

## 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>	15235	100.0%	29.3%	7726	100.0%	31.0%	7509	100.0%	27.7%	3818	100.0%	22.0%
<b>Sexe</b>												
<b>Homme</b>	7726	50.7%	31.0%	7726	100.0%	31.0%	0	0.0%	0.0%	1993	52.2%	22.7%
<b>Femme</b>	7509	49.3%	27.7%	0	0.0%	0.0%	7509	100.0%	27.7%	1825	47.8%	21.3%
<b>Age</b>												
<b>15 à 24 ans</b>	1390	9.1%	19.1%	724	9.4%	19.6%	665	8.9%	18.5%	519	13.6%	17.0%
<b>25 à 34 ans</b>	1711	11.2%	22.6%	929	12.0%	25.0%	783	10.4%	20.2%	564	14.8%	17.4%
<b>35 à 49 ans</b>	3245	21.3%	26.0%	1750	22.7%	28.4%	1495	19.9%	23.7%	1400	36.7%	22.1%
<b>50 à 59 ans</b>	3008	19.7%	32.5%	1585	20.5%	34.4%	1423	18.9%	30.5%	1053	27.6%	27.3%
<b>60 ans et plus</b>	5881	38.6%	38.0%	2737	35.4%	40.3%	3144	41.9%	36.3%	282	7.4%	32.3%
<b>Individu</b>												
<b>Ménagères</b>	6735	44.2%	28.7%	0	0.0%	0.0%	6735	89.7%	28.7%	1553	40.7%	22.1%
<b>Personne de référence</b>	8758	57.5%	30.8%	6671	86.4%	32.6%	2087	27.8%	26.3%	1934	50.7%	23.1%
<b>Responsable des achats</b>	10702	70.2%	29.7%	4095	53.0%	31.2%	6607	88.0%	28.8%	2470	64.7%	22.4%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	166	1.1%	33.1%	120	1.6%	35.0%	46	0.6%	29.1%	5	0.1%	34.2%
<b>Petits patrons</b>	432	2.8%	27.0%	320	4.1%	27.8%	112	1.5%	25.0%	379	9.9%	26.2%
<b>Affaires et Cadres</b>	911	6.0%	18.6%	545	7.0%	19.2%	366	4.9%	17.8%	792	20.7%	18.0%
<b>Professions intermédiaires</b>	1785	11.7%	24.8%	942	12.2%	26.7%	843	11.2%	23.0%	1414	37.0%	24.3%
<b>Employés</b>	2424	15.9%	29.1%	714	9.2%	32.3%	1710	22.8%	27.9%	497	13.0%	26.7%
<b>Ouvriers</b>	2080	13.7%	32.8%	1715	22.2%	34.3%	365	4.9%	27.4%	82	2.1%	23.5%
<b>Retraités</b>	4965	32.6%	38.8%	2518	32.6%	40.9%	2447	32.6%	36.9%	72	1.9%	35.1%
<b>Autres inactifs</b>	2471	16.2%	23.7%	851	11.0%	22.9%	1620	21.6%	24.1%	578	15.1%	17.8%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	251	1.6%	33.2%	141	1.8%	34.2%	110	1.5%	32.1%	0	0.0%	0.0%
<b>Petits patrons</b>	708	4.6%	27.0%	362	4.7%	27.0%	346	4.6%	27.1%	708	18.5%	27.0%
<b>Affaires et Cadres</b>	1236	8.1%	18.1%	649	8.4%	18.9%	586	7.8%	17.2%	1236	32.4%	18.1%
<b>Professions intermédiaires</b>	1874	12.3%	23.8%	982	12.7%	24.5%	892	11.9%	23.0%	1874	49.1%	23.8%
<b>Employés</b>	1473	9.7%	27.1%	731	9.5%	30.8%	742	9.9%	24.3%	0	0.0%	0.0%
<b>Ouvriers</b>	2829	18.6%	29.8%	1670	21.6%	32.9%	1159	15.4%	26.3%	0	0.0%	0.0%
<b>Retraités</b>	5664	37.2%	38.1%	2710	35.1%	40.3%	2954	39.3%	36.3%	0	0.0%	0.0%
<b>Autres inactifs</b>	1200	7.9%	28.5%	481	6.2%	30.3%	720	9.6%	27.5%	0	0.0%	0.0%

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Lecture Dernière Période

	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>	2907	19.1%	29.0%	1392	18.0%	31.8%	1515	20.2%	26.8%	382	10.0%	21.0%
<b>2 personnes</b>	6192	40.6%	34.3%	3048	39.5%	35.2%	3144	41.9%	33.4%	959	25.1%	23.2%
<b>3 personnes</b>	2535	16.6%	27.5%	1360	17.6%	29.3%	1175	15.7%	25.7%	939	24.6%	24.0%
<b>4 personnes</b>	2281	15.0%	24.6%	1195	15.5%	26.0%	1085	14.5%	23.3%	1022	26.8%	20.8%
<b>5 personnes et +</b>	1320	8.7%	24.0%	731	9.5%	27.1%	589	7.8%	21.0%	517	13.5%	20.2%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	3838	25.2%	24.6%	2006	26.0%	27.2%	1832	24.4%	22.3%	1600	41.9%	20.7%
<b>Non</b>	11397	74.8%	31.2%	5720	74.0%	32.5%	5677	75.6%	30.0%	2218	58.1%	23.1%
<b>Habitat</b>												
<b>Communes rurales</b>	3939	25.9%	33.0%	1968	25.5%	34.5%	1971	26.2%	31.6%	877	23.0%	26.7%
<b>Agglo. - 20 000 hab</b>	3187	20.9%	35.2%	1558	20.2%	36.9%	1629	21.7%	33.7%	732	19.2%	28.8%
<b>Agglo. 20 000 à 100 000 hab</b>	2598	17.1%	37.2%	1331	17.2%	39.2%	1267	16.9%	35.3%	561	14.7%	30.2%
<b>Agglo. + 100 000 hab</b>	4704	30.9%	30.3%	2399	31.1%	31.8%	2305	30.7%	28.9%	1370	35.9%	24.0%
<b>Agglo. Paris</b>	808	5.3%	9.4%	470	6.1%	11.5%	337	4.5%	7.6%	277	7.3%	7.0%

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### Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Régions INSEE</b>												
<b>Ile de France</b>	938	6.2%	9.8%	547	7.1%	11.9%	392	5.2%	7.8%	323	8.5%	7.4%
<b>Nord Pas de Calais</b>	1212	8.0%	37.5%	653	8.5%	42.5%	559	7.4%	33.0%	308	8.1%	31.5%
<b>Lorraine</b>	892	5.9%	46.5%	446	5.8%	48.1%	446	5.9%	45.0%	216	5.7%	40.8%
<b>Alsace</b>	600	3.9%	39.1%	303	3.9%	40.8%	297	4.0%	37.4%	155	4.0%	32.3%
<b>Franche-Comté</b>	407	2.7%	42.6%	206	2.7%	44.3%	201	2.7%	41.0%	91	2.4%	33.4%
<b>Champagne Ardennes</b>	422	2.8%	38.7%	224	2.9%	42.7%	198	2.6%	35.1%	89	2.3%	30.1%
<b>Picardie</b>	462	3.0%	29.9%	250	3.2%	33.5%	212	2.8%	26.6%	101	2.7%	24.0%
<b>Bourgogne</b>	419	2.8%	30.9%	207	2.7%	31.7%	213	2.8%	30.2%	86	2.3%	25.4%
<b>Haute Normandie</b>	110	0.7%	7.4%	58	0.7%	8.1%	52	0.7%	6.7%	17	0.5%	3.9%
<b>Basse Normandie</b>	323	2.1%	26.7%	165	2.1%	28.3%	158	2.1%	25.1%	61	1.6%	18.7%
<b>Centre</b>	474	3.1%	22.6%	242	3.1%	24.0%	232	3.1%	21.3%	110	2.9%	17.0%
<b>Pays de Loire</b>	911	6.0%	30.6%	442	5.7%	30.8%	469	6.2%	30.4%	234	6.1%	25.1%
<b>Bretagne</b>	1103	7.2%	41.2%	533	6.9%	41.4%	570	7.6%	41.0%	242	6.3%	32.0%
<b>Poitou Charentes</b>	338	2.2%	22.6%	185	2.4%	25.8%	153	2.0%	19.7%	94	2.5%	25.6%
<b>Aquitaine</b>	924	6.1%	33.1%	443	5.7%	33.3%	481	6.4%	32.9%	233	6.1%	27.6%
<b>Midi Pyrénées</b>	762	5.0%	30.8%	399	5.2%	33.4%	363	4.8%	28.4%	174	4.5%	22.1%
<b>Limousin</b>	211	1.4%	34.3%	99	1.3%	33.7%	112	1.5%	34.8%	43	1.1%	26.4%
<b>Auvergne</b>	509	3.3%	45.0%	245	3.2%	45.0%	264	3.5%	45.0%	101	2.7%	31.3%
<b>Rhône Alpes</b>	1874	12.3%	35.9%	919	11.9%	36.5%	955	12.7%	35.3%	498	13.0%	25.6%
<b>Languedoc Roussillon</b>	910	6.0%	39.6%	468	6.1%	43.0%	442	5.9%	36.6%	224	5.9%	32.4%
<b>Provence Alpes Côte d'Azur.</b>	1434	9.4%	32.8%	692	9.0%	33.4%	742	9.9%	32.3%	420	11.0%	28.8%
<b>Corse</b>												
<b>Habitudes de connection à Internet</b>												
<b>Tous les jours</b>	9176	60.2%	26.4%	4871	63.0%	28.1%	4305	57.3%	24.8%	3100	81.2%	21.1%
<b>Presque tous les jours</b>	1776	11.7%	29.8%	862	11.2%	31.5%	914	12.2%	28.4%	454	11.9%	24.5%
<b>1 à 2 fois par semaine</b>	884	5.8%	34.3%	404	5.2%	37.2%	480	6.4%	32.2%	159	4.2%	30.3%
<b>1 à 3 fois par mois</b>	179	1.2%	37.0%	79	1.0%	40.9%	100	1.3%	34.4%	34	0.9%	50.1%
<b>Moins souvent</b>	236	1.5%	32.6%	143	1.9%	39.5%	92	1.2%	25.7%	11	0.3%	23.3%
<b>Jamais</b>	24	0.2%	34.9%	15	0.2%	38.6%	9	0.1%	29.9%	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>Revenus du foyer</b>												
<b>Moins de 9 000 euros par an</b>	449	2.9%	24.5%	203	2.6%	27.0%	246	3.3%	22.8%	47	1.2%	24.5%
<b>De 9 000 à moins de 12 000 euros par an</b>	980	6.4%	32.9%	427	5.5%	37.2%	553	7.4%	30.1%	74	1.9%	30.9%
<b>De 12 000 à moins de 18 000 euros par an</b>	1765	11.6%	31.8%	800	10.4%	33.0%	965	12.8%	30.9%	145	3.8%	23.1%
<b>De 18 000 à moins de 24 000 euros par an</b>	2130	14.0%	31.4%	1086	14.1%	36.5%	1044	13.9%	27.4%	316	8.3%	23.5%
<b>De 24 000 à moins de 36 000 euros par an</b>	3495	22.9%	30.6%	1720	22.3%	31.8%	1775	23.6%	29.4%	814	21.3%	23.2%
<b>De 36 000 à moins de 45 000 euros par an</b>	2253	14.8%	31.4%	1267	16.4%	34.1%	985	13.1%	28.6%	751	19.7%	25.5%
<b>De 45 000 à moins de 65 000 euros par an</b>	1973	13.0%	26.9%	1106	14.3%	27.1%	867	11.5%	26.7%	881	23.1%	21.7%
<b>65 000 euros et plus par an</b>	818	5.4%	20.7%	496	6.4%	21.9%	322	4.3%	19.1%	490	12.8%	18.0%
<b>Refus</b>	910	6.0%	26.8%	421	5.5%	29.0%	489	6.5%	25.2%	194	5.1%	17.2%
<b>Ne sait pas</b>	463	3.0%	28.0%	199	2.6%	27.1%	264	3.5%	28.7%	105	2.8%	18.1%