

## Lecture Dernière Période

|                                   | Ensemble |           |             | Hommes   |           |             | Femmes   |           |             | FoyersCSP+ |           |             |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
|                                   | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers   | Structure | Pénétration |
| <b>ENSEMBLE</b>                   | 6519     | 100.0%    | 12.6%       | 3172     | 100.0%    | 12.8%       | 3346     | 100.0%    | 12.4%       | 1681       | 100.0%    | 9.6%        |
| <b>Sexe</b>                       |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Homme</b>                      | 3172     | 48.7%     | 12.8%       | 3172     | 100.0%    | 12.8%       | 0        | 0.0%      | 0.0%        | 864        | 51.4%     | 9.8%        |
| <b>Femme</b>                      | 3346     | 51.3%     | 12.4%       | 0        | 0.0%      | 0.0%        | 3346     | 100.0%    | 12.4%       | 817        | 48.6%     | 9.4%        |
| <b>Age</b>                        |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>15 à 24 ans</b>                | 522      | 8.0%      | 7.2%        | 273      | 8.6%      | 7.4%        | 249      | 7.4%      | 6.9%        | 204        | 12.1%     | 6.5%        |
| <b>25 à 34 ans</b>                | 756      | 11.6%     | 9.9%        | 397      | 12.5%     | 10.6%       | 359      | 10.7%     | 9.2%        | 271        | 16.1%     | 8.2%        |
| <b>35 à 49 ans</b>                | 1566     | 24.0%     | 12.5%       | 737      | 23.2%     | 12.0%       | 829      | 24.8%     | 13.1%       | 595        | 35.4%     | 9.7%        |
| <b>50 à 59 ans</b>                | 1419     | 21.8%     | 15.2%       | 733      | 23.1%     | 15.7%       | 687      | 20.5%     | 14.7%       | 479        | 28.5%     | 12.3%       |
| <b>60 ans et plus</b>             | 2255     | 34.6%     | 15.0%       | 1033     | 32.6%     | 15.8%       | 1223     | 36.5%     | 14.5%       | 132        | 7.9%      | 13.5%       |
| <b>Individu</b>                   |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Ménagères</b>                  | 3046     | 46.7%     | 13.1%       | 0        | 0.0%      | 0.0%        | 3046     | 91.0%     | 13.1%       | 704        | 41.9%     | 10.0%       |
| <b>Personne de référence</b>      | 3712     | 56.9%     | 13.3%       | 2754     | 86.8%     | 13.6%       | 959      | 28.6%     | 12.4%       | 862        | 51.3%     | 10.5%       |
| <b>Responsable des achats</b>     | 4664     | 71.5%     | 13.1%       | 1616     | 50.9%     | 12.7%       | 3048     | 91.1%     | 13.4%       | 1086       | 64.6%     | 9.9%        |
| <b>PCS Individu</b>               |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Agriculteurs</b>               | 141      | 2.2%      | 26.8%       | 103      | 3.3%      | 27.7%       | 37       | 1.1%      | 24.7%       | 0          | 0.0%      | 1.1%        |
| <b>Petits patrons</b>             | 216      | 3.3%      | 13.2%       | 145      | 4.6%      | 13.1%       | 70       | 2.1%      | 13.5%       | 187        | 11.1%     | 12.9%       |
| <b>Affaires et Cadres</b>         | 444      | 6.8%      | 8.7%        | 245      | 7.7%      | 8.4%        | 199      | 5.9%      | 9.2%        | 388        | 23.1%     | 8.4%        |
| <b>Professions intermédiaires</b> | 771      | 11.8%     | 11.2%       | 413      | 13.0%     | 12.1%       | 357      | 10.7%     | 10.3%       | 620        | 36.9%     | 11.1%       |
| <b>Employés</b>                   | 1095     | 16.8%     | 13.2%       | 255      | 8.0%      | 11.8%       | 841      | 25.1%     | 13.7%       | 194        | 11.5%     | 10.6%       |
| <b>Ouvriers</b>                   | 946      | 14.5%     | 14.7%       | 735      | 23.2%     | 14.6%       | 211      | 6.3%      | 15.3%       | 57         | 3.4%      | 14.0%       |
| <b>Retraités</b>                  | 1932     | 29.6%     | 15.4%       | 943      | 29.7%     | 15.9%       | 990      | 29.6%     | 14.9%       | 26         | 1.6%      | 10.6%       |
| <b>Autres inactifs</b>            | 974      | 14.9%     | 9.5%        | 332      | 10.5%     | 8.7%        | 642      | 19.2%     | 9.9%        | 209        | 12.5%     | 6.4%        |
| <b>PCS Personne de référence</b>  |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Agriculteurs</b>               | 232      | 3.6%      | 28.5%       | 115      | 3.6%      | 27.6%       | 117      | 3.5%      | 29.4%       | 0          | 0.0%      | 0.0%        |
| <b>Petits patrons</b>             | 318      | 4.9%      | 12.0%       | 150      | 4.7%      | 11.5%       | 168      | 5.0%      | 12.6%       | 318        | 18.9%     | 12.0%       |
| <b>Affaires et Cadres</b>         | 541      | 8.3%      | 7.5%        | 268      | 8.4%      | 7.5%        | 273      | 8.2%      | 7.5%        | 541        | 32.2%     | 7.5%        |
| <b>Professions intermédiaires</b> | 822      | 12.6%     | 10.9%       | 446      | 14.1%     | 11.4%       | 376      | 11.2%     | 10.3%       | 822        | 48.9%     | 10.9%       |
| <b>Employés</b>                   | 599      | 9.2%      | 11.1%       | 261      | 8.2%      | 11.3%       | 338      | 10.1%     | 10.9%       | 0          | 0.0%      | 0.0%        |
| <b>Ouvriers</b>                   | 1367     | 21.0%     | 14.3%       | 703      | 22.2%     | 13.8%       | 664      | 19.8%     | 14.9%       | 0          | 0.0%      | 0.0%        |
| <b>Retraités</b>                  | 2151     | 33.0%     | 14.9%       | 1010     | 31.8%     | 15.4%       | 1141     | 34.1%     | 14.5%       | 0          | 0.0%      | 0.0%        |
| <b>Autres inactifs</b>            | 488      | 7.5%      | 11.9%       | 218      | 6.9%      | 13.6%       | 270      | 8.1%      | 10.8%       | 0          | 0.0%      | 0.0%        |

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|  | 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>                            | 1232     | 18.9%     | 12.3%       | 539      | 17.0%     | 12.4%       | 692      | 20.7%     | 12.3%       | 149        | 8.8%      | 8.6%        |
| <b>2 personnes</b>                           | 2572     | 39.4%     | 14.3%       | 1290     | 40.7%     | 14.8%       | 1282     | 38.3%     | 13.9%       | 457        | 27.2%     | 10.5%       |
| <b>3 personnes</b>                           | 1025     | 15.7%     | 11.2%       | 537      | 16.9%     | 11.9%       | 489      | 14.6%     | 10.6%       | 322        | 19.1%     | 8.4%        |
| <b>4 personnes</b>                           | 1064     | 16.3%     | 11.4%       | 489      | 15.4%     | 10.8%       | 575      | 17.2%     | 12.0%       | 478        | 28.5%     | 9.8%        |
| <b>5 personnes et +</b>                      | 626      | 9.6%      | 11.7%       | 318      | 10.0%     | 12.1%       | 309      | 9.2%      | 11.3%       | 275        | 16.4%     | 10.5%       |
| <b>Présence d'enfants de moins de 15 ans</b> |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Oui</b>                                   | 1770     | 27.2%     | 11.5%       | 817      | 25.8%     | 11.4%       | 953      | 28.5%     | 11.5%       | 771        | 45.9%     | 10.0%       |
| <b>Non</b>                                   | 4749     | 72.8%     | 13.1%       | 2355     | 74.2%     | 13.4%       | 2394     | 71.5%     | 12.8%       | 910        | 54.1%     | 9.4%        |
| <b>Habitat</b>                               |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Communes rurales</b>                      | 2360     | 36.2%     | 19.9%       | 1121     | 35.3%     | 20.0%       | 1239     | 37.0%     | 19.9%       | 542        | 32.3%     | 16.3%       |
| <b>Agglo. - 20 000 hab</b>                   | 1468     | 22.5%     | 16.3%       | 719      | 22.7%     | 16.7%       | 749      | 22.4%     | 15.9%       | 345        | 20.5%     | 13.3%       |
| <b>Agglo. 20 000 à 100 000 hab</b>           | 1232     | 18.9%     | 17.7%       | 610      | 19.2%     | 18.2%       | 622      | 18.6%     | 17.2%       | 286        | 17.0%     | 15.8%       |
| <b>Agglo. + 100 000 hab</b>                  | 1073     | 16.5%     | 7.0%        | 563      | 17.7%     | 7.5%        | 511      | 15.3%     | 6.4%        | 352        | 20.9%     | 6.2%        |
| <b>Agglo. Paris</b>                          | 386      | 5.9%      | 4.5%        | 160      | 5.0%      | 3.9%        | 226      | 6.7%      | 5.0%        | 156        | 9.3%      | 3.9%        |

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|  | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers   | Structure | Pénétration |
| <b>Régions INSEE</b>                     |          |           |             |          |           |             |          |           |             |            |           |             |
| Ile de France                            | 577      | 8.8%      | 6.0%        | 252      | 8.0%      | 5.5%        | 325      | 9.7%      | 6.5%        | 201        | 11.9%     | 4.6%        |
| Nord Pas de Calais                       | 792      | 12.1%     | 24.6%       | 418      | 13.2%     | 27.3%       | 374      | 11.2%     | 22.2%       | 171        | 10.1%     | 18.0%       |
| Lorraine                                 | 131      | 2.0%      | 6.8%        | 57       | 1.8%      | 6.1%        | 74       | 2.2%      | 7.5%        | 37         | 2.2%      | 6.7%        |
| Alsace                                   | 52       | 0.8%      | 3.4%        | 16       | 0.5%      | 2.2%        | 36       | 1.1%      | 4.5%        | 7          | 0.4%      | 1.5%        |
| Franche-Comté                            | 121      | 1.9%      | 12.7%       | 58       | 1.8%      | 12.5%       | 63       | 1.9%      | 12.9%       | 29         | 1.7%      | 11.0%       |
| Champagne Ardennes                       | 43       | 0.7%      | 4.0%        | 19       | 0.6%      | 3.6%        | 24       | 0.7%      | 4.3%        | 10         | 0.6%      | 3.6%        |
| Picardie                                 | 408      | 6.3%      | 26.6%       | 209      | 6.6%      | 28.1%       | 199      | 5.9%      | 25.1%       | 75         | 4.4%      | 17.3%       |
| Bourgogne                                | 77       | 1.2%      | 5.7%        | 35       | 1.1%      | 5.3%        | 42       | 1.3%      | 6.0%        | 16         | 0.9%      | 4.5%        |
| Haute Normandie                          | 527      | 8.1%      | 35.4%       | 246      | 7.8%      | 34.6%       | 281      | 8.4%      | 36.2%       | 140        | 8.3%      | 30.1%       |
| Basse Normandie                          | 515      | 7.9%      | 42.6%       | 268      | 8.4%      | 46.2%       | 248      | 7.4%      | 39.3%       | 131        | 7.8%      | 36.8%       |
| Centre                                   | 243      | 3.7%      | 11.6%       | 135      | 4.3%      | 13.4%       | 108      | 3.2%      | 10.0%       | 43         | 2.6%      | 7.3%        |
| Pays de Loire                            | 488      | 7.5%      | 16.5%       | 241      | 7.6%      | 16.9%       | 247      | 7.4%      | 16.2%       | 131        | 7.8%      | 13.8%       |
| Bretagne                                 | 477      | 7.3%      | 17.9%       | 215      | 6.8%      | 16.8%       | 262      | 7.8%      | 19.0%       | 135        | 8.1%      | 16.4%       |
| Poitou Charentes                         | 123      | 1.9%      | 8.3%        | 63       | 2.0%      | 8.9%        | 59       | 1.8%      | 7.7%        | 37         | 2.2%      | 9.0%        |
| Aquitaine                                | 301      | 4.6%      | 10.9%       | 154      | 4.9%      | 11.8%       | 147      | 4.4%      | 10.1%       | 65         | 3.8%      | 7.4%        |
| Midi Pyrénées                            | 316      | 4.9%      | 13.0%       | 145      | 4.6%      | 12.3%       | 172      | 5.1%      | 13.6%       | 79         | 4.7%      | 10.0%       |
| Limousin                                 | 54       | 0.8%      | 8.8%        | 26       | 0.8%      | 9.0%        | 28       | 0.8%      | 8.6%        | 7          | 0.4%      | 4.8%        |
| Auvergne                                 | 162      | 2.5%      | 14.3%       | 83       | 2.6%      | 15.4%       | 79       | 2.4%      | 13.4%       | 27         | 1.6%      | 9.0%        |
| Rhône Alpes                              | 751      | 11.5%     | 14.5%       | 371      | 11.7%     | 14.9%       | 380      | 11.4%     | 14.2%       | 210        | 12.5%     | 11.4%       |
| Languedoc Roussillon                     | 246      | 3.8%      | 10.9%       | 115      | 3.6%      | 10.7%       | 132      | 3.9%      | 11.1%       | 88         | 5.2%      | 11.9%       |
| Provence Alpes Côte d'Azur.<br>Corse     | 115      | 1.8%      | 2.7%        | 47       | 1.5%      | 2.3%        | 68       | 2.0%      | 3.0%        | 45         | 2.7%      | 3.0%        |
| <b>Habitudes de connexion à Internet</b> |          |           |             |          |           |             |          |           |             |            |           |             |
| Tous les jours                           | 3699     | 56.7%     | 11.2%       | 1838     | 57.9%     | 11.1%       | 1860     | 55.6%     | 11.2%       | 1376       | 81.8%     | 9.5%        |
| Presque tous les jours                   | 668      | 10.2%     | 11.4%       | 323      | 10.2%     | 11.8%       | 345      | 10.3%     | 10.9%       | 171        | 10.1%     | 8.8%        |
| 1 à 2 fois par semaine                   | 363      | 5.6%      | 14.2%       | 175      | 5.5%      | 15.0%       | 188      | 5.6%      | 13.5%       | 65         | 3.9%      | 10.4%       |
| 1 à 3 fois par mois                      | 97       | 1.5%      | 18.8%       | 35       | 1.1%      | 17.2%       | 62       | 1.9%      | 19.8%       | 7          | 0.4%      | 12.2%       |
| Moins souvent                            | 156      | 2.4%      | 19.0%       | 63       | 2.0%      | 17.8%       | 93       | 2.8%      | 19.9%       | 13         | 0.8%      | 16.3%       |
| Jamais                                   | 13       | 0.2%      | 9.9%        | 10       | 0.3%      | 11.3%       | 3        | 0.1%      | 6.9%        | 4          | 0.3%      | 45.2%       |

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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               | 240      | 3.7%      | 12.9%       | 97       | 3.1%      | 12.2%       | 143      | 4.3%      | 13.4%       | 16         | 1.0%      | 11.8%       |
| De 9 000 à moins de 12 000 euros par an   | 409      | 6.3%      | 14.4%       | 122      | 3.8%      | 11.5%       | 287      | 8.6%      | 16.1%       | 41         | 2.4%      | 15.6%       |
| De 12 000 à moins de 18 000 euros par an  | 904      | 13.9%     | 14.8%       | 422      | 13.3%     | 16.2%       | 481      | 14.4%     | 13.8%       | 73         | 4.3%      | 9.9%        |
| De 18 000 à moins de 24 000 euros par an  | 920      | 14.1%     | 14.0%       | 452      | 14.2%     | 14.7%       | 468      | 14.0%     | 13.3%       | 140        | 8.3%      | 10.3%       |
| De 24 000 à moins de 36 000 euros par an  | 1494     | 22.9%     | 13.6%       | 714      | 22.5%     | 13.5%       | 780      | 23.3%     | 13.6%       | 368        | 21.9%     | 11.0%       |
| De 36 000 à moins de 45 000 euros par an  | 887      | 13.6%     | 12.6%       | 503      | 15.9%     | 13.4%       | 384      | 11.5%     | 11.7%       | 339        | 20.1%     | 11.1%       |
| De 45 000 à moins de 65 000 euros par an  | 743      | 11.4%     | 10.8%       | 395      | 12.5%     | 10.9%       | 348      | 10.4%     | 10.7%       | 363        | 21.6%     | 9.5%        |
| De 65 000 à moins de 80 000 euros par an  | 143      | 2.2%      | 7.3%        | 94       | 3.0%      | 8.3%        | 49       | 1.5%      | 5.9%        | 88         | 5.2%      | 6.8%        |
| De 80 000 à moins de 115 000 euros par an | 105      | 1.6%      | 8.4%        | 59       | 1.9%      | 8.0%        | 46       | 1.4%      | 9.0%        | 67         | 4.0%      | 7.3%        |
| 115 000 euros et plus par an              | 45       | 0.7%      | 7.5%        | 28       | 0.9%      | 7.6%        | 17       | 0.5%      | 7.4%        | 33         | 2.0%      | 6.6%        |
| Refus                                     | 408      | 6.3%      | 12.2%       | 209      | 6.6%      | 15.0%       | 200      | 6.0%      | 10.2%       | 101        | 6.0%      | 9.4%        |
| Ne sait pas                               | 220      | 3.4%      | 9.7%        | 77       | 2.4%      | 8.1%        | 143      | 4.3%      | 10.8%       | 53         | 3.1%      | 5.7%        |