

7ème jour PQR (tous titres)

Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	15622	100.0%	30.3%	7871	100.0%	31.9%	7751	100.0%	28.9%	4067	100.0%	23.4%
Sexe												
Homme	7871	50.4%	31.9%	7871	100.0%	31.9%	0	0.0%	0.0%	2195	54.0%	25.1%
Femme	7751	49.6%	28.9%	0	0.0%	0.0%	7751	100.0%	28.9%	1872	46.0%	21.7%
Age												
15 à 24 ans	1528	9.8%	20.9%	792	10.1%	21.4%	736	9.5%	20.4%	580	14.2%	18.4%
25 à 34 ans	1709	10.9%	22.3%	944	12.0%	25.2%	766	9.9%	19.6%	631	15.5%	19.0%
35 à 49 ans	3526	22.6%	28.2%	1844	23.4%	29.8%	1682	21.7%	26.6%	1495	36.8%	24.2%
50 à 59 ans	3077	19.7%	33.6%	1611	20.5%	35.3%	1466	18.9%	32.0%	1090	26.8%	28.6%
60 ans et plus	5781	37.0%	38.9%	2681	34.1%	41.5%	3101	40.0%	37.0%	272	6.7%	30.3%
Individu												
Ménagères	6920	44.3%	29.9%	0	0.0%	0.0%	6920	89.3%	29.9%	1602	39.4%	22.7%
Personne de référence	8827	56.5%	31.5%	6714	85.3%	33.3%	2113	27.3%	26.9%	2069	50.9%	25.0%
Responsable des achats	10820	69.3%	30.5%	4003	50.9%	31.6%	6817	88.0%	29.9%	2580	63.4%	23.5%
PCS Individu												
Agriculteurs	185	1.2%	35.4%	135	1.7%	34.9%	49	0.6%	36.8%	2	0.0%	11.9%
Petits patrons	511	3.3%	31.5%	373	4.7%	32.7%	138	1.8%	28.6%	443	10.9%	31.1%
Affaires et Cadres	989	6.3%	19.5%	628	8.0%	21.3%	361	4.7%	16.9%	880	21.6%	19.2%
Professions intermédiaires	1817	11.6%	26.5%	964	12.3%	28.2%	853	11.0%	24.8%	1471	36.2%	26.2%
Employés	2487	15.9%	30.1%	627	8.0%	30.3%	1861	24.0%	30.1%	471	11.6%	25.5%
Ouvriers	2167	13.9%	33.9%	1753	22.3%	34.8%	414	5.3%	30.7%	162	4.0%	39.5%
Retraités	5005	32.0%	40.0%	2524	32.1%	42.9%	2481	32.0%	37.4%	93	2.3%	34.5%
Autres inactifs	2461	15.8%	24.0%	866	11.0%	23.0%	1595	20.6%	24.6%	546	13.4%	17.1%
PCS Personne de référence												
Agriculteurs	277	1.8%	34.1%	145	1.8%	32.3%	132	1.7%	36.3%	0	0.0%	0.0%
Petits patrons	759	4.9%	28.9%	425	5.4%	31.9%	334	4.3%	25.8%	759	18.7%	28.9%
Affaires et Cadres	1397	8.9%	19.4%	706	9.0%	19.9%	692	8.9%	18.9%	1397	34.4%	19.4%
Professions intermédiaires	1911	12.2%	25.4%	1065	13.5%	27.5%	846	10.9%	23.1%	1911	47.0%	25.4%
Employés	1420	9.1%	26.4%	604	7.7%	27.0%	816	10.5%	25.9%	0	0.0%	0.0%
Ouvriers	2885	18.5%	30.4%	1658	21.1%	32.3%	1226	15.8%	28.2%	0	0.0%	0.0%
Retraités	5758	36.9%	40.1%	2764	35.1%	42.4%	2995	38.6%	38.2%	0	0.0%	0.0%
Autres inactifs	1215	7.8%	29.8%	505	6.4%	32.0%	709	9.2%	28.3%	0	0.0%	0.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du foyer												
1 personne	2855	18.3%	28.7%	1284	16.3%	30.4%	1571	20.3%	27.4%	388	9.5%	21.0%
2 personnes	6395	40.9%	35.8%	3226	41.0%	37.3%	3168	40.9%	34.4%	1100	27.0%	25.4%
3 personnes	2624	16.8%	28.9%	1431	18.2%	31.0%	1193	15.4%	26.7%	890	21.9%	23.9%
4 personnes	2510	16.1%	27.1%	1306	16.6%	28.6%	1204	15.5%	25.5%	1137	28.0%	23.8%
5 personnes et +	1238	7.9%	23.2%	624	7.9%	23.7%	614	7.9%	22.8%	553	13.6%	20.6%
Présence d'enfants de moins de 15 ans												
Oui	3854	24.7%	25.0%	1928	24.5%	26.3%	1926	24.9%	23.8%	1749	43.0%	22.6%
Non	11768	75.3%	32.6%	5943	75.5%	34.3%	5825	75.1%	31.1%	2319	57.0%	24.1%
Habitat												
Communes rurales	3915	25.1%	33.3%	1955	24.8%	34.7%	1960	25.3%	32.0%	939	23.1%	28.9%
Agglo. - 20 000 hab	3314	21.2%	37.0%	1656	21.0%	38.5%	1658	21.4%	35.6%	764	18.8%	30.3%
Agglo. 20 000 à 100 000 hab	2532	16.2%	36.5%	1215	15.4%	37.2%	1317	17.0%	35.8%	587	14.4%	31.4%
Agglo. + 100 000 hab	4968	31.8%	32.4%	2560	32.5%	34.5%	2408	31.1%	30.4%	1475	36.3%	26.0%
Agglo. Paris	893	5.7%	10.5%	485	6.2%	12.0%	408	5.3%	9.2%	302	7.4%	7.5%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	1011	6.5%	10.6%	531	6.7%	11.7%	480	6.2%	9.6%	334	8.2%	7.5%
Nord Pas de Calais	1272	8.1%	39.7%	606	7.7%	39.8%	666	8.6%	39.6%	300	7.4%	32.2%
Lorraine	917	5.9%	47.7%	475	6.0%	51.0%	442	5.7%	44.5%	218	5.4%	40.6%
Alsace	651	4.2%	42.9%	301	3.8%	41.1%	350	4.5%	44.7%	153	3.8%	33.2%
Franche-Comté	364	2.3%	38.3%	190	2.4%	41.0%	174	2.2%	35.7%	97	2.4%	36.5%
Champagne Ardennes	433	2.8%	40.1%	216	2.7%	41.6%	217	2.8%	38.7%	83	2.0%	28.7%
Picardie	416	2.7%	27.2%	216	2.7%	29.2%	200	2.6%	25.3%	113	2.8%	25.4%
Bourgogne	396	2.5%	29.3%	205	2.6%	31.5%	191	2.5%	27.1%	93	2.3%	25.2%
Haute Normandie	140	0.9%	9.4%	80	1.0%	11.3%	60	0.8%	7.7%	45	1.1%	9.8%
Basse Normandie	336	2.2%	27.9%	161	2.1%	27.9%	175	2.3%	27.8%	82	2.0%	23.9%
Centre	463	3.0%	22.2%	254	3.2%	25.2%	210	2.7%	19.4%	135	3.3%	21.6%
Pays de Loire	932	6.0%	31.9%	514	6.5%	36.4%	418	5.4%	27.6%	260	6.4%	27.2%
Bretagne	1222	7.8%	46.2%	601	7.6%	47.3%	621	8.0%	45.2%	317	7.8%	41.2%
Poitou Charentes	351	2.2%	23.7%	165	2.1%	23.2%	186	2.4%	24.2%	81	2.0%	20.3%
Aquitaine	895	5.7%	32.8%	433	5.5%	33.3%	462	6.0%	32.3%	223	5.5%	25.7%
Midi Pyrénées	840	5.4%	34.7%	442	5.6%	37.7%	398	5.1%	31.9%	230	5.7%	28.6%
Limousin	217	1.4%	34.9%	111	1.4%	37.2%	106	1.4%	32.7%	51	1.3%	32.8%
Auvergne	520	3.3%	46.2%	253	3.2%	46.9%	267	3.4%	45.6%	121	3.0%	39.4%
Rhône Alpes	1949	12.5%	38.0%	938	11.9%	38.0%	1011	13.0%	38.1%	488	12.0%	26.7%
Languedoc Roussillon	845	5.4%	37.8%	413	5.2%	38.9%	432	5.6%	36.8%	216	5.3%	30.7%
Provence Alpes Côte d'Azur. Corse	1451	9.3%	33.6%	766	9.7%	37.5%	685	8.8%	30.0%	427	10.5%	30.0%
Habitudes de connexion à Internet												
Tous les jours	8899	57.0%	27.5%	4680	59.5%	28.8%	4219	54.4%	26.2%	3270	80.4%	22.8%
Presque tous les jours	1782	11.4%	30.2%	878	11.2%	31.3%	904	11.7%	29.2%	478	11.8%	24.0%
1 à 2 fois par semaine	886	5.7%	33.9%	383	4.9%	33.9%	502	6.5%	33.9%	183	4.5%	27.5%
1 à 3 fois par mois	180	1.2%	33.6%	80	1.0%	39.3%	99	1.3%	30.1%	33	0.8%	41.8%
Moins souvent	300	1.9%	32.6%	127	1.6%	33.1%	173	2.2%	32.2%	30	0.7%	39.4%
Jamais	35	0.2%	35.6%	27	0.3%	49.8%	8	0.1%	18.5%	2	0.1%	48.4%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Revenus du foyer												
Moins de 9 000 euros par an	475	3.0%	25.5%	186	2.4%	25.5%	289	3.7%	25.5%	32	0.8%	19.1%
De 9 000 à moins de 12 000 euros par an	888	5.7%	29.9%	366	4.6%	31.6%	522	6.7%	28.9%	47	1.2%	20.2%
De 12 000 à moins de 18 000 euros par an	1975	12.6%	33.3%	901	11.5%	36.4%	1073	13.8%	31.2%	172	4.2%	26.2%
De 18 000 à moins de 24 000 euros par an	2326	14.9%	34.0%	1102	14.0%	35.4%	1224	15.8%	32.7%	347	8.5%	24.1%
De 24 000 à moins de 36 000 euros par an	3679	23.5%	33.2%	1874	23.8%	34.9%	1805	23.3%	31.6%	900	22.1%	26.3%
De 36 000 à moins de 45 000 euros par an	2067	13.2%	29.7%	1130	14.4%	30.9%	937	12.1%	28.4%	757	18.6%	24.9%
De 45 000 à moins de 65 000 euros par an	1825	11.7%	27.1%	1067	13.6%	28.9%	758	9.8%	24.9%	832	20.5%	22.0%
De 65 000 à moins de 80 000 euros par an	494	3.2%	25.4%	299	3.8%	26.3%	195	2.5%	24.1%	306	7.5%	23.5%
De 80 000 à moins de 115 000 euros par an	274	1.8%	22.3%	183	2.3%	24.5%	91	1.2%	18.9%	183	4.5%	20.6%
115 000 euros et plus par an	96	0.6%	18.2%	45	0.6%	15.4%	50	0.6%	22.0%	77	1.9%	17.1%
Refus	1028	6.6%	28.9%	500	6.4%	33.4%	528	6.8%	25.6%	250	6.2%	20.7%
Ne sait pas	495	3.2%	26.7%	218	2.8%	27.4%	277	3.6%	26.2%	163	4.0%	21.3%