 24 000 à moins de 36 000 euros par an	586	23.5%	5.2%	179	27.2%	3.2%	408	22.2%	7.0%	198	22.7%	5.3%
De 36 000 à moins de 45 000 euros par an	284	11.4%	4.4%	89	13.5%	2.6%	195	10.6%	6.5%	130	14.9%	4.6%
De 45 000 à moins de 65 000 euros par an	245	9.8%	4.3%	78	11.8%	2.4%	167	9.1%	6.5%	146	16.8%	4.2%
De 65 000 à moins de 80 000 euros par an	46	1.9%	3.0%	15	2.2%	1.6%	31	1.7%	5.2%	30	3.5%	2.8%
De 80 000 à moins de 115 000 euros par an	55	2.2%	5.5%	21	3.3%	3.5%	34	1.8%	8.4%	44	5.0%	5.3%
115 000 euros et plus par an	9	0.4%	1.9%	3	0.5%	1.2%	6	0.3%	2.8%	8	0.9%	1.9%
Refus	174	7.0%	5.2%	36	5.4%	2.7%	138	7.5%	7.0%	67	7.6%	5.9%
Ne sait pas	122	4.9%	7.7%	23	3.5%	3.4%	99	5.4%	10.9%	52	5.9%	9.5%