

Lecture Dernière Période

|                                   | Ensemble |           |             | Hommes   |           |             | Femmes   |           |             | FoyersCSP+ |           |             |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
|                                   | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers   | Structure | Pénétration |
| <b>ENSEMBLE</b>                   | 1993     | 100.0%    | 3.9%        | 1102     | 100.0%    | 4.5%        | 891      | 100.0%    | 3.3%        | 745        | 100.0%    | 4.3%        |
| <b>Sexe</b>                       |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Homme</b>                      | 1102     | 55.3%     | 4.5%        | 1102     | 100.0%    | 4.5%        | 0        | 0.0%      | 0.0%        | 426        | 57.1%     | 4.9%        |
| <b>Femme</b>                      | 891      | 44.7%     | 3.3%        | 0        | 0.0%      | 0.0%        | 891      | 100.0%    | 3.3%        | 320        | 42.9%     | 3.7%        |
| <b>Age</b>                        |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>15 à 24 ans</b>                | 185      | 9.3%      | 2.5%        | 106      | 9.6%      | 2.9%        | 79       | 8.9%      | 2.2%        | 98         | 13.2%     | 3.1%        |
| <b>25 à 34 ans</b>                | 168      | 8.4%      | 2.2%        | 96       | 8.7%      | 2.6%        | 72       | 8.1%      | 1.8%        | 101        | 13.5%     | 3.0%        |
| <b>35 à 49 ans</b>                | 363      | 18.2%     | 2.9%        | 199      | 18.1%     | 3.2%        | 164      | 18.5%     | 2.6%        | 236        | 31.7%     | 3.8%        |
| <b>50 à 59 ans</b>                | 367      | 18.4%     | 4.0%        | 200      | 18.2%     | 4.4%        | 166      | 18.7%     | 3.6%        | 207        | 27.7%     | 5.4%        |
| <b>60 ans et plus</b>             | 910      | 45.7%     | 6.1%        | 501      | 45.5%     | 7.8%        | 409      | 45.9%     | 4.9%        | 103        | 13.9%     | 11.5%       |
| <b>Individu</b>                   |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Ménagères</b>                  | 799      | 40.1%     | 3.5%        | 0        | 0.0%      | 0.0%        | 799      | 89.7%     | 3.5%        | 273        | 36.6%     | 3.9%        |
| <b>Personne de référence</b>      | 1181     | 59.2%     | 4.2%        | 947      | 85.9%     | 4.7%        | 234      | 26.2%     | 3.0%        | 392        | 52.5%     | 4.7%        |
| <b>Responsable des achats</b>     | 1340     | 67.2%     | 3.8%        | 562      | 51.0%     | 4.4%        | 778      | 87.3%     | 3.4%        | 461        | 61.9%     | 4.2%        |
| <b>PCS Individu</b>               |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Agriculteurs</b>               | 11       | 0.5%      | 2.1%        | 6        | 0.5%      | 1.5%        | 5        | 0.6%      | 3.8%        | 2          | 0.2%      | 10.7%       |
| <b>Petits patrons</b>             | 82       | 4.1%      | 5.1%        | 63       | 5.7%      | 5.5%        | 19       | 2.1%      | 4.0%        | 70         | 9.4%      | 4.9%        |
| <b>Affaires et Cadres</b>         | 333      | 16.7%     | 6.6%        | 202      | 18.4%     | 6.9%        | 131      | 14.7%     | 6.2%        | 313        | 41.9%     | 6.8%        |
| <b>Professions intermédiaires</b> | 215      | 10.8%     | 3.1%        | 115      | 10.4%     | 3.4%        | 100      | 11.2%     | 2.9%        | 179        | 24.0%     | 3.2%        |
| <b>Employés</b>                   | 220      | 11.0%     | 2.7%        | 90       | 8.2%      | 4.4%        | 129      | 14.5%     | 2.1%        | 40         | 5.3%      | 2.2%        |
| <b>Ouvriers</b>                   | 96       | 4.8%      | 1.5%        | 80       | 7.3%      | 1.6%        | 16       | 1.8%      | 1.2%        | 4          | 0.5%      | 1.0%        |
| <b>Retraités</b>                  | 707      | 35.5%     | 5.7%        | 427      | 38.7%     | 7.3%        | 280      | 31.4%     | 4.2%        | 25         | 3.4%      | 9.3%        |
| <b>Autres inactifs</b>            | 329      | 16.5%     | 3.2%        | 119      | 10.8%     | 3.2%        | 210      | 23.6%     | 3.2%        | 114        | 15.2%     | 3.5%        |
| <b>PCS Personne de référence</b>  |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Agriculteurs</b>               | 14       | 0.7%      | 1.8%        | 6        | 0.5%      | 1.3%        | 8        | 0.9%      | 2.3%        | 0          | 0.0%      | 0.0%        |
| <b>Petits patrons</b>             | 132      | 6.6%      | 5.0%        | 79       | 7.2%      | 6.0%        | 52       | 5.9%      | 4.0%        | 132        | 17.7%     | 5.0%        |
| <b>Affaires et Cadres</b>         | 428      | 21.5%     | 5.9%        | 235      | 21.4%     | 6.6%        | 192      | 21.6%     | 5.2%        | 428        | 57.4%     | 5.9%        |
| <b>Professions intermédiaires</b> | 186      | 9.3%      | 2.5%        | 111      | 10.1%     | 2.9%        | 75       | 8.4%      | 2.1%        | 186        | 25.0%     | 2.5%        |
| <b>Employés</b>                   | 147      | 7.4%      | 2.7%        | 82       | 7.5%      | 3.7%        | 65       | 7.2%      | 2.1%        | 0          | 0.0%      | 0.0%        |
| <b>Ouvriers</b>                   | 160      | 8.0%      | 1.7%        | 91       | 8.3%      | 1.8%        | 69       | 7.7%      | 1.6%        | 0          | 0.0%      | 0.0%        |
| <b>Retraités</b>                  | 803      | 40.3%     | 5.6%        | 445      | 40.4%     | 6.8%        | 357      | 40.1%     | 4.6%        | 0          | 0.0%      | 0.0%        |
| <b>Autres inactifs</b>            | 124      | 6.2%      | 3.0%        | 51       | 4.7%      | 3.3%        | 73       | 8.2%      | 2.9%        | 0          | 0.0%      | 0.0%        |

Lecture Dernière Période

|  | Ensemble |           |             | Hommes   |           |             | Femmes   |           |             | FoyersCSP+ |           |             |
|--|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
|  | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers   | Structure | Pénétration |
| <b>Taille du foyer</b>                       |          |           |             |          |           |             |          |           |             |            |           |             |
| 1 personne                                   | 350      | 17.5%     | 3.5%        | 155      | 14.1%     | 3.7%        | 194      | 21.8%     | 3.4%        | 74         | 10.0%     | 4.0%        |
| 2 personnes                                  | 934      | 46.9%     | 5.2%        | 555      | 50.4%     | 6.4%        | 379      | 42.5%     | 4.1%        | 237        | 31.8%     | 5.5%        |
| 3 personnes                                  | 262      | 13.2%     | 2.9%        | 167      | 15.2%     | 3.6%        | 95       | 10.7%     | 2.1%        | 144        | 19.4%     | 3.9%        |
| 4 personnes                                  | 276      | 13.8%     | 3.0%        | 128      | 11.6%     | 2.8%        | 148      | 16.6%     | 3.1%        | 177        | 23.8%     | 3.7%        |
| 5 personnes et +                             | 171      | 8.6%      | 3.2%        | 97       | 8.8%      | 3.7%        | 74       | 8.3%      | 2.8%        | 113        | 15.1%     | 4.2%        |
| <b>Présence d'enfants de moins de 15 ans</b> |          |           |             |          |           |             |          |           |             |            |           |             |
| Oui  | 415      | 20.8%     | 2.7%        | 232      | 21.0%     | 3.2%        | 183      | 20.6%     | 2.3%        | 278        | 37.3%     | 3.6%        |
| Non  | 1578     | 79.2%     | 4.4%        | 870      | 79.0%     | 5.0%        | 708      | 79.4%     | 3.8%        | 468        | 62.7%     | 4.9%        |
| <b>Habitat</b>                               |          |           |             |          |           |             |          |           |             |            |           |             |
| Communes rurales                             | 272      | 13.6%     | 2.3%        | 161      | 14.7%     | 2.9%        | 110      | 12.4%     | 1.8%        | 77         | 10.4%     | 2.4%        |
| Agglo. - 20 000 hab                          | 226      | 11.3%     | 2.5%        | 124      | 11.3%     | 2.9%        | 102      | 11.4%     | 2.2%        | 71         | 9.6%      | 2.8%        |
| Agglo. 20 000 à 100 000 hab                  | 236      | 11.8%     | 3.4%        | 125      | 11.3%     | 3.8%        | 111      | 12.5%     | 3.0%        | 66         | 8.8%      | 3.5%        |
| Agglo. + 100 000 hab                         | 758      | 38.0%     | 4.9%        | 420      | 38.1%     | 5.7%        | 338      | 37.9%     | 4.3%        | 294        | 39.4%     | 5.2%        |
| Agglo. Paris                                 | 502      | 25.2%     | 5.9%        | 272      | 24.7%     | 6.7%        | 230      | 25.8%     | 5.2%        | 237        | 31.8%     | 5.9%        |

## Lecture Dernière Période

|  | Ensemble |           |             | Hommes   |           |             | Femmes   |           |             | FoyersCSP+ |           |             |
|--|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
|  | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers   | Structure | Pénétration |
| <b>Régions INSEE</b>                     |          |           |             |          |           |             |          |           |             |            |           |             |
| Ile de France                            | 517      | 26.0%     | 5.4%        | 280      | 25.4%     | 6.2%        | 237      | 26.6%     | 4.8%        | 246        | 33.1%     | 5.6%        |
| Nord Pas de Calais                       | 88       | 4.4%      | 2.8%        | 68       | 6.2%      | 4.5%        | 20       | 2.3%      | 1.2%        | 31         | 4.2%      | 3.3%        |
| Lorraine                                 | 63       | 3.2%      | 3.3%        | 37       | 3.4%      | 4.0%        | 26       | 2.9%      | 2.6%        | 20         | 2.6%      | 3.6%        |
| Alsace                                   | 41       | 2.1%      | 2.7%        | 28       | 2.5%      | 3.8%        | 13       | 1.5%      | 1.7%        | 10         | 1.3%      | 2.1%        |
| Franche-Comté                            | 25       | 1.3%      | 2.7%        | 9        | 0.8%      | 1.9%        | 17       | 1.9%      | 3.4%        | 6          | 0.8%      | 2.3%        |
| Champagne Ardennes                       | 34       | 1.7%      | 3.2%        | 22       | 2.0%      | 4.3%        | 12       | 1.3%      | 2.1%        | 10         | 1.4%      | 3.6%        |
| Picardie                                 | 45       | 2.3%      | 2.9%        | 29       | 2.6%      | 3.9%        | 16       | 1.8%      | 2.1%        | 16         | 2.2%      | 3.6%        |
| Bourgogne                                | 42       | 2.1%      | 3.1%        | 20       | 1.8%      | 3.0%        | 22       | 2.5%      | 3.1%        | 15         | 2.0%      | 4.1%        |
| Haute Normandie                          | 51       | 2.6%      | 3.5%        | 30       | 2.7%      | 4.2%        | 21       | 2.4%      | 2.7%        | 15         | 2.0%      | 3.3%        |
| Basse Normandie                          | 29       | 1.4%      | 2.4%        | 16       | 1.4%      | 2.7%        | 13       | 1.5%      | 2.1%        | 9          | 1.2%      | 2.7%        |
| Centre                                   | 66       | 3.3%      | 3.2%        | 37       | 3.4%      | 3.7%        | 29       | 3.3%      | 2.7%        | 22         | 3.0%      | 3.5%        |
| Pays de Loire                            | 95       | 4.8%      | 3.2%        | 48       | 4.3%      | 3.4%        | 47       | 5.3%      | 3.1%        | 34         | 4.6%      | 3.6%        |
| Bretagne                                 | 83       | 4.2%      | 3.1%        | 51       | 4.6%      | 4.0%        | 32       | 3.6%      | 2.4%        | 17         | 2.3%      | 2.3%        |
| Poitou Charentes                         | 54       | 2.7%      | 3.7%        | 25       | 2.3%      | 3.5%        | 29       | 3.3%      | 3.8%        | 11         | 1.5%      | 2.8%        |
| Aquitaine                                | 114      | 5.7%      | 4.2%        | 56       | 5.1%      | 4.4%        | 57       | 6.4%      | 4.0%        | 40         | 5.4%      | 4.6%        |
| Midi Pyrénées                            | 63       | 3.2%      | 2.6%        | 34       | 3.1%      | 2.9%        | 29       | 3.2%      | 2.3%        | 20         | 2.6%      | 2.4%        |
| Limousin                                 | 24       | 1.2%      | 3.9%        | 13       | 1.2%      | 4.4%        | 11       | 1.3%      | 3.4%        | 5          | 0.6%      | 3.1%        |
| Auvergne                                 | 32       | 1.6%      | 2.8%        | 19       | 1.7%      | 3.5%        | 13       | 1.4%      | 2.2%        | 11         | 1.4%      | 3.5%        |
| Rhône Alpes                              | 190      | 9.5%      | 3.7%        | 87       | 7.9%      | 3.5%        | 103      | 11.6%     | 3.9%        | 84         | 11.2%     | 4.6%        |
| Languedoc Roussillon                     | 83       | 4.2%      | 3.7%        | 48       | 4.4%      | 4.5%        | 35       | 3.9%      | 3.0%        | 28         | 3.8%      | 4.0%        |
| Provence Alpes Côte d'Azur.<br>Corse     | 253      | 12.7%     | 5.9%        | 146      | 13.2%     | 7.1%        | 107      | 12.0%     | 4.7%        | 95         | 12.7%     | 6.7%        |
| <b>Habitudes de connexion à Internet</b> |          |           |             |          |           |             |          |           |             |            |           |             |
| Tous les jours                           | 1432     | 71.8%     | 4.4%        | 813      | 73.8%     | 5.0%        | 619      | 69.5%     | 3.8%        | 657        | 88.1%     | 4.6%        |
| Presque tous les jours                   | 195      | 9.8%      | 3.3%        | 103      | 9.3%      | 3.7%        | 92       | 10.3%     | 3.0%        | 58         | 7.8%      | 2.9%        |
| 1 à 2 fois par semaine                   | 77       | 3.9%      | 3.0%        | 27       | 2.5%      | 2.4%        | 50       | 5.6%      | 3.4%        | 15         | 2.1%      | 2.3%        |
| 1 à 3 fois par mois                      | 9        | 0.4%      | 1.6%        | 3        | 0.3%      | 1.6%        | 5        | 0.6%      | 1.6%        | 2          | 0.2%      | 2.3%        |
| Moins souvent                            | 11       | 0.6%      | 1.2%        | 2        | 0.2%      | 0.5%        | 10       | 1.1%      | 1.8%        | 0          | 0.0%      | 0.0%        |
| Jamais                                   | 3        | 0.2%      | 3.1%        | 2        | 0.2%      | 4.2%        | 1        | 0.1%      | 1.7%        | 1          | 0.1%      | 18.2%       |

Lecture Dernière Période

|   | Ensemble |           |             | Hommes   |           |             | Femmes   |           |             | FoyersCSP+ |           |             |
|---|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
|   | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers   | Structure | Pénétration |
| <b>Revenus du foyer</b>                   |          |           |             |          |           |             |          |           |             |            |           |             |
| Moins de 9 000 euros par an               | 45       | 2.2%      | 2.4%        | 26       | 2.4%      | 3.6%        | 18       | 2.1%      | 1.6%        | 7          | 0.9%      | 4.0%        |
| De 9 000 à moins de 12 000 euros par an   | 40       | 2.0%      | 1.3%        | 20       | 1.8%      | 1.7%        | 20       | 2.2%      | 1.1%        | 2          | 0.2%      | 0.8%        |
| De 12 000 à moins de 18 000 euros par an  | 105      | 5.3%      | 1.8%        | 56       | 5.0%      | 2.2%        | 49       | 5.5%      | 1.4%        | 9          | 1.2%      | 1.3%        |
| De 18 000 à moins de 24 000 euros par an  | 172      | 8.6%      | 2.5%        | 103      | 9.3%      | 3.3%        | 69       | 7.8%      | 1.9%        | 43         | 5.8%      | 3.0%        |
| De 24 000 à moins de 36 000 euros par an  | 334      | 16.8%     | 3.0%        | 167      | 15.1%     | 3.1%        | 168      | 18.8%     | 2.9%        | 84         | 11.3%     | 2.5%        |
| De 36 000 à moins de 45 000 euros par an  | 290      | 14.5%     | 4.2%        | 161      | 14.6%     | 4.4%        | 129      | 14.4%     | 3.9%        | 100        | 13.5%     | 3.3%        |
| De 45 000 à moins de 65 000 euros par an  | 390      | 19.6%     | 5.8%        | 229      | 20.8%     | 6.2%        | 161      | 18.1%     | 5.3%        | 178        | 23.9%     | 4.7%        |
| De 65 000 à moins de 80 000 euros par an  | 136      | 6.8%      | 7.0%        | 81       | 7.3%      | 7.1%        | 55       | 6.2%      | 6.8%        | 76         | 10.2%     | 5.8%        |
| De 80 000 à moins de 115 000 euros par an | 151      | 7.6%      | 12.3%       | 99       | 9.0%      | 13.3%       | 52       | 5.8%      | 10.7%       | 81         | 10.8%     | 9.1%        |
| 115 000 euros et plus par an              | 92       | 4.6%      | 17.5%       | 54       | 4.9%      | 18.3%       | 37       | 4.2%      | 16.4%       | 73         | 9.8%      | 16.1%       |
| Refus                                     | 167      | 8.4%      | 4.7%        | 76       | 6.9%      | 5.1%        | 91       | 10.2%     | 4.4%        | 61         | 8.1%      | 5.0%        |
| Ne sait pas                               | 72       | 3.6%      | 3.9%        | 30       | 2.7%      | 3.7%        | 42       | 4.7%      | 4.0%        | 32         | 4.2%      | 4.1%        |