

# Modes & Travaux

Lecture Dernière Période



CUMUL 2012/2013

|                                   | Ensemble |           |             | Hommes   |           |             | Femmes   |           |             | FoyersCSP+ |           |             |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
|                                   | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers   | Structure | Pénétration |
| <b>ENSEMBLE</b>                   | 2741     | 100.0%    | 5.3%        | 501      | 100.0%    | 2.0%        | 2240     | 100.0%    | 8.4%        | 851        | 100.0%    | 4.9%        |
| <b>Sexe</b>                       |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Homme</b>                      | 501      | 18.3%     | 2.0%        | 501      | 100.0%    | 2.0%        | 0        | 0.0%      | 0.0%        | 185        | 21.8%     | 2.1%        |
| <b>Femme</b>                      | 2240     | 81.7%     | 8.4%        | 0        | 0.0%      | 0.0%        | 2240     | 100.0%    | 8.4%        | 665        | 78.2%     | 8.0%        |
| <b>Age</b>                        |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>15 à 24 ans</b>                | 105      | 3.8%      | 1.4%        | 10       | 2.0%      | 0.3%        | 95       | 4.2%      | 2.6%        | 41         | 4.9%      | 1.3%        |
| <b>25 à 34 ans</b>                | 311      | 11.3%     | 4.1%        | 73       | 14.5%     | 1.9%        | 238      | 10.6%     | 6.1%        | 144        | 16.9%     | 4.2%        |
| <b>35 à 49 ans</b>                | 785      | 28.6%     | 6.2%        | 193      | 38.4%     | 3.1%        | 592      | 26.4%     | 9.3%        | 384        | 45.1%     | 6.1%        |
| <b>50 à 59 ans</b>                | 600      | 21.9%     | 6.7%        | 95       | 18.9%     | 2.1%        | 505      | 22.6%     | 11.3%       | 225        | 26.5%     | 6.1%        |
| <b>60 ans et plus</b>             | 941      | 34.3%     | 6.4%        | 131      | 26.1%     | 2.1%        | 810      | 36.2%     | 9.7%        | 56         | 6.6%      | 7.8%        |
| <b>Individu</b>                   |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Ménagères</b>                  | 2139     | 78.0%     | 9.1%        | 0        | 0.0%      | 0.0%        | 2139     | 95.5%     | 9.1%        | 627        | 73.8%     | 9.1%        |
| <b>Personne de référence</b>      | 1109     | 40.5%     | 3.9%        | 466      | 93.0%     | 2.3%        | 643      | 28.7%     | 8.2%        | 286        | 33.7%     | 3.3%        |
| <b>Responsable des achats</b>     | 2350     | 85.7%     | 6.6%        | 268      | 53.5%     | 2.1%        | 2081     | 92.9%     | 9.1%        | 704        | 82.7%     | 6.4%        |
| <b>PCS Individu</b>               |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Agriculteurs</b>               | 47       | 1.7%      | 8.8%        | 12       | 2.3%      | 3.2%        | 35       | 1.6%      | 21.0%       | 5          | 0.6%      | 23.3%       |
| <b>Petits patrons</b>             | 118      | 4.3%      | 7.3%        | 51       | 10.1%     | 4.5%        | 68       | 3.0%      | 13.4%       | 92         | 10.8%     | 6.3%        |
| <b>Affaires et Cadres</b>         | 185      | 6.7%      | 3.7%        | 40       | 8.0%      | 1.3%        | 144      | 6.4%      | 7.5%        | 145        | 17.0%     | 3.2%        |
| <b>Professions intermédiaires</b> | 376      | 13.7%     | 5.6%        | 83       | 16.5%     | 2.4%        | 293      | 13.1%     | 9.0%        | 289        | 34.0%     | 5.1%        |
| <b>Employés</b>                   | 614      | 22.4%     | 7.4%        | 40       | 8.1%      | 2.0%        | 574      | 25.6%     | 9.2%        | 154        | 18.1%     | 8.7%        |
| <b>Ouvriers</b>                   | 225      | 8.2%      | 3.5%        | 108      | 21.6%     | 2.2%        | 117      | 5.2%      | 8.0%        | 31         | 3.7%      | 7.1%        |
| <b>Retraités</b>                  | 741      | 27.1%     | 5.9%        | 132      | 26.3%     | 2.2%        | 610      | 27.2%     | 9.3%        | 31         | 3.6%      | 12.7%       |
| <b>Autres inactifs</b>            | 434      | 15.8%     | 4.3%        | 35       | 7.0%      | 1.0%        | 399      | 17.8%     | 6.1%        | 103        | 12.1%     | 3.3%        |
| <b>PCS Personne de référence</b>  |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Agriculteurs</b>               | 66       | 2.4%      | 8.1%        | 10       | 1.9%      | 2.3%        | 56       | 2.5%      | 14.3%       | 0          | 0.0%      | 0.0%        |
| <b>Petits patrons</b>             | 167      | 6.1%      | 6.4%        | 49       | 9.7%      | 3.8%        | 118      | 5.3%      | 8.9%        | 167        | 19.6%     | 6.4%        |
| <b>Affaires et Cadres</b>         | 327      | 11.9%     | 4.6%        | 48       | 9.6%      | 1.3%        | 279      | 12.5%     | 8.1%        | 327        | 38.4%     | 4.6%        |
| <b>Professions intermédiaires</b> | 357      | 13.0%     | 4.8%        | 89       | 17.7%     | 2.2%        | 269      | 12.0%     | 7.6%        | 357        | 42.0%     | 4.8%        |
| <b>Employés</b>                   | 296      | 10.8%     | 5.5%        | 43       | 8.6%      | 2.0%        | 253      | 11.3%     | 8.0%        | 0          | 0.0%      | 0.0%        |
| <b>Ouvriers</b>                   | 425      | 15.5%     | 4.6%        | 100      | 20.0%     | 2.1%        | 325      | 14.5%     | 7.3%        | 0          | 0.0%      | 0.0%        |
| <b>Retraités</b>                  | 904      | 33.0%     | 6.2%        | 135      | 26.9%     | 2.0%        | 769      | 34.4%     | 9.6%        | 0          | 0.0%      | 0.0%        |
| <b>Autres inactifs</b>            | 200      | 7.3%      | 5.1%        | 28       | 5.7%      | 1.9%        | 171      | 7.7%      | 7.0%        | 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>                            | 474      | 17.3%     | 4.9%        | 45       | 8.9%      | 1.1%        | 429      | 19.2%     | 7.8%        | 73         | 8.5%      | 3.9%        |
| <b>2 personnes</b>                           | 1134     | 41.4%     | 6.3%        | 219      | 43.8%     | 2.5%        | 914      | 40.8%     | 10.0%       | 244        | 28.7%     | 5.9%        |
| <b>3 personnes</b>                           | 458      | 16.7%     | 5.0%        | 93       | 18.5%     | 2.0%        | 366      | 16.3%     | 8.0%        | 168        | 19.7%     | 4.3%        |
| <b>4 personnes</b>                           | 439      | 16.0%     | 4.8%        | 92       | 18.4%     | 2.0%        | 347      | 15.5%     | 7.5%        | 246        | 28.9%     | 5.1%        |
| <b>5 personnes et +</b>                      | 236      | 8.6%      | 4.4%        | 52       | 10.5%     | 2.1%        | 183      | 8.2%      | 6.5%        | 121        | 14.2%     | 4.7%        |
| <b>Présence d'enfants de moins de 15 ans</b> |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Oui</b>                                   | 825      | 30.1%     | 5.3%        | 175      | 34.9%     | 2.4%        | 650      | 29.0%     | 7.8%        | 411        | 48.3%     | 5.3%        |
| <b>Non</b>                                   | 1916     | 69.9%     | 5.4%        | 326      | 65.1%     | 1.9%        | 1590     | 71.0%     | 8.6%        | 440        | 51.7%     | 4.7%        |
| <b>Habitat</b>                               |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Communes rurales</b>                      | 769      | 28.1%     | 6.6%        | 142      | 28.3%     | 2.6%        | 627      | 28.0%     | 10.3%       | 188        | 22.1%     | 5.7%        |
| <b>Agglo. - 20 000 hab</b>                   | 522      | 19.0%     | 5.9%        | 87       | 17.5%     | 2.1%        | 434      | 19.4%     | 9.3%        | 180        | 21.2%     | 6.8%        |
| <b>Agglo. 20 000 à 100 000 hab</b>           | 347      | 12.7%     | 5.0%        | 74       | 14.7%     | 2.1%        | 274      | 12.2%     | 7.8%        | 100        | 11.7%     | 4.8%        |
| <b>Agglo. + 100 000 hab</b>                  | 745      | 27.2%     | 4.8%        | 136      | 27.1%     | 1.9%        | 609      | 27.2%     | 7.6%        | 237        | 27.9%     | 4.5%        |
| <b>Agglo. Paris</b>                          | 358      | 13.1%     | 4.2%        | 62       | 12.4%     | 1.5%        | 296      | 13.2%     | 6.7%        | 146        | 17.2%     | 3.7%        |

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|--|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
|  | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers   | Structure | Pénétration |
| <b>Régions INSEE</b>                     |          |           |             |          |           |             |          |           |             |            |           |             |
| Ile de France                            | 422      | 15.4%     | 4.5%        | 83       | 16.5%     | 1.8%        | 340      | 15.2%     | 6.8%        | 176        | 20.7%     | 4.0%        |
| Nord Pas de Calais                       | 146      | 5.3%      | 4.5%        | 22       | 4.4%      | 1.4%        | 124      | 5.5%      | 7.4%        | 43         | 5.1%      | 4.7%        |
| Lorraine                                 | 93       | 3.4%      | 4.8%        | 13       | 2.6%      | 1.4%        | 80       | 3.6%      | 8.0%        | 21         | 2.5%      | 4.0%        |
| Alsace                                   | 63       | 2.3%      | 4.2%        | 10       | 2.0%      | 1.4%        | 53       | 2.4%      | 6.8%        | 22         | 2.6%      | 4.3%        |
| Franche-Comté                            | 70       | 2.6%      | 7.4%        | 11       | 2.2%      | 2.4%        | 59       | 2.7%      | 12.2%       | 18         | 2.1%      | 6.8%        |
| Champagne Ardennes                       | 72       | 2.6%      | 6.7%        | 13       | 2.6%      | 2.5%        | 59       | 2.6%      | 10.6%       | 23         | 2.7%      | 7.6%        |
| Picardie                                 | 100      | 3.6%      | 6.5%        | 25       | 5.1%      | 3.4%        | 74       | 3.3%      | 9.4%        | 29         | 3.4%      | 6.8%        |
| Bourgogne                                | 74       | 2.7%      | 5.4%        | 16       | 3.2%      | 2.5%        | 57       | 2.6%      | 8.1%        | 18         | 2.1%      | 4.6%        |
| Haute Normandie                          | 79       | 2.9%      | 5.3%        | 10       | 1.9%      | 1.4%        | 69       | 3.1%      | 9.0%        | 29         | 3.4%      | 6.4%        |
| Basse Normandie                          | 75       | 2.7%      | 6.2%        | 12       | 2.4%      | 2.1%        | 63       | 2.8%      | 10.0%       | 18         | 2.1%      | 5.5%        |
| Centre                                   | 148      | 5.4%      | 7.1%        | 27       | 5.3%      | 2.7%        | 121      | 5.4%      | 11.2%       | 39         | 4.6%      | 6.3%        |
| Pays de Loire                            | 158      | 5.8%      | 5.4%        | 44       | 8.8%      | 3.2%        | 114      | 5.1%      | 7.6%        | 40         | 4.7%      | 4.6%        |
| Bretagne                                 | 140      | 5.1%      | 5.3%        | 25       | 4.9%      | 1.9%        | 115      | 5.1%      | 8.4%        | 41         | 4.9%      | 5.3%        |
| Poitou Charentes                         | 92       | 3.4%      | 6.3%        | 12       | 2.4%      | 1.7%        | 80       | 3.6%      | 10.4%       | 11         | 1.3%      | 2.9%        |
| Aquitaine                                | 155      | 5.7%      | 5.7%        | 17       | 3.4%      | 1.3%        | 138      | 6.2%      | 9.7%        | 43         | 5.1%      | 5.2%        |
| Midi Pyrénées                            | 130      | 4.7%      | 5.4%        | 21       | 4.2%      | 1.8%        | 109      | 4.9%      | 8.7%        | 30         | 3.6%      | 3.8%        |
| Limousin                                 | 53       | 1.9%      | 8.5%        | 16       | 3.2%      | 5.3%        | 37       | 1.7%      | 11.4%       | 12         | 1.4%      | 7.5%        |
| Auvergne                                 | 72       | 2.6%      | 6.4%        | 12       | 2.4%      | 2.3%        | 59       | 2.6%      | 10.2%       | 17         | 1.9%      | 5.5%        |
| Rhône Alpes                              | 246      | 9.0%      | 4.8%        | 41       | 8.3%      | 1.7%        | 204      | 9.1%      | 7.8%        | 98         | 11.6%     | 5.2%        |
| Languedoc Roussillon                     | 126      | 4.6%      | 5.7%        | 23       | 4.6%      | 2.2%        | 103      | 4.6%      | 8.9%        | 50         | 5.8%      | 7.3%        |
| Provence Alpes Côte d'Azur.<br>Corse     | 229      | 8.3%      | 5.3%        | 48       | 9.5%      | 2.3%        | 181      | 8.1%      | 8.0%        | 73         | 8.6%      | 5.2%        |
| <b>Habitudes de connexion à Internet</b> |          |           |             |          |           |             |          |           |             |            |           |             |
| Tous les jours                           | 1442     | 52.6%     | 5.0%        | 279      | 55.7%     | 1.9%        | 1163     | 51.9%     | 8.2%        | 614        | 72.2%     | 4.6%        |
| Presque tous les jours                   | 373      | 13.6%     | 5.8%        | 60       | 12.1%     | 2.0%        | 312      | 13.9%     | 9.3%        | 115        | 13.5%     | 5.0%        |
| 1 à 2 fois par semaine                   | 228      | 8.3%      | 7.1%        | 49       | 9.7%      | 3.5%        | 179      | 8.0%      | 9.9%        | 61         | 7.1%      | 6.6%        |
| 1 à 3 fois par mois                      | 53       | 1.9%      | 6.0%        | 3        | 0.6%      | 0.8%        | 50       | 2.2%      | 10.3%       | 13         | 1.5%      | 7.9%        |
| Moins souvent                            | 53       | 1.9%      | 4.3%        | 10       | 2.1%      | 2.0%        | 43       | 1.9%      | 6.2%        | 5          | 0.6%      | 3.9%        |
| Jamais                                   | 10       | 0.3%      | 7.3%        | 0        | 0.0%      | 0.0%        | 10       | 0.4%      | 13.8%       | 1          | 0.1%      | 6.9%        |

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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               | 86       | 3.1%      | 4.2%        | 4        | 0.8%      | 0.5%        | 82       | 3.7%      | 6.7%        | 2          | 0.2%      | 0.9%        |
| De 9 000 à moins de 12 000 euros par an   | 188      | 6.8%      | 5.6%        | 16       | 3.2%      | 1.4%        | 171      | 7.7%      | 8.0%        | 12         | 1.4%      | 4.4%        |
| De 12 000 à moins de 18 000 euros par an  | 341      | 12.4%     | 5.3%        | 55       | 11.0%     | 2.1%        | 286      | 12.8%     | 7.7%        | 35         | 4.1%      | 4.7%        |
| De 18 000 à moins de 24 000 euros par an  | 418      | 15.3%     | 5.8%        | 82       | 16.3%     | 2.4%        | 336      | 15.0%     | 8.8%        | 75         | 8.9%      | 5.0%        |
| De 24 000 à moins de 36 000 euros par an  | 696      | 25.4%     | 6.0%        | 112      | 22.3%     | 2.0%        | 584      | 26.1%     | 9.8%        | 218        | 25.7%     | 5.9%        |
| De 36 000 à moins de 45 000 euros par an  | 351      | 12.8%     | 5.2%        | 95       | 19.0%     | 2.6%        | 256      | 11.4%     | 8.3%        | 146        | 17.2%     | 4.8%        |
| De 45 000 à moins de 65 000 euros par an  | 332      | 12.1%     | 5.3%        | 77       | 15.3%     | 2.2%        | 255      | 11.4%     | 9.3%        | 186        | 21.8%     | 5.0%        |
| De 65 000 à moins de 80 000 euros par an  | 82       | 3.0%      | 5.0%        | 18       | 3.6%      | 1.9%        | 64       | 2.9%      | 9.5%        | 58         | 6.8%      | 4.9%        |
| De 80 000 à moins de 115 000 euros par an | 33       | 1.2%      | 3.5%        | 7        | 1.4%      | 1.3%        | 26       | 1.2%      | 6.7%        | 22         | 2.6%      | 2.9%        |
| 115 000 euros et plus par an              | 17       | 0.6%      | 3.7%        | 5        | 0.9%      | 1.7%        | 12       | 0.5%      | 6.9%        | 17         | 2.0%      | 4.2%        |
| Refus                                     | 160      | 5.8%      | 5.1%        | 23       | 4.6%      | 1.8%        | 137      | 6.1%      | 7.4%        | 69         | 8.1%      | 6.0%        |
| Ne sait pas                               | 36       | 1.3%      | 2.3%        | 7        | 1.5%      | 1.2%        | 29       | 1.3%      | 3.1%        | 11         | 1.3%      | 1.9%        |