

# Management

Mensuel, Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	403	100.0%	0.8%	256	100.0%	1.0%	147	100.0%	0.6%	266	100.0%	1.6%
<b>Sexe</b>												
<b>Homme</b>	256	63.4%	1.0%	256	100.0%	1.0%	0	-	-	168	63.1%	1.9%
<b>Femme</b>	147	36.6%	0.6%	0	-	-	147	100.0%	0.6%	98	36.9%	1.2%
<b>Age</b>												
<b>15 à 24 ans</b>	77	19.0%	1.0%	43	16.8%	1.2%	34	22.8%	0.9%	34	12.6%	1.1%
<b>25 à 34 ans</b>	93	23.0%	1.2%	55	21.4%	1.4%	38	25.9%	1.0%	64	24.2%	1.9%
<b>35 à 49 ans</b>	124	30.8%	1.0%	82	32.2%	1.3%	42	28.3%	0.7%	109	41.0%	1.8%
<b>50 à 64 ans</b>	88	21.8%	0.7%	57	22.4%	1.0%	31	20.9%	0.5%	59	22.2%	1.4%
<b>65 ans et plus</b>	22	5.3%	0.2%	18	7.2%	0.4%	3	2.1%	0.0%	0	-	-
<b>Individu</b>												
<b>Ménagère</b>	122	30.2%	0.5%	0	-	-	122	82.5%	0.5%	85	32.1%	1.2%
<b>Personne de Référence</b>	243	60.3%	0.9%	212	82.7%	1.0%	32	21.5%	0.4%	166	62.4%	2.0%
<b>Responsable des achats</b>	237	58.9%	0.7%	126	49.1%	1.0%	112	75.9%	0.5%	156	58.8%	1.5%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	5	1.3%	1.0%	5	2.1%	1.6%	0	-	-	0	-	-
<b>Petits patrons</b>	25	6.1%	1.5%	19	7.5%	1.6%	6	3.8%	1.2%	22	8.1%	1.4%
<b>Affaires et Cadres</b>	140	34.6%	2.9%	89	34.8%	3.0%	51	34.4%	2.8%	130	48.8%	2.9%
<b>Professions intermédiaires</b>	93	23.0%	1.4%	53	20.9%	1.6%	39	26.7%	1.2%	82	30.9%	1.5%
<b>Employés</b>	36	9.0%	0.4%	13	5.0%	0.6%	23	15.9%	0.4%	6	2.4%	0.3%
<b>Ouvriers</b>	21	5.3%	0.3%	21	8.3%	0.4%	0	-	-	4	1.4%	1.0%
<b>Retraités</b>	33	8.2%	0.3%	26	10.3%	0.4%	7	4.6%	0.1%	2	0.6%	0.7%
<b>Autres inactifs</b>	50	12.4%	0.5%	29	11.1%	0.8%	22	14.6%	0.3%	21	7.8%	0.7%
<b>PCS Personne de Référence</b>												
<b>Agriculteurs</b>	6	1.5%	0.7%	5	2.1%	1.4%	1	0.4%	0.1%	0	-	-
<b>Petits patrons</b>	26	6.5%	1.0%	19	7.3%	1.3%	7	5.1%	0.6%	26	9.9%	1.0%
<b>Affaires et Cadres</b>	152	37.8%	2.2%	98	38.2%	2.8%	55	37.1%	1.6%	152	57.3%	2.2%
<b>Professions intermédiaires</b>	87	21.6%	1.2%	51	20.1%	1.3%	36	24.4%	1.0%	87	32.8%	1.2%
<b>Employés</b>	29	7.3%	0.6%	18	7.1%	0.8%	11	7.6%	0.4%	0	-	-
<b>Ouvriers</b>	41	10.1%	0.4%	26	10.0%	0.5%	15	10.3%	0.3%	0	-	-
<b>Retraités</b>	46	11.4%	0.3%	31	12.0%	0.5%	15	10.4%	0.2%	0	-	-
<b>Autres inactifs</b>	15	3.8%	0.4%	8	3.2%	0.6%	7	4.8%	0.3%	0	-	-

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<b>Taille du Foyer</b>												
1 personne	53	13.2%	0.6%	33	12.8%	0.8%	21	14.0%	0.4%	35	13.3%	2.1%
2 personnes	122	30.2%	0.7%	88	34.5%	1.0%	34	22.9%	0.4%	62	23.4%	1.4%
3 personnes	77	19.1%	0.8%	48	18.8%	1.0%	29	19.7%	0.6%	60	22.6%	1.6%
4 personnes	100	24.9%	1.1%	56	22.0%	1.2%	44	30.1%	1.0%	77	29.1%	1.7%
5 personnes et +	50	12.5%	1.0%	31	12.0%	1.3%	20	13.3%	0.7%	31	11.6%	1.2%
<b>Présence d'enfants de moins de 15 ans</b>												
Oui	147	36.5%	0.9%	90	35.2%	1.2%	57	38.7%	0.7%	115	43.3%	1.5%
Non	256	63.5%	0.7%	166	64.8%	1.0%	90	61.3%	0.5%	151	56.7%	1.6%
<b>Habitat</b>												
Communes rurales	59	14.5%	0.5%	34	13.4%	0.6%	24	16.5%	0.4%	35	13.2%	1.0%
Agglo. - 20 000 hab	54	13.4%	0.6%	38	14.9%	0.9%	16	10.8%	0.3%	39	14.7%	1.5%
Agglo. 20 000 à 100 000 hab	38	9.5%	0.6%	26	10.2%	0.8%	12	8.3%	0.4%	25	9.5%	1.3%
Agglo. + 100 000 hab	148	36.7%	1.0%	98	38.5%	1.4%	49	33.5%	0.6%	88	33.0%	1.7%
Agglo. Paris	104	25.9%	1.2%	59	23.1%	1.5%	45	30.8%	1.0%	79	29.5%	2.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Région d'habitation</b>												
Ile-de-France	113	28.0%	1.2%	65	25.3%	1.4%	48	32.6%	1.0%	84	31.8%	2.0%
Nord-Pas-de-Calais	31	7.7%	1.0%	19	7.6%	1.3%	12	7.8%	0.7%	18	6.8%	2.0%
Lorraine	10	2.4%	0.5%	7	2.7%	0.7%	3	1.9%	0.3%	5	1.7%	0.8%
Alsace	16	3.9%	1.0%	15	5.7%	2.0%	1	0.7%	0.1%	10	3.8%	2.0%
Franche-Comté	9	2.1%	0.9%	7	2.6%	1.4%	2	1.4%	0.4%	4	1.6%	1.7%
Champagne-Ardenne	12	3.0%	1.1%	8	3.1%	1.5%	4	2.7%	0.7%	6	2.4%	2.1%
Picardie	15	3.6%	0.9%	10	4.0%	1.4%	4	2.8%	0.5%	8	3.2%	1.9%
Bourgogne	6	1.5%	0.4%	3	1.3%	0.5%	3	1.9%	0.4%	4	1.6%	1.2%
Haute-Normandie	4	1.1%	0.3%	2	0.9%	0.3%	2	1.5%	0.3%	3	1.2%	0.8%
Basse-Normandie	9	2.3%	0.8%	8	3.0%	1.3%	2	1.1%	0.3%	1	0.4%	0.4%
Centre	12	3.0%	0.6%	9	3.6%	0.9%	3	1.9%	0.3%	9	3.2%	1.3%
Pays de la Loire	16	3.9%	0.5%	9	3.5%	0.7%	7	4.5%	0.4%	10	3.8%	1.2%
Bretagne	20	5.0%	0.8%	16	6.4%	1.3%	4	2.6%	0.3%	9	3.5%	1.2%
Poitou-Charentes	6	1.6%	0.4%	6	2.3%	0.8%	1	0.5%	0.1%	4	1.4%	0.9%
Aquitaine	27	6.6%	1.0%	21	8.4%	1.7%	5	3.5%	0.4%	23	8.5%	2.7%
Midi-Pyrénées	24	5.9%	1.0%	17	6.7%	1.5%	7	4.7%	0.6%	16	6.2%	2.1%
Limousin	2	0.4%	0.3%	1	0.2%	0.2%	1	0.8%	0.4%	1	0.3%	0.5%
Auvergne	3	0.8%	0.3%	3	1.0%	0.5%	1	0.6%	0.1%	1	0.4%	0.3%
Rhône-Alpes	28	6.9%	0.6%	9	3.4%	0.4%	19	12.8%	0.7%	23	8.8%	1.4%
Languedoc-Roussillon	18	4.4%	0.8%	10	3.7%	0.9%	8	5.5%	0.7%	12	4.5%	1.9%
Provence-Alpes-Côte-d'Azur-Corse	24	5.8%	0.5%	11	4.4%	0.6%	12	8.2%	0.5%	13	4.8%	0.9%
<b>Habitudes de connexion Internet</b>												
Tous les jours	334	82.9%	1.2%	210	82.1%	1.5%	124	84.4%	0.9%	233	87.5%	1.8%
Presque tous les jours	36	8.9%	0.6%	26	10.2%	0.9%	10	6.8%	0.3%	21	7.9%	0.9%
1 à 2 fois par semaine	13	3.3%	0.4%	4	1.5%	0.3%	10	6.6%	0.5%	8	3.2%	0.9%
1 à 3 fois par mois	3	0.8%	0.4%	0	-	-	3	2.2%	0.7%	2	0.6%	0.8%
Moins souvent	2	0.5%	0.2%	2	0.8%	0.4%	0	-	-	2	0.8%	1.7%
Jamais	0	-	-	0	-	-	0	-	-	0	-	-

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Revenus du Foyer</b>												
Moins de 9 000 euros par an	6	1.4%	0.2%	3	1.1%	0.3%	3	2.1%	0.2%	0	-	-
De 9 000 à moins de 12 000 euros par an	8	2.0%	0.2%	4	1.5%	0.3%	4	2.8%	0.2%	4	1.4%	1.5%
De 12 000 à moins de 18 000 euros par an	34	8.5%	0.5%	23	8.9%	0.8%	11	7.7%	0.3%	7	2.7%	0.9%
De 18 000 à moins de 24 000 euros par an	35	8.7%	0.5%	24	9.5%	0.7%	11	7.4%	0.3%	19	7.1%	1.2%
De 24 000 à moins de 36 000 euros par an	79	19.6%	0.7%	60	23.6%	1.1%	19	12.8%	0.3%	50	18.6%	1.3%
De 36 000 à moins de 45 000 euros par an	59	14.6%	0.9%	28	10.8%	0.8%	31	21.3%	1.1%	34	12.8%	1.2%
De 45 000 à moins de 65 000 euros par an	84	20.9%	1.5%	52	20.2%	1.6%	33	22.1%	1.3%	74	27.9%	2.1%
De 65 000 à moins de 80 000 euros par an	33	8.3%	2.1%	25	9.9%	2.7%	8	5.3%	1.3%	28	10.5%	2.5%
De 80 000 à moins de 115 000 euros par an	20	5.0%	2.0%	13	4.9%	2.1%	7	5.1%	1.9%	17	6.3%	2.1%
115 000 euros et plus par an	12	3.0%	2.4%	9	3.4%	3.1%	3	2.2%	1.5%	12	4.5%	2.9%
Refus	21	5.2%	0.6%	9	3.5%	0.7%	12	8.1%	0.6%	13	4.9%	1.1%
Ne sait pas	12	2.9%	0.7%	7	2.7%	1.0%	5	3.3%	0.5%	9	3.3%	1.6%