

Voici

Hebdomadaire, Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	3332	100.0%	6.5%	983	100.0%	4.0%	2349	100.0%	8.8%	1011	100.0%	6.0%
Sexe												
Homme	983	29.5%	4.0%	983	100.0%	4.0%	0	-	-	313	30.9%	3.6%
Femme	2349	70.5%	8.8%	0	-	-	2349	100.0%	8.8%	698	69.1%	8.5%
Age												
15 à 24 ans	561	16.8%	7.6%	172	17.5%	4.6%	389	16.6%	10.6%	200	19.8%	6.5%
25 à 34 ans	558	16.7%	7.2%	155	15.8%	4.1%	402	17.1%	10.3%	207	20.4%	6.0%
35 à 49 ans	977	29.3%	7.7%	282	28.7%	4.5%	694	29.5%	10.8%	409	40.4%	6.7%
50 à 64 ans	815	24.5%	6.7%	244	24.9%	4.1%	571	24.3%	9.0%	187	18.5%	4.5%
65 ans et plus	421	12.6%	3.8%	128	13.1%	2.7%	293	12.5%	4.6%	9	0.9%	4.0%
Individu												
Ménagère	1974	59.3%	8.4%	0	-	-	1974	84.0%	8.4%	568	56.2%	8.3%
Personne de Référence	1416	42.5%	5.0%	777	79.1%	3.8%	639	27.2%	8.1%	339	33.5%	4.0%
Responsable des achats	2417	72.5%	6.9%	434	44.1%	3.6%	1983	84.4%	8.6%	682	67.4%	6.4%
PCS Individu												
Agriculteurs	24	0.7%	4.5%	8	0.8%	2.3%	16	0.7%	8.0%	2	0.2%	11.0%
Petits patrons	107	3.2%	6.5%	50	5.1%	4.2%	57	2.4%	12.1%	88	8.7%	5.9%
Affaires et Cadres	187	5.6%	3.9%	85	8.7%	2.9%	102	4.3%	5.6%	165	16.3%	3.7%
Professions intermédiaires	391	11.7%	5.8%	122	12.4%	3.5%	269	11.4%	8.2%	309	30.5%	5.6%
Employés	880	26.4%	10.5%	114	11.6%	5.7%	765	32.6%	12.0%	177	17.5%	9.7%
Ouvriers	427	12.8%	6.6%	273	27.7%	5.4%	155	6.6%	11.1%	28	2.7%	7.5%
Retraités	565	17.0%	4.5%	185	18.8%	3.1%	380	16.2%	5.8%	18	1.8%	7.1%
Autres inactifs	752	22.6%	7.5%	146	14.9%	4.2%	606	25.8%	9.3%	225	22.2%	7.3%
PCS Personne de Référence												
Agriculteurs	31	0.9%	3.8%	8	0.8%	2.2%	22	1.0%	5.3%	0	-	-
Petits patrons	204	6.1%	7.8%	67	6.8%	4.6%	138	5.9%	11.6%	204	20.2%	7.8%
Affaires et Cadres	329	9.9%	4.8%	105	10.7%	3.0%	224	9.5%	6.6%	329	32.5%	4.8%
Professions intermédiaires	478	14.3%	6.4%	142	14.4%	3.6%	336	14.3%	9.4%	478	47.3%	6.4%
Employés	520	15.6%	9.8%	126	12.8%	5.6%	395	16.8%	12.8%	0	-	-
Ouvriers	774	23.2%	8.2%	267	27.1%	5.4%	508	21.6%	11.3%	0	-	-
Retraités	740	22.2%	5.0%	207	21.1%	3.1%	532	22.7%	6.6%	0	-	-
Autres inactifs	256	7.7%	6.6%	62	6.3%	4.3%	194	8.3%	7.9%	0	-	-

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	507	15.2%	5.4%	139	14.2%	3.5%	368	15.6%	6.8%	69	6.8%	4.0%
2 personnes	1007	30.2%	5.6%	309	31.5%	3.5%	698	29.7%	7.6%	216	21.4%	4.9%
3 personnes	703	21.1%	7.6%	214	21.7%	4.6%	490	20.8%	10.5%	220	21.7%	5.9%
4 personnes	692	20.8%	7.5%	208	21.1%	4.5%	485	20.6%	10.5%	329	32.5%	7.1%
5 personnes et +	423	12.7%	8.1%	113	11.5%	4.6%	310	13.2%	11.0%	178	17.6%	7.1%
Présence d'enfants de moins de 15 ans												
Oui	1273	38.2%	8.1%	354	36.0%	4.9%	919	39.1%	10.8%	534	52.8%	7.1%
Non	2059	61.8%	5.8%	629	64.0%	3.6%	1430	60.9%	7.9%	477	47.2%	5.1%
Habitat												
Communes rurales	691	20.7%	5.9%	183	18.6%	3.3%	508	21.6%	8.3%	217	21.4%	6.4%
Agglo. - 20 000 hab	558	16.8%	6.3%	186	18.9%	4.4%	372	15.8%	8.0%	156	15.4%	6.1%
Agglo. 20 000 à 100 000 hab	448	13.4%	6.5%	151	15.4%	4.5%	297	12.6%	8.5%	106	10.5%	5.3%
Agglo. + 100 000 hab	1063	31.9%	7.0%	304	30.9%	4.2%	759	32.3%	9.5%	281	27.8%	5.5%
Agglo. Paris	572	17.2%	6.8%	159	16.2%	4.0%	413	17.6%	9.3%	251	24.8%	6.5%

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Région d'habitation												
Ile-de-France	630	18.9%	6.7%	176	17.9%	3.9%	454	19.3%	9.2%	272	26.9%	6.3%
Nord-Pas-de-Calais	246	7.4%	7.7%	81	8.3%	5.3%	165	7.0%	9.8%	53	5.3%	5.8%
Lorraine	168	5.0%	8.7%	42	4.3%	4.5%	126	5.4%	12.6%	49	4.8%	8.6%
Alsace	116	3.5%	7.7%	31	3.2%	4.3%	85	3.6%	10.8%	18	1.8%	3.6%
Franche-Comté	52	1.6%	5.4%	16	1.7%	3.6%	35	1.5%	7.2%	10	1.0%	4.0%
Champagne-Ardenne	80	2.4%	7.3%	22	2.3%	4.2%	57	2.4%	10.1%	15	1.5%	5.0%
Picardie	90	2.7%	5.9%	29	3.0%	4.0%	61	2.6%	7.7%	21	2.1%	4.8%
Bourgogne	79	2.4%	5.8%	29	2.9%	4.4%	50	2.1%	7.1%	23	2.3%	6.6%
Haute-Normandie	80	2.4%	5.4%	20	2.0%	2.8%	61	2.6%	7.8%	26	2.6%	6.1%
Basse-Normandie	65	2.0%	5.4%	24	2.4%	4.1%	42	1.8%	6.7%	14	1.4%	4.2%
Centre	114	3.4%	5.5%	25	2.6%	2.5%	89	3.8%	8.2%	30	2.9%	4.6%
Pays de la Loire	147	4.4%	5.1%	35	3.6%	2.6%	112	4.8%	7.5%	38	3.7%	4.6%
Bretagne	123	3.7%	4.7%	39	4.0%	3.1%	84	3.6%	6.2%	41	4.1%	5.2%
Poitou-Charentes	77	2.3%	5.3%	18	1.8%	2.5%	60	2.5%	7.8%	18	1.8%	4.5%
Aquitaine	180	5.4%	6.7%	49	5.0%	3.9%	131	5.6%	9.3%	52	5.2%	6.4%
Midi-Pyrénées	140	4.2%	5.9%	43	4.3%	3.7%	98	4.2%	7.9%	35	3.5%	4.5%
Limousin	42	1.3%	6.7%	20	2.0%	6.5%	23	1.0%	6.9%	8	0.8%	5.3%
Auvergne	64	1.9%	5.7%	20	2.0%	3.6%	45	1.9%	7.6%	17	1.7%	5.7%
Rhône-Alpes	306	9.2%	6.1%	100	10.2%	4.2%	205	8.7%	7.9%	89	8.8%	5.1%
Languedoc-Roussillon	168	5.0%	7.7%	48	4.9%	4.7%	119	5.1%	10.4%	64	6.4%	10.1%
Provence-Alpes-Côte-d'Azur-Corse	364	10.9%	8.4%	115	11.7%	5.6%	249	10.6%	10.9%	116	11.5%	8.1%
Habitudes de connexion Internet												
Tous les jours	1842	55.3%	6.7%	557	56.7%	4.0%	1284	54.7%	9.5%	735	72.6%	5.7%
Presque tous les jours	404	12.1%	6.7%	131	13.4%	4.5%	273	11.6%	8.6%	150	14.8%	6.2%
1 à 2 fois par semaine	234	7.0%	7.3%	63	6.4%	4.4%	171	7.3%	9.5%	58	5.8%	6.5%
1 à 3 fois par mois	77	2.3%	8.9%	26	2.6%	6.8%	52	2.2%	10.5%	22	2.2%	11.3%
Moins souvent	104	3.1%	7.8%	20	2.0%	3.3%	84	3.6%	11.5%	9	0.8%	6.7%
Jamais	12	0.4%	5.7%	3	0.3%	2.4%	9	0.4%	11.3%	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	156	4.7%	6.7%	36	3.7%	3.9%	120	5.1%	8.6%	9	0.9%	4.4%
De 9 000 à moins de 12 000 euros par an	244	7.3%	7.5%	58	5.9%	5.2%	187	7.9%	8.6%	16	1.6%	6.4%
De 12 000 à moins de 18 000 euros par an	502	15.1%	7.4%	142	14.4%	4.8%	361	15.4%	9.5%	80	7.9%	9.7%
De 18 000 à moins de 24 000 euros par an	512	15.4%	7.0%	146	14.8%	4.2%	366	15.6%	9.5%	111	11.0%	6.9%
De 24 000 à moins de 36 000 euros par an	738	22.1%	6.5%	225	22.9%	4.0%	513	21.8%	8.9%	215	21.3%	5.7%
De 36 000 à moins de 45 000 euros par an	408	12.2%	6.4%	143	14.6%	4.2%	265	11.3%	8.9%	176	17.4%	6.2%
De 45 000 à moins de 65 000 euros par an	314	9.4%	5.5%	99	10.0%	3.1%	216	9.2%	8.4%	203	20.1%	5.8%
De 65 000 à moins de 80 000 euros par an	75	2.3%	4.9%	22	2.3%	2.3%	53	2.3%	8.9%	51	5.1%	4.7%
De 80 000 à moins de 115 000 euros par an	58	1.7%	5.8%	26	2.6%	4.2%	33	1.4%	8.1%	43	4.2%	5.2%
115 000 euros et plus par an	22	0.6%	4.4%	13	1.3%	4.5%	9	0.4%	4.2%	21	2.0%	4.9%
Refus	213	6.4%	6.4%	52	5.3%	3.9%	160	6.8%	8.2%	58	5.8%	5.1%
Ne sait pas	90	2.7%	5.7%	22	2.3%	3.3%	68	2.9%	7.5%	29	2.9%	5.4%