

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	2526	100.0%	4.9%	665	100.0%	2.7%	1861	100.0%	7.0%	881	100.0%	5.2%
<b>Sexe</b>												
<b>Homme</b>	665	26.3%	2.7%	665	100.0%	2.7%	0	-	-	221	25.1%	2.5%
<b>Femme</b>	1861	73.7%	7.0%	0	-	-	1861	100.0%	7.0%	660	74.9%	8.1%
<b>Age</b>												
<b>15 à 24 ans</b>	974	38.5%	13.2%	242	36.4%	6.5%	732	39.3%	20.0%	373	42.3%	11.8%
<b>25 à 34 ans</b>	700	27.7%	9.1%	196	29.4%	5.2%	504	27.1%	12.9%	237	26.9%	6.9%
<b>35 à 49 ans</b>	552	21.8%	4.4%	143	21.5%	2.3%	409	22.0%	6.4%	207	23.5%	3.4%
<b>50 à 64 ans</b>	240	9.5%	2.0%	73	11.0%	1.2%	166	8.9%	2.6%	61	6.9%	1.5%
<b>65 ans et plus</b>	61	2.4%	0.5%	11	1.7%	0.2%	50	2.7%	0.8%	3	0.4%	1.7%
<b>Individu</b>												
<b>Ménagère</b>	1235	48.9%	5.3%	0	-	-	1235	66.4%	5.3%	397	45.0%	5.8%
<b>Personne de Référence</b>	784	31.0%	2.8%	441	66.2%	2.2%	343	18.5%	4.3%	212	24.1%	2.5%
<b>Responsable des achats</b>	1593	63.1%	4.5%	312	46.9%	2.5%	1281	68.8%	5.6%	493	55.9%	4.6%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	11	0.4%	2.0%	2	0.3%	0.7%	9	0.5%	4.2%	0	-	-
<b>Petits patrons</b>	56	2.2%	3.4%	31	4.6%	2.6%	25	1.3%	5.1%	44	5.0%	3.0%
<b>Affaires et Cadres</b>	117	4.6%	2.5%	43	6.4%	1.5%	74	4.0%	4.0%	95	10.8%	2.2%
<b>Professions intermédiaires</b>	315	12.5%	4.7%	94	14.1%	2.7%	221	11.9%	6.8%	217	24.6%	3.9%
<b>Employés</b>	774	30.6%	9.2%	126	19.0%	6.1%	647	34.8%	10.3%	162	18.4%	9.0%
<b>Ouvriers</b>	331	13.1%	5.1%	198	29.7%	4.0%	134	7.2%	9.0%	29	3.3%	6.8%
<b>Retraités</b>	81	3.2%	0.6%	24	3.7%	0.4%	56	3.0%	0.9%	5	0.6%	2.2%
<b>Autres inactifs</b>	841	33.3%	8.4%	147	22.2%	4.2%	694	37.3%	10.6%	328	37.3%	10.6%
<b>PCS Personne de Référence</b>												
<b>Agriculteurs</b>	26	1.0%	3.3%	7	1.0%	1.8%	19	1.0%	4.7%	0	-	-
<b>Petits patrons</b>	139	5.5%	5.3%	34	5.1%	2.5%	105	5.6%	8.4%	139	15.8%	5.3%
<b>Affaires et Cadres</b>	282	11.1%	4.1%	64	9.6%	1.8%	218	11.7%	6.5%	282	31.9%	4.1%
<b>Professions intermédiaires</b>	461	18.2%	6.2%	123	18.5%	3.1%	338	18.2%	9.5%	461	52.3%	6.2%
<b>Employés</b>	489	19.3%	9.2%	148	22.2%	6.6%	341	18.3%	11.1%	0	-	-
<b>Ouvriers</b>	774	30.6%	8.2%	214	32.2%	4.4%	560	30.1%	12.2%	0	-	-
<b>Retraités</b>	192	7.6%	1.3%	48	7.2%	0.7%	144	7.7%	1.8%	0	-	-
<b>Autres inactifs</b>	164	6.5%	4.2%	28	4.2%	1.9%	136	7.3%	5.7%	0	-	-

# Public

Hebdomadaire, Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Taille du Foyer</b>												
<b>1 personne</b>	225	8.9%	2.4%	54	8.2%	1.3%	170	9.2%	3.2%	41	4.6%	2.3%
<b>2 personnes</b>	583	23.1%	3.2%	161	24.2%	1.8%	422	22.7%	4.6%	186	21.1%	4.3%
<b>3 personnes</b>	651	25.8%	7.0%	159	24.0%	3.5%	492	26.4%	10.4%	220	24.9%	5.8%
<b>4 personnes</b>	628	24.9%	6.8%	192	28.8%	4.2%	436	23.4%	9.5%	271	30.8%	5.8%
<b>5 personnes et +</b>	439	17.4%	8.4%	99	14.8%	4.0%	340	18.3%	12.2%	163	18.5%	6.6%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	1167	46.2%	7.4%	293	44.1%	4.0%	874	47.0%	10.3%	456	51.8%	5.9%
<b>Non</b>	1359	53.8%	3.8%	372	55.9%	2.2%	987	53.0%	5.4%	425	48.2%	4.6%
<b>Habitat</b>												
<b>Communes rurales</b>	456	18.1%	3.9%	94	14.1%	1.7%	362	19.5%	5.9%	140	15.9%	4.2%
<b>Agglo. - 20 000 hab</b>	391	15.5%	4.4%	84	12.6%	2.0%	307	16.5%	6.5%	117	13.3%	4.6%
<b>Agglo. 20 000 à 100 000 hab</b>	353	14.0%	5.2%	116	17.4%	3.4%	238	12.8%	7.0%	124	14.1%	6.2%
<b>Agglo. + 100 000 hab</b>	767	30.4%	5.1%	198	29.8%	2.7%	569	30.6%	7.2%	277	31.5%	5.3%
<b>Agglo. Paris</b>	558	22.1%	6.6%	173	26.0%	4.3%	385	20.7%	8.7%	222	25.2%	5.7%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Région d'habitation</b>												
Ile-de-France	609	24.1%	6.4%	184	27.6%	4.1%	425	22.9%	8.6%	248	28.2%	5.7%
Nord-Pas-de-Calais	172	6.8%	5.4%	67	10.1%	4.4%	105	5.7%	6.2%	46	5.2%	5.0%
Lorraine	115	4.5%	5.9%	27	4.0%	2.9%	88	4.7%	8.8%	44	5.0%	7.9%
Alsace	83	3.3%	5.5%	23	3.4%	3.1%	60	3.2%	7.7%	29	3.3%	5.9%
Franche-Comté	39	1.6%	4.1%	16	2.4%	3.4%	23	1.3%	4.8%	9	1.1%	3.6%
Champagne-Ardenne	52	2.0%	4.7%	13	2.0%	2.5%	39	2.1%	6.8%	14	1.5%	4.2%
Picardie	93	3.7%	6.1%	19	2.8%	2.5%	74	4.0%	9.4%	24	2.7%	5.5%
Bourgogne	57	2.2%	4.2%	22	3.3%	3.3%	35	1.9%	4.9%	19	2.2%	5.3%
Haute-Normandie	71	2.8%	4.8%	17	2.5%	2.4%	54	2.9%	7.0%	24	2.7%	5.6%
Basse-Normandie	40	1.6%	3.3%	8	1.2%	1.4%	31	1.7%	5.0%	15	1.7%	4.4%
Centre	95	3.7%	4.5%	28	4.2%	2.8%	67	3.6%	6.2%	34	3.8%	5.3%
Pays de la Loire	103	4.1%	3.6%	25	3.8%	1.8%	78	4.2%	5.2%	39	4.4%	4.7%
Bretagne	84	3.3%	3.2%	10	1.6%	0.8%	74	4.0%	5.4%	17	2.0%	2.2%
Poitou-Charentes	57	2.3%	3.9%	14	2.2%	2.0%	43	2.3%	5.6%	11	1.3%	3.0%
Aquitaine	149	5.9%	5.6%	33	4.9%	2.6%	116	6.3%	8.3%	52	5.9%	6.4%
Midi-Pyrénées	108	4.3%	4.5%	26	3.9%	2.3%	82	4.4%	6.6%	22	2.6%	2.8%
Limousin	22	0.9%	3.6%	2	0.3%	0.7%	20	1.1%	6.2%	9	1.0%	5.5%
Auvergne	44	1.7%	3.9%	8	1.3%	1.6%	35	1.9%	6.1%	13	1.4%	4.1%
Rhône-Alpes	224	8.9%	4.5%	45	6.8%	1.9%	179	9.6%	6.9%	85	9.6%	4.7%
Languedoc-Roussillon	104	4.1%	4.8%	27	4.0%	2.6%	78	4.2%	6.8%	42	4.8%	6.5%
Provence-Alpes-Côte-d'Azur-Corse	205	8.1%	4.7%	51	7.7%	2.5%	154	8.3%	6.7%	86	9.8%	6.0%
<b>Habitudes de connexion Internet</b>												
Tous les jours	1766	69.9%	6.4%	490	73.7%	3.5%	1276	68.6%	9.4%	714	81.0%	5.5%
Presque tous les jours	311	12.3%	5.1%	65	9.8%	2.3%	246	13.2%	7.6%	95	10.8%	4.1%
1 à 2 fois par semaine	155	6.1%	4.8%	31	4.7%	2.1%	123	6.6%	6.9%	32	3.6%	3.4%
1 à 3 fois par mois	28	1.1%	3.3%	7	1.1%	2.1%	21	1.1%	4.2%	5	0.6%	3.3%
Moins souvent	81	3.2%	6.1%	13	2.0%	2.1%	68	3.7%	9.7%	12	1.4%	9.0%
Jamais	2	0.1%	1.8%	0	-	-	2	0.1%	4.6%	0	-	-

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Revenus du Foyer</b>												
Moins de 9 000 euros par an	90	3.6%	4.2%	19	2.9%	2.2%	71	3.8%	5.5%	13	1.5%	7.0%
De 9 000 à moins de 12 000 euros par an	149	5.9%	4.5%	30	4.5%	2.6%	119	6.4%	5.5%	6	0.7%	2.5%
De 12 000 à moins de 18 000 euros par an	340	13.4%	5.2%	84	12.6%	3.1%	256	13.7%	6.8%	62	7.1%	8.1%
De 18 000 à moins de 24 000 euros par an	384	15.2%	5.1%	87	13.0%	2.4%	298	16.0%	7.6%	108	12.3%	6.8%
De 24 000 à moins de 36 000 euros par an	616	24.4%	5.3%	169	25.4%	3.1%	447	24.0%	7.4%	198	22.5%	5.3%
De 36 000 à moins de 45 000 euros par an	312	12.3%	4.8%	102	15.3%	2.9%	210	11.3%	7.1%	147	16.7%	4.9%
De 45 000 à moins de 65 000 euros par an	280	11.1%	4.7%	82	12.3%	2.5%	198	10.6%	7.5%	164	18.6%	4.6%
De 65 000 à moins de 80 000 euros par an	61	2.4%	4.0%	17	2.6%	1.9%	44	2.4%	7.1%	41	4.6%	3.7%
De 80 000 à moins de 115 000 euros par an	35	1.4%	3.6%	16	2.3%	2.6%	19	1.0%	5.1%	27	3.1%	3.4%
115 000 euros et plus par an	7	0.3%	1.4%	1	0.2%	0.4%	5	0.3%	2.9%	5	0.6%	1.4%
Refus	169	6.7%	5.3%	45	6.7%	3.3%	124	6.7%	6.6%	73	8.3%	6.4%
Ne sait pas	84	3.3%	5.8%	14	2.0%	2.2%	71	3.8%	8.6%	37	4.2%	7.7%