

## 7ème jour PQR (tous titres)

### Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	15706	100.0%	30.4%	7969	100.0%	32.1%	7737	100.0%	28.7%	4144	100.0%	23.7%
<b>Sexe</b>												
<b>Homme</b>	7969	50.7%	32.1%	7969	100.0%	32.1%	0	0.0%	0.0%	2233	53.9%	25.4%
<b>Femme</b>	7737	49.3%	28.7%	0	0.0%	0.0%	7737	100.0%	28.7%	1911	46.1%	22.1%
<b>Age</b>												
<b>15 à 24 ans</b>	1499	9.5%	20.6%	782	9.8%	21.3%	717	9.3%	19.9%	548	13.2%	17.4%
<b>25 à 34 ans</b>	1634	10.4%	21.4%	874	11.0%	23.4%	761	9.8%	19.5%	595	14.4%	18.1%
<b>35 à 49 ans</b>	3558	22.7%	28.5%	1869	23.5%	30.3%	1689	21.8%	26.7%	1516	36.6%	24.8%
<b>50 à 59 ans</b>	3143	20.0%	33.6%	1638	20.6%	35.1%	1504	19.4%	32.1%	1170	28.2%	29.9%
<b>60 ans et plus</b>	5871	37.4%	39.1%	2805	35.2%	42.9%	3066	39.6%	36.3%	315	7.6%	32.0%
<b>Individu</b>												
<b>Ménagères</b>	6926	44.1%	29.8%	0	0.0%	0.0%	6926	89.5%	29.8%	1632	39.4%	23.1%
<b>Personne de référence</b>	9001	57.3%	32.1%	6824	85.6%	33.7%	2177	28.1%	28.1%	2142	51.7%	26.1%
<b>Responsable des achats</b>	10921	69.5%	30.7%	4063	51.0%	31.9%	6857	88.6%	30.0%	2609	63.0%	23.9%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	185	1.2%	35.3%	124	1.6%	33.1%	62	0.8%	40.8%	1	0.0%	7.6%
<b>Petits patrons</b>	509	3.2%	31.2%	384	4.8%	34.6%	125	1.6%	24.0%	450	10.9%	31.1%
<b>Affaires et Cadres</b>	956	6.1%	18.7%	590	7.4%	20.1%	366	4.7%	16.9%	857	20.7%	18.5%
<b>Professions intermédiaires</b>	1875	11.9%	27.2%	1044	13.1%	30.5%	831	10.7%	24.0%	1529	36.9%	27.3%
<b>Employés</b>	2501	15.9%	30.2%	649	8.1%	30.1%	1852	23.9%	30.2%	488	11.8%	26.7%
<b>Ouvriers</b>	2075	13.2%	32.3%	1677	21.0%	33.3%	399	5.2%	28.9%	132	3.2%	32.5%
<b>Retraités</b>	5105	32.5%	40.6%	2626	33.0%	44.2%	2479	32.0%	37.4%	88	2.1%	35.5%
<b>Autres inactifs</b>	2498	15.9%	24.3%	876	11.0%	23.0%	1622	21.0%	25.0%	599	14.5%	18.4%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	274	1.7%	33.6%	134	1.7%	32.1%	140	1.8%	35.2%	0	0.0%	0.0%
<b>Petits patrons</b>	787	5.0%	29.8%	418	5.2%	32.1%	370	4.8%	27.6%	787	19.0%	29.8%
<b>Affaires et Cadres</b>	1387	8.8%	19.1%	689	8.6%	19.2%	698	9.0%	19.1%	1387	33.5%	19.1%
<b>Professions intermédiaires</b>	1970	12.5%	26.0%	1126	14.1%	28.8%	843	10.9%	23.1%	1970	47.5%	26.0%
<b>Employés</b>	1508	9.6%	27.9%	684	8.6%	29.5%	824	10.7%	26.7%	0	0.0%	0.0%
<b>Ouvriers</b>	2801	17.8%	29.4%	1584	19.9%	31.2%	1217	15.7%	27.3%	0	0.0%	0.0%
<b>Retraités</b>	5801	36.9%	40.2%	2855	35.8%	43.4%	2946	38.1%	37.5%	0	0.0%	0.0%
<b>Autres inactifs</b>	1177	7.5%	28.7%	479	6.0%	30.0%	698	9.0%	27.9%	0	0.0%	0.0%

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<b>Taille du foyer</b>												
<b>1 personne</b>	2897	18.4%	29.0%	1337	16.8%	30.7%	1560	20.2%	27.6%	391	9.4%	22.6%
<b>2 personnes</b>	6437	41.0%	35.9%	3309	41.5%	37.9%	3128	40.4%	34.0%	1121	27.1%	25.6%
<b>3 personnes</b>	2576	16.4%	28.3%	1368	17.2%	30.2%	1209	15.6%	26.3%	893	21.6%	23.3%
<b>4 personnes</b>	2531	16.1%	27.1%	1318	16.5%	29.0%	1213	15.7%	25.4%	1187	28.6%	24.3%
<b>5 personnes et +</b>	1265	8.1%	23.6%	637	8.0%	24.3%	628	8.1%	22.9%	552	13.3%	21.0%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	3818	24.3%	24.8%	1911	24.0%	26.7%	1907	24.6%	23.1%	1708	41.2%	22.1%
<b>Non</b>	11888	75.7%	32.7%	6058	76.0%	34.4%	5830	75.4%	31.2%	2436	58.8%	25.1%
<b>Habitat</b>												
<b>Communes rurales</b>	4023	25.6%	34.0%	2011	25.2%	35.9%	2012	26.0%	32.3%	954	23.0%	28.6%
<b>Agglo. - 20 000 hab</b>	3231	20.6%	35.9%	1637	20.5%	38.1%	1594	20.6%	33.9%	816	19.7%	31.5%
<b>Agglo. 20 000 à 100 000 hab</b>	2606	16.6%	37.5%	1293	16.2%	38.7%	1313	17.0%	36.4%	573	13.8%	31.7%
<b>Agglo. + 100 000 hab</b>	4943	31.5%	32.1%	2537	31.8%	33.9%	2407	31.1%	30.3%	1491	36.0%	26.1%
<b>Agglo. Paris</b>	903	5.7%	10.6%	491	6.2%	12.1%	412	5.3%	9.2%	311	7.5%	7.8%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Régions INSEE</b>												
<b>Ile de France</b>	1044	6.6%	10.9%	562	7.1%	12.4%	482	6.2%	9.6%	353	8.5%	8.1%
<b>Nord Pas de Calais</b>	1202	7.7%	37.4%	622	7.8%	40.7%	580	7.5%	34.4%	316	7.6%	33.3%
<b>Lorraine</b>	918	5.8%	47.7%	451	5.7%	48.4%	466	6.0%	47.0%	210	5.1%	37.6%
<b>Alsace</b>	681	4.3%	44.7%	334	4.2%	45.3%	348	4.5%	44.2%	189	4.6%	39.0%
<b>Franche-Comté</b>	362	2.3%	38.0%	194	2.4%	41.7%	168	2.2%	34.4%	82	2.0%	31.2%
<b>Champagne Ardennes</b>	434	2.8%	40.0%	215	2.7%	41.3%	218	2.8%	38.7%	72	1.7%	25.0%
<b>Picardie</b>	447	2.8%	29.1%	235	3.0%	31.7%	212	2.7%	26.7%	96	2.3%	22.2%
<b>Bourgogne</b>	421	2.7%	31.2%	219	2.7%	33.7%	202	2.6%	28.9%	104	2.5%	30.0%
<b>Haute Normandie</b>	100	0.6%	6.7%	51	0.6%	7.1%	49	0.6%	6.3%	24	0.6%	5.1%
<b>Basse Normandie</b>	350	2.2%	29.0%	172	2.2%	29.6%	179	2.3%	28.4%	98	2.4%	27.7%
<b>Centre</b>	479	3.0%	22.9%	260	3.3%	25.8%	219	2.8%	20.2%	123	3.0%	20.9%
<b>Pays de Loire</b>	910	5.8%	30.8%	497	6.2%	34.8%	413	5.3%	27.1%	260	6.3%	27.5%
<b>Bretagne</b>	1208	7.7%	45.4%	628	7.9%	49.1%	580	7.5%	42.1%	332	8.0%	40.1%
<b>Poitou Charentes</b>	315	2.0%	21.2%	156	2.0%	21.8%	160	2.1%	20.7%	98	2.4%	23.7%
<b>Aquitaine</b>	920	5.9%	33.4%	463	5.8%	35.3%	457	5.9%	31.7%	236	5.7%	27.0%
<b>Midi Pyrénées</b>	860	5.5%	35.2%	458	5.8%	38.9%	402	5.2%	31.8%	206	5.0%	26.1%
<b>Limousin</b>	229	1.5%	37.1%	117	1.5%	39.8%	112	1.4%	34.6%	49	1.2%	33.0%
<b>Auvergne</b>	519	3.3%	45.9%	252	3.2%	46.4%	268	3.5%	45.5%	128	3.1%	43.3%
<b>Rhône Alpes</b>	1937	12.3%	37.4%	938	11.8%	37.6%	999	12.9%	37.3%	480	11.6%	26.1%
<b>Languedoc Roussillon</b>	933	5.9%	41.2%	442	5.5%	41.2%	490	6.3%	41.2%	259	6.2%	35.0%
<b>Provence Alpes Côte d'Azur.</b>	1436	9.1%	33.1%	703	8.8%	34.3%	733	9.5%	32.0%	430	10.4%	29.0%
<b>Corse</b>												
<b>Habitudes de connection à Internet</b>												
<b>Tous les jours</b>	9017	57.4%	27.2%	4734	59.4%	28.6%	4283	55.4%	25.8%	3335	80.5%	22.9%
<b>Presque tous les jours</b>	1751	11.2%	29.8%	844	10.6%	30.9%	907	11.7%	28.8%	468	11.3%	24.1%
<b>1 à 2 fois par semaine</b>	927	5.9%	36.4%	436	5.5%	37.4%	492	6.4%	35.5%	210	5.1%	33.3%
<b>1 à 3 fois par mois</b>	177	1.1%	34.2%	81	1.0%	40.0%	96	1.2%	30.4%	24	0.6%	41.1%
<b>Moins souvent</b>	260	1.7%	31.6%	116	1.5%	32.6%	144	1.9%	30.7%	28	0.7%	35.1%
<b>Jamais</b>	60	0.4%	47.7%	53	0.7%	60.4%	8	0.1%	19.6%	6	0.2%	65.1%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Revenus du foyer</b>												
<b>Moins de 9 000 euros par an</b>	481	3.1%	25.8%	182	2.3%	22.8%	300	3.9%	28.1%	33	0.8%	23.7%
<b>De 9 000 à moins de 12 000 euros par an</b>	850	5.4%	29.9%	309	3.9%	29.1%	541	7.0%	30.3%	51	1.2%	19.5%
<b>De 12 000 à moins de 18 000 euros par an</b>	2080	13.2%	34.1%	984	12.4%	37.7%	1096	14.2%	31.5%	209	5.0%	28.3%
<b>De 18 000 à moins de 24 000 euros par an</b>	2230	14.2%	33.9%	1132	14.2%	36.9%	1097	14.2%	31.2%	328	7.9%	24.2%
<b>De 24 000 à moins de 36 000 euros par an</b>	3664	23.3%	33.2%	1901	23.9%	35.8%	1763	22.8%	30.8%	876	21.1%	26.1%
<b>De 36 000 à moins de 45 000 euros par an</b>	2076	13.2%	29.6%	1174	14.7%	31.3%	902	11.7%	27.6%	753	18.2%	24.7%
<b>De 45 000 à moins de 65 000 euros par an</b>	1894	12.1%	27.5%	1074	13.5%	29.7%	820	10.6%	25.2%	894	21.6%	23.4%
<b>De 65 000 à moins de 80 000 euros par an</b>	481	3.1%	24.6%	297	3.7%	26.4%	185	2.4%	22.2%	287	6.9%	22.1%
<b>De 80 000 à moins de 115 000 euros par an</b>	285	1.8%	22.7%	170	2.1%	22.9%	115	1.5%	22.6%	202	4.9%	22.1%
<b>115 000 euros et plus par an</b>	116	0.7%	19.4%	70	0.9%	18.9%	46	0.6%	20.2%	95	2.3%	18.6%
<b>Refus</b>	977	6.2%	29.2%	429	5.4%	30.8%	549	7.1%	28.1%	234	5.6%	21.7%
<b>Ne sait pas</b>	571	3.6%	25.1%	248	3.1%	26.1%	322	4.2%	24.3%	182	4.4%	19.4%