

Voici

Hebdomadaire, Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	3343	100.0%	6.5%	958	100.0%	3.9%	2384	100.0%	8.9%	1037	100.0%	6.1%
Sexe												
Homme	958	28.7%	3.9%	958	100.0%	3.9%	0	-	-	295	28.5%	3.4%
Femme	2384	71.3%	8.9%	0	-	-	2384	100.0%	8.9%	741	71.5%	9.1%
Age												
15 à 24 ans	565	16.9%	7.6%	168	17.6%	4.5%	397	16.6%	10.8%	215	20.7%	6.8%
25 à 34 ans	579	17.3%	7.5%	140	14.6%	3.7%	439	18.4%	11.2%	214	20.6%	6.3%
35 à 49 ans	1022	30.6%	8.1%	291	30.4%	4.7%	731	30.7%	11.4%	401	38.7%	6.5%
50 à 64 ans	702	21.0%	5.7%	218	22.8%	3.7%	484	20.3%	7.7%	201	19.4%	5.0%
65 ans et plus	474	14.2%	4.3%	141	14.7%	3.0%	333	14.0%	5.3%	7	0.7%	3.7%
Individu												
Ménagère	2007	60.1%	8.6%	0	-	-	2007	84.2%	8.6%	602	58.1%	8.8%
Personne de Référence	1380	41.3%	4.9%	741	77.3%	3.7%	639	26.8%	8.1%	327	31.6%	3.9%
Responsable des achats	2428	72.6%	6.9%	442	46.2%	3.6%	1986	83.3%	8.6%	693	66.9%	6.5%
PCS Individu												
Agriculteurs	31	0.9%	5.7%	11	1.2%	3.4%	20	0.8%	9.5%	0	-	-
Petits patrons	89	2.7%	5.4%	32	3.3%	2.8%	57	2.4%	11.8%	71	6.8%	4.8%
Affaires et Cadres	192	5.7%	4.0%	83	8.6%	2.8%	109	4.6%	5.9%	170	16.4%	3.9%
Professions intermédiaires	426	12.7%	6.3%	135	14.1%	3.9%	291	12.2%	8.9%	332	32.0%	5.9%
Employés	880	26.3%	10.5%	114	11.9%	5.5%	766	32.1%	12.2%	200	19.3%	11.1%
Ouvriers	431	12.9%	6.7%	249	25.9%	5.0%	183	7.7%	12.3%	34	3.3%	8.0%
Retraités	555	16.6%	4.4%	184	19.2%	3.1%	371	15.6%	5.7%	11	1.1%	4.7%
Autres inactifs	738	22.1%	7.4%	150	15.7%	4.3%	588	24.6%	9.0%	219	21.2%	7.1%
PCS Personne de Référence												
Agriculteurs	41	1.2%	5.1%	11	1.1%	2.8%	30	1.3%	7.3%	0	-	-
Petits patrons	169	5.1%	6.4%	30	3.1%	2.2%	140	5.9%	11.1%	169	16.3%	6.4%
Affaires et Cadres	344	10.3%	5.0%	104	10.9%	3.0%	240	10.1%	7.2%	344	33.2%	5.0%
Professions intermédiaires	523	15.6%	7.0%	161	16.8%	4.1%	361	15.2%	10.1%	523	50.4%	7.0%
Employés	513	15.3%	9.7%	142	14.8%	6.3%	371	15.5%	12.1%	0	-	-
Ouvriers	807	24.1%	8.5%	240	25.0%	4.9%	567	23.8%	12.4%	0	-	-
Retraités	714	21.3%	4.9%	211	22.0%	3.2%	503	21.1%	6.3%	0	-	-
Autres inactifs	232	6.9%	6.0%	59	6.2%	4.0%	172	7.2%	7.2%	0	-	-

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	484	14.5%	5.2%	119	12.4%	2.9%	365	15.3%	6.8%	53	5.1%	3.1%
2 personnes	995	29.8%	5.5%	322	33.6%	3.7%	673	28.2%	7.3%	235	22.7%	5.5%
3 personnes	743	22.2%	8.0%	218	22.7%	4.8%	525	22.0%	11.1%	235	22.7%	6.2%
4 personnes	660	19.7%	7.2%	175	18.3%	3.8%	485	20.3%	10.5%	334	32.2%	7.2%
5 personnes et +	461	13.8%	8.8%	125	13.0%	5.1%	336	14.1%	12.1%	180	17.3%	7.3%
Présence d'enfants de moins de 15 ans												
Oui	1283	38.4%	8.2%	325	34.0%	4.5%	958	40.2%	11.3%	558	53.8%	7.3%
Non	2059	61.6%	5.8%	633	66.0%	3.7%	1427	59.8%	7.8%	479	46.2%	5.2%
Habitat												
Communes rurales	659	19.7%	5.6%	165	17.2%	3.0%	494	20.7%	8.0%	194	18.7%	5.8%
Agglo. - 20 000 hab	533	15.9%	6.0%	157	16.4%	3.7%	376	15.8%	8.0%	158	15.2%	6.2%
Agglo. 20 000 à 100 000 hab	474	14.2%	6.9%	159	16.6%	4.6%	315	13.2%	9.3%	103	9.9%	5.2%
Agglo. + 100 000 hab	1098	32.9%	7.2%	300	31.4%	4.2%	798	33.5%	10.0%	332	32.0%	6.4%
Agglo. Paris	579	17.3%	6.9%	177	18.4%	4.4%	402	16.9%	9.1%	250	24.2%	6.5%

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Région d'habitation												
Ile-de-France	650	19.4%	6.9%	195	20.3%	4.3%	455	19.1%	9.2%	273	26.3%	6.3%
Nord-Pas-de-Calais	253	7.6%	7.9%	80	8.3%	5.2%	173	7.2%	10.2%	57	5.5%	6.3%
Lorraine	172	5.1%	8.9%	44	4.6%	4.7%	127	5.3%	12.7%	57	5.5%	10.3%
Alsace	113	3.4%	7.5%	44	4.6%	6.0%	70	2.9%	8.9%	26	2.5%	5.4%
Franche-Comté	49	1.5%	5.2%	15	1.6%	3.3%	34	1.4%	7.0%	13	1.3%	5.0%
Champagne-Ardenne	71	2.1%	6.5%	23	2.4%	4.4%	47	2.0%	8.4%	15	1.4%	4.6%
Picardie	85	2.5%	5.5%	20	2.1%	2.7%	65	2.7%	8.2%	22	2.1%	5.0%
Bourgogne	78	2.3%	5.8%	24	2.5%	3.7%	54	2.3%	7.7%	24	2.3%	6.6%
Haute-Normandie	89	2.7%	6.0%	28	3.0%	4.0%	60	2.5%	7.8%	23	2.2%	5.3%
Basse-Normandie	48	1.4%	3.9%	12	1.3%	2.1%	36	1.5%	5.7%	13	1.2%	3.8%
Centre	108	3.2%	5.2%	22	2.3%	2.2%	86	3.6%	8.0%	36	3.5%	5.7%
Pays de la Loire	131	3.9%	4.6%	29	3.0%	2.1%	102	4.3%	6.9%	36	3.4%	4.3%
Bretagne	136	4.1%	5.2%	42	4.4%	3.4%	94	3.9%	6.9%	33	3.2%	4.2%
Poitou-Charentes	87	2.6%	5.9%	22	2.3%	3.2%	65	2.7%	8.5%	20	1.9%	5.3%
Aquitaine	203	6.1%	7.6%	60	6.2%	4.7%	143	6.0%	10.2%	65	6.3%	8.1%
Midi-Pyrénées	137	4.1%	5.7%	32	3.3%	2.7%	106	4.4%	8.5%	40	3.8%	5.0%
Limousin	41	1.2%	6.5%	16	1.7%	5.3%	25	1.0%	7.6%	8	0.8%	5.4%
Auvergne	55	1.6%	4.9%	12	1.3%	2.2%	43	1.8%	7.3%	11	1.0%	3.5%
Rhône-Alpes	276	8.3%	5.5%	68	7.0%	2.8%	209	8.7%	8.0%	90	8.6%	5.0%
Languedoc-Roussillon	181	5.4%	8.3%	63	6.6%	6.1%	118	4.9%	10.3%	58	5.6%	9.0%
Provence-Alpes-Côte-d'Azur-Corse	381	11.4%	8.8%	108	11.3%	5.3%	273	11.5%	12.0%	119	11.5%	8.3%
Habitudes de connexion Internet												
Tous les jours	1947	58.2%	7.1%	590	61.6%	4.2%	1357	56.9%	10.0%	791	76.3%	6.1%
Presque tous les jours	367	11.0%	6.0%	93	9.7%	3.2%	275	11.5%	8.4%	122	11.8%	5.2%
1 à 2 fois par semaine	248	7.4%	7.7%	61	6.4%	4.2%	187	7.8%	10.5%	62	6.0%	6.6%
1 à 3 fois par mois	63	1.9%	7.4%	10	1.1%	3.0%	53	2.2%	10.3%	15	1.4%	9.8%
Moins souvent	100	3.0%	7.5%	17	1.7%	2.6%	83	3.5%	11.8%	6	0.6%	4.6%
Jamais	7	0.2%	5.5%	0	-	-	7	0.3%	14.3%	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	143	4.3%	6.7%	37	3.9%	4.3%	105	4.4%	8.2%	12	1.2%	6.7%
De 9 000 à moins de 12 000 euros par an	234	7.0%	7.0%	43	4.5%	3.8%	190	8.0%	8.7%	5	0.5%	1.9%
De 12 000 à moins de 18 000 euros par an	443	13.3%	6.8%	119	12.4%	4.3%	325	13.6%	8.6%	48	4.6%	6.2%
De 18 000 à moins de 24 000 euros par an	521	15.6%	7.0%	138	14.5%	3.9%	383	16.0%	9.7%	117	11.3%	7.4%
De 24 000 à moins de 36 000 euros par an	834	24.9%	7.2%	254	26.5%	4.6%	580	24.3%	9.6%	248	23.9%	6.7%
De 36 000 à moins de 45 000 euros par an	381	11.4%	5.9%	134	14.0%	3.8%	247	10.4%	8.4%	178	17.2%	6.0%
De 45 000 à moins de 65 000 euros par an	354	10.6%	5.9%	105	10.9%	3.1%	249	10.4%	9.5%	225	21.7%	6.3%
De 65 000 à moins de 80 000 euros par an	90	2.7%	5.9%	29	3.0%	3.1%	61	2.6%	9.9%	60	5.8%	5.4%
De 80 000 à moins de 115 000 euros par an	40	1.2%	4.1%	21	2.2%	3.5%	19	0.8%	5.0%	29	2.8%	3.6%
115 000 euros et plus par an	17	0.5%	3.8%	6	0.6%	2.2%	11	0.5%	6.1%	16	1.6%	4.2%
Refus	197	5.9%	6.1%	50	5.2%	3.7%	147	6.2%	7.8%	70	6.7%	6.1%
Ne sait pas	89	2.7%	6.1%	22	2.3%	3.5%	67	2.8%	8.2%	28	2.7%	5.9%