

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	284	100.0%	0.5%	151	100.0%	0.6%	133	100.0%	0.5%	166	100.0%	0.9%
Sexe												
Femme	133	46.0%	0.0%	-	-	-	133	100.0%	0.0%	81	48.0%	0.0%
Homme	151	53.0%	0.0%	151	100.0%	0.0%	-	-	-	86	51.0%	1.0%
Age												
15 à 24 ans	13	4.0%	0.0%	10	6.0%	0.0%	3	2.0%	0.0%	1	0.0%	0.0%
25 à 34 ans	74	26.0%	1.0%	20	13.0%	0.0%	53	40.0%	1.0%	37	22.0%	1.0%
35 à 49 ans	78	27.0%	0.0%	44	29.0%	0.0%	33	25.0%	0.0%	66	39.0%	1.0%
50 à 59 ans	62	21.0%	0.0%	42	27.0%	1.0%	20	15.0%	0.0%	46	27.0%	1.0%
60 ans et plus	58	20.0%	0.0%	34	22.0%	0.0%	23	17.0%	0.0%	17	10.0%	1.0%
Individu												
Ménagères	106	37.0%	0.0%	-	-	-	106	80.0%	0.0%	68	41.0%	1.0%
Personne de référence	141	49.0%	0.0%	102	67.0%	0.0%	39	29.0%	0.0%	88	52.0%	1.0%
Responsable des achats	191	67.0%	0.0%	80	53.0%	0.0%	111	83.0%	0.0%	125	75.0%	1.0%
Pcs individu												
Affaires et cadres	98	34.0%	1.0%	52	34.0%	1.0%	46	34.0%	2.0%	82	49.0%	1.0%
Agriculteurs	-	-	-	-	-	-	-	-	-	-	-	-
Autres inactifs	28	9.0%	0.0%	12	7.0%	0.0%	16	11.0%	0.0%	8	5.0%	0.0%
Employés	25	8.0%	0.0%	4	2.0%	0.0%	22	16.0%	0.0%	2	1.0%	0.0%
Ouvriers	28	9.0%	0.0%	22	14.0%	0.0%	6	4.0%	0.0%	6	3.0%	1.0%
Petits patrons	3	1.0%	0.0%	3	1.0%	0.0%	0	0.0%	0.0%	3	1.0%	0.0%
Professions intermédiaires	68	24.0%	1.0%	36	24.0%	1.0%	32	24.0%	0.0%	64	38.0%	1.0%
Retraités	34	12.0%	0.0%	23	15.0%	0.0%	11	8.0%	0.0%	1	0.0%	0.0%
Pcs personne de référence												
Affaires et cadres	101	35.0%	1.0%	48	31.0%	1.0%	54	40.0%	1.0%	101	61.0%	1.0%
Agriculteurs	-	-	-	-	-	-	-	-	-	-	-	-
Autres inactifs	10	3.0%	0.0%	9	5.0%	0.0%	1	1.0%	0.0%	-	-	-
Employés	30	10.0%	0.0%	13	8.0%	0.0%	17	12.0%	0.0%	-	-	-
Ouvriers	17	5.0%	0.0%	10	6.0%	0.0%	6	4.0%	0.0%	-	-	-
Petits patrons	4	1.0%	0.0%	2	1.0%	0.0%	2	1.0%	0.0%	4	2.0%	0.0%
Professions intermédiaires	61	21.0%	0.0%	36	23.0%	0.0%	25	18.0%	0.0%	61	36.0%	0.0%
Retraités	61	21.0%	0.0%	33	22.0%	0.0%	28	20.0%	0.0%	-	-	-

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	284	100.0%	0.5%	151	100.0%	0.6%	133	100.0%	0.5%	166	100.0%	0.9%
Taille du foyer												
1 personne	53	18.0%	0.0%	32	20.0%	0.0%	21	16.0%	0.0%	30	17.0%	1.0%
2 personnes	77	27.0%	0.0%	40	26.0%	0.0%	37	27.0%	0.0%	36	21.0%	0.0%
3 personnes	51	18.0%	0.0%	25	16.0%	0.0%	26	19.0%	0.0%	23	14.0%	0.0%
4 personnes	64	22.0%	0.0%	45	29.0%	1.0%	19	14.0%	0.0%	43	26.0%	1.0%
5 personnes et +	39	13.0%	0.0%	10	6.0%	0.0%	29	21.0%	1.0%	33	20.0%	1.0%
Présence d'enfants de moins de 15 ans												
Non	198	69.0%	0.0%	109	72.0%	0.0%	89	66.0%	0.0%	95	57.0%	0.0%
Oui	86	30.0%	0.0%	42	27.0%	0.0%	44	33.0%	0.0%	71	42.0%	1.0%
Habitat												
Agglo. + 100 000 hab	67	23.0%	0.0%	34	22.0%	0.0%	33	25.0%	0.0%	51	30.0%	0.0%
Agglo. 20 000 à 100 000 hab	23	8.0%	0.0%	9	5.0%	0.0%	14	10.0%	0.0%	8	4.0%	0.0%
Agglo. - 20 000 hab	60	21.0%	0.0%	35	23.0%	0.0%	25	18.0%	0.0%	19	11.0%	0.0%
Agglo. paris	103	36.0%	1.0%	48	31.0%	1.0%	55	41.0%	1.0%	66	39.0%	1.0%
Communes rurales	31	11.0%	0.0%	25	16.0%	0.0%	6	4.0%	0.0%	22	13.0%	0.0%

Lecteur Dernière Période

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	284	100.0%	0.5%	151	100.0%	0.6%	133	100.0%	0.5%	166	100.0%	0.9%
Régions insee												
Alsace	5	1.0%	0.0%	2	1.0%	0.0%	3	2.0%	0.0%	4	2.0%	0.0%
Aquitaine	11	4.0%	0.0%	9	5.0%	0.0%	3	1.0%	0.0%	9	5.0%	1.0%
Auvergne	3	0.0%	0.0%	2	1.0%	0.0%	0	0.0%	0.0%	3	1.0%	0.0%
Basse normandie	1	0.0%	0.0%	1	0.0%	0.0%	1	0.0%	0.0%	1	0.0%	0.0%
Bourgogne	4	1.0%	0.0%	1	0.0%	0.0%	2	1.0%	0.0%	3	1.0%	0.0%
Bretagne	4	1.0%	0.0%	1	0.0%	0.0%	3	2.0%	0.0%	1	0.0%	0.0%
Centre	11	3.0%	0.0%	2	1.0%	0.0%	9	6.0%	0.0%	4	2.0%	0.0%
Champagne ardennes	11	4.0%	1.0%	6	4.0%	1.0%	5	3.0%	0.0%	1	0.0%	0.0%
Franche-comté	10	3.0%	1.0%	5	3.0%	1.0%	5	3.0%	0.0%	7	4.0%	2.0%
Haute normandie	6	2.0%	0.0%	5	3.0%	0.0%	1	0.0%	0.0%	5	3.0%	1.0%
Ile de france	106	37.0%	1.0%	49	32.0%	1.0%	57	42.0%	1.0%	68	41.0%	1.0%
Languedoc roussillon	15	5.0%	0.0%	9	6.0%	0.0%	6	4.0%	0.0%	2	1.0%	0.0%
Limousin	-	-	-	-	-	-	-	-	-	-	-	-
Lorraine	2	0.0%	0.0%	1	0.0%	0.0%	1	0.0%	0.0%	2	1.0%	0.0%
Midi pyrénées	6	2.0%	0.0%	4	2.0%	0.0%	2	1.0%	0.0%	5	3.0%	0.0%
Nord pas de calais	25	8.0%	0.0%	22	14.0%	1.0%	3	2.0%	0.0%	12	7.0%	1.0%
Pays de loire	8	2.0%	0.0%	3	1.0%	0.0%	5	3.0%	0.0%	2	1.0%	0.0%
Picardie	5	1.0%	0.0%	5	3.0%	0.0%	-	-	-	1	0.0%	0.0%
Poitou charentes	5	1.0%	0.0%	2	1.0%	0.0%	3	2.0%	0.0%	2	1.0%	0.0%
Provence alpes côte d'azur, corse	19	6.0%	0.0%	13	8.0%	0.0%	6	4.0%	0.0%	18	10.0%	1.0%
Rhône alpes	27	9.0%	0.0%	9	5.0%	0.0%	18	13.0%	0.0%	17	10.0%	0.0%
Habitudes de connection à internet												
1 à 2 fois par semaine	1	0.0%	0.0%	1	0.0%	0.0%	-	-	-	-	-	-
1 à 3 fois par mois	-	-	-	-	-	-	-	-	-	-	-	-
Moins souvent	-	-	-	-	-	-	-	-	-	-	-	-
Presque tous les jours	6	2.0%	0.0%	1	0.0%	0.0%	5	3.0%	0.0%	1	0.0%	0.0%
Tous les jours	246	86.0%	0.0%	125	82.0%	0.0%	120	90.0%	0.0%	166	99.0%	1.0%

Lecteur Dernière Période

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	284	100.0%	0.5%	151	100.0%	0.6%	133	100.0%	0.5%	166	100.0%	0.9%
Revenus du foyer												
65 000 euros et plus par an	104	36.0%	1.0%	49	32.0%	1.0%	55	41.0%	1.0%	80	48.0%	1.0%
De 12 000 à moins de 18 000 euros par an	16	5.0%	0.0%	10	6.0%	0.0%	6	4.0%	0.0%	7	4.0%	1.0%
De 18 000 à moins de 24 000 euros par an	28	9.0%	0.0%	17	11.0%	0.0%	10	7.0%	0.0%	5	2.0%	0.0%
De 24 000 à moins de 36 000 euros par an	64	22.0%	0.0%	25	16.0%	0.0%	39	29.0%	0.0%	42	25.0%	1.0%
De 36 000 à moins de 45 000 euros par an	4	1.0%	0.0%	3	1.0%	0.0%	1	0.0%	0.0%	3	1.0%	0.0%
De 45 000 à moins de 65 000 euros par an	23	8.0%	0.0%	11	7.0%	0.0%	11	8.0%	0.0%	9	5.0%	0.0%
De 9 000 à moins de 12 000 euros par an	15	5.0%	0.0%	10	6.0%	1.0%	5	3.0%	0.0%	2	0.0%	0.0%
Moins de 9 000 euros par an	7	2.0%	0.0%	4	2.0%	0.0%	3	2.0%	0.0%	4	2.0%	1.0%
Ne sait pas	9	3.0%	0.0%	9	5.0%	0.0%	0	0.0%	0.0%	1	0.0%	0.0%
Refus	10	3.0%	1.0%	9	5.0%	3.0%	2	1.0%	0.0%	10	6.0%	4.0%