

## Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	769	100.0%	1.5%	114	100.0%	0.5%	655	100.0%	2.4%	294	100.0%	1.7%
<b>Sexe</b>												
<b>Homme</b>	114	14.8%	0.5%	114	100.0%	0.5%	0	0.0%	0.0%	40	13.5%	0.5%
<b>Femme</b>	655	85.2%	2.4%	0	0.0%	0.0%	655	100.0%	2.4%	255	86.5%	3.0%
<b>Age</b>												
<b>15 à 24 ans</b>	32	4.2%	0.4%	9	7.8%	0.2%	23	3.5%	0.6%	16	5.6%	0.5%
<b>25 à 34 ans</b>	56	7.3%	0.7%	10	8.5%	0.3%	47	7.1%	1.2%	24	8.1%	0.7%
<b>35 à 49 ans</b>	210	27.4%	1.7%	26	22.7%	0.4%	185	28.2%	2.9%	116	39.5%	1.9%
<b>50 à 59 ans</b>	263	34.2%	2.9%	47	41.6%	1.0%	215	32.9%	4.7%	115	39.2%	3.0%
<b>60 ans et plus</b>	207	27.0%	1.4%	22	19.4%	0.3%	185	28.3%	2.2%	23	7.7%	2.5%
<b>Individu</b>												
<b>Ménagères</b>	626	81.4%	2.7%	0	0.0%	0.0%	626	95.5%	2.7%	244	83.0%	3.5%
<b>Personne de référence</b>	279	36.3%	1.0%	105	92.4%	0.5%	174	26.6%	2.2%	88	29.7%	1.1%
<b>Responsable des achats</b>	681	88.6%	1.9%	68	59.7%	0.5%	613	93.6%	2.7%	260	88.3%	2.4%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	7	0.9%	1.4%	0	0.4%	0.1%	7	1.0%	5.0%	0	0.0%	0.0%
<b>Petits patrons</b>	16	2.1%	1.0%	5	4.0%	0.4%	11	1.7%	2.3%	14	4.6%	1.0%
<b>Affaires et Cadres</b>	64	8.4%	1.3%	11	10.0%	0.4%	53	8.1%	2.5%	58	19.7%	1.3%
<b>Professions intermédiaires</b>	120	15.6%	1.8%	20	17.3%	0.6%	100	15.3%	2.9%	98	33.3%	1.7%
<b>Employés</b>	201	26.1%	2.4%	17	15.3%	0.8%	183	28.0%	3.0%	52	17.6%	2.8%
<b>Ouvriers</b>	47	6.1%	0.7%	20	17.4%	0.4%	27	4.2%	2.0%	11	3.7%	2.7%
<b>Retraités</b>	185	24.1%	1.5%	24	21.0%	0.4%	161	24.6%	2.4%	12	4.0%	4.4%
<b>Autres inactifs</b>	128	16.7%	1.3%	16	14.4%	0.4%	112	17.1%	1.7%	50	16.9%	1.6%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	11	1.4%	1.4%	0	0.4%	0.1%	11	1.6%	2.9%	0	0.0%	0.0%
<b>Petits patrons</b>	29	3.8%	1.1%	5	4.0%	0.3%	25	3.8%	1.9%	29	9.9%	1.1%
<b>Affaires et Cadres</b>	140	18.2%	1.9%	11	10.0%	0.3%	129	19.6%	3.5%	140	47.6%	1.9%
<b>Professions intermédiaires</b>	125	16.3%	1.7%	24	20.8%	0.6%	102	15.5%	2.8%	125	42.5%	1.7%
<b>Employés</b>	99	12.9%	1.8%	16	13.9%	0.7%	84	12.8%	2.7%	0	0.0%	0.0%
<b>Ouvriers</b>	102	13.3%	1.1%	18	15.9%	0.4%	84	12.8%	1.9%	0	0.0%	0.0%
<b>Retraités</b>	212	27.6%	1.5%	26	22.8%	0.4%	186	28.4%	2.4%	0	0.0%	0.0%
<b>Autres inactifs</b>	50	6.5%	1.2%	14	12.2%	0.9%	36	5.5%	1.4%	0	0.0%	0.0%

	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>	150	19.5%	1.5%	16	14.3%	0.4%	134	20.5%	2.3%	39	13.3%	2.1%
<b>2 personnes</b>	320	41.7%	1.8%	42	36.6%	0.5%	279	42.6%	3.0%	103	35.0%	2.4%
<b>3 personnes</b>	120	15.6%	1.3%	22	19.1%	0.5%	98	15.0%	2.2%	59	20.0%	1.6%
<b>4 personnes</b>	110	14.4%	1.2%	29	25.8%	0.6%	81	12.4%	1.7%	62	21.0%	1.3%
<b>5 personnes et +</b>	68	8.8%	1.3%	5	4.3%	0.2%	63	9.6%	2.3%	31	10.7%	1.2%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	181	23.5%	1.2%	31	27.3%	0.4%	150	22.8%	1.8%	101	34.4%	1.3%
<b>Non</b>	588	76.5%	1.6%	83	72.7%	0.5%	505	77.2%	2.7%	193	65.6%	2.0%
<b>Habitat</b>												
<b>Communes rurales</b>	160	20.8%	1.4%	15	13.4%	0.3%	145	22.1%	2.4%	57	19.2%	1.7%
<b>Agglo. - 20 000 hab</b>	119	15.4%	1.3%	13	11.3%	0.3%	106	16.1%	2.3%	42	14.3%	1.7%
<b>Agglo. 20 000 à 100 000 hab</b>	98	12.8%	1.4%	19	16.6%	0.6%	79	12.1%	2.2%	45	15.5%	2.4%
<b>Agglo. + 100 000 hab</b>	249	32.4%	1.6%	40	35.6%	0.5%	208	31.8%	2.6%	83	28.2%	1.5%
<b>Agglo. Paris</b>	143	18.6%	1.7%	26	23.1%	0.6%	117	17.9%	2.6%	67	22.8%	1.7%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Régions INSEE</b>												
Ile de France	155	20.1%	1.6%	26	23.1%	0.6%	129	19.6%	2.6%	73	24.9%	1.7%
Nord Pas de Calais	44	5.8%	1.4%	5	4.0%	0.3%	40	6.1%	2.4%	19	6.4%	2.0%
Lorraine	29	3.8%	1.5%	1	1.0%	0.1%	28	4.2%	2.8%	9	3.2%	1.8%
Alsace	25	3.2%	1.6%	3	2.5%	0.4%	22	3.3%	2.8%	4	1.4%	0.9%
Franche-Comté	16	2.1%	1.7%	5	4.1%	1.0%	12	1.8%	2.4%	1	0.2%	0.3%
Champagne Ardennes	20	2.6%	1.8%	3	2.6%	0.6%	17	2.6%	3.0%	10	3.2%	3.3%
Picardie	11	1.4%	0.7%	1	0.7%	0.1%	10	1.5%	1.3%	1	0.5%	0.3%
Bourgogne	22	2.8%	1.6%	2	1.8%	0.3%	20	3.0%	2.8%	13	4.5%	3.5%
Haute Normandie	30	3.9%	2.0%	5	4.7%	0.8%	25	3.8%	3.2%	18	6.1%	4.0%
Basse Normandie	10	1.3%	0.9%	0	0.0%	0.0%	10	1.6%	1.6%	3	1.2%	1.0%
Centre	37	4.8%	1.8%	6	5.6%	0.6%	31	4.7%	2.8%	17	5.9%	2.8%
Pays de Loire	35	4.6%	1.2%	12	10.3%	0.8%	23	3.6%	1.5%	15	5.0%	1.5%
Bretagne	41	5.3%	1.6%	4	3.4%	0.3%	37	5.7%	2.7%	14	4.6%	1.8%
Poitou Charentes	24	3.2%	1.6%	2	1.9%	0.3%	22	3.4%	2.9%	5	1.7%	1.2%
Aquitaine	41	5.4%	1.5%	5	4.3%	0.4%	36	5.6%	2.6%	14	4.8%	1.6%
Midi Pyrénées	38	5.0%	1.6%	4	3.5%	0.3%	34	5.2%	2.7%	14	4.6%	1.7%
Limousin	10	1.3%	1.6%	0	0.0%	0.0%	10	1.5%	3.0%	4	1.3%	2.4%
Auvergne	16	2.1%	1.4%	4	3.3%	0.7%	12	1.9%	2.1%	3	1.0%	1.0%
Rhône Alpes	81	10.5%	1.6%	17	15.1%	0.7%	64	9.7%	2.4%	32	10.8%	1.7%
Languedoc Roussillon	28	3.6%	1.3%	3	2.6%	0.3%	25	3.8%	2.1%	7	2.4%	1.0%
Provence Alpes Côte d'Azur. Corse	55	7.1%	1.3%	6	5.7%	0.3%	49	7.4%	2.1%	18	6.1%	1.3%
<b>Habitudes de connexion à Internet</b>												
Tous les jours	495	64.4%	1.5%	69	60.3%	0.4%	426	65.1%	2.6%	230	78.2%	1.6%
Presque tous les jours	110	14.3%	1.9%	10	8.9%	0.4%	100	15.2%	3.2%	39	13.4%	2.0%
1 à 2 fois par semaine	62	8.1%	2.4%	11	10.0%	1.0%	51	7.7%	3.4%	17	5.8%	2.6%
1 à 3 fois par mois	5	0.7%	1.0%	0	0.0%	0.0%	5	0.8%	1.6%	5	1.5%	5.7%
Moins souvent	17	2.2%	1.9%	3	2.5%	0.8%	14	2.2%	2.7%	0	0.1%	0.5%

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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	22	2.9%	1.2%	10	8.6%	1.3%	12	1.9%	1.1%	2	0.6%	1.0%
De 9 000 à moins de 12 000 euros par an	46	6.0%	1.6%	4	3.2%	0.3%	43	6.5%	2.4%	5	1.5%	1.9%
De 12 000 à moins de 18 000 euros par an	71	9.3%	1.2%	10	8.6%	0.4%	61	9.4%	1.8%	17	5.7%	2.6%
De 18 000 à moins de 24 000 euros par an	93	12.1%	1.4%	9	7.9%	0.3%	84	12.8%	2.2%	23	7.8%	1.6%
De 24 000 à moins de 36 000 euros par an	168	21.9%	1.5%	29	25.2%	0.5%	139	21.3%	2.4%	45	15.1%	1.3%
De 36 000 à moins de 45 000 euros par an	145	18.9%	2.1%	25	21.7%	0.7%	120	18.4%	3.6%	72	24.4%	2.4%
De 45 000 à moins de 65 000 euros par an	115	15.0%	1.7%	15	12.9%	0.4%	100	15.3%	3.3%	63	21.4%	1.7%
De 65 000 à moins de 80 000 euros par an	28	3.6%	1.4%	7	6.6%	0.7%	20	3.1%	2.5%	17	5.8%	1.3%
De 80 000 à moins de 115 000 euros par an	23	3.0%	1.9%	0	0.0%	0.0%	23	3.5%	4.7%	21	7.2%	2.4%
115 000 euros et plus par an	10	1.3%	1.9%	4	3.9%	1.5%	6	0.9%	2.5%	10	3.3%	2.2%
Refus	43	5.6%	1.2%	2	1.5%	0.1%	41	6.3%	2.0%	18	6.1%	1.5%
Ne sait pas	4	0.6%	0.2%	0	0.0%	0.0%	4	0.7%	0.4%	3	1.1%	0.4%