

# Marmiton (Modélisé)

Lecture Dernière Période



|                                   | Ensemble |           |             | Hommes   |           |             | Femmes   |           |             | FoyersCSP+ |           |             |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
|                                   | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers   | Structure | Pénétration |
| <b>ENSEMBLE</b>                   | 2713     | 100.0%    | 5.3%        | 893      | 100.0%    | 3.6%        | 1820     | 100.0%    | 6.8%        | 1133       | 100.0%    | 6.6%        |
| <b>Sexe</b>                       |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Homme</b>                      | 893      | 32.9%     | 3.6%        | 893      | 100.0%    | 3.6%        | 0        | 0.0%      | 0.0%        | 421        | 37.2%     | 4.7%        |
| <b>Femme</b>                      | 1820     | 67.1%     | 6.8%        | 0        | 0.0%      | 0.0%        | 1820     | 100.0%    | 6.8%        | 712        | 62.8%     | 8.6%        |
| <b>Age</b>                        |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>15 à 24 ans</b>                | 617      | 22.7%     | 8.4%        | 209      | 23.4%     | 5.6%        | 408      | 22.4%     | 11.2%       | 296        | 26.2%     | 9.4%        |
| <b>25 à 34 ans</b>                | 544      | 20.0%     | 7.1%        | 207      | 23.2%     | 5.5%        | 337      | 18.5%     | 8.6%        | 230        | 20.3%     | 6.7%        |
| <b>35 à 49 ans</b>                | 752      | 27.7%     | 6.0%        | 243      | 27.2%     | 3.9%        | 509      | 28.0%     | 8.0%        | 389        | 34.3%     | 6.2%        |
| <b>50 à 59 ans</b>                | 404      | 14.9%     | 4.5%        | 129      | 14.5%     | 2.9%        | 275      | 15.1%     | 6.1%        | 194        | 17.1%     | 5.3%        |
| <b>60 ans et plus</b>             | 396      | 14.6%     | 2.7%        | 105      | 11.8%     | 1.7%        | 291      | 16.0%     | 3.5%        | 24         | 2.1%      | 3.3%        |
| <b>Individu</b>                   |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Ménagères</b>                  | 1523     | 56.1%     | 6.5%        | 0        | 0.0%      | 0.0%        | 1523     | 83.7%     | 6.5%        | 565        | 49.9%     | 8.2%        |
| <b>Personne de référence</b>      | 977      | 36.0%     | 3.5%        | 650      | 72.8%     | 3.2%        | 327      | 18.0%     | 4.2%        | 367        | 32.4%     | 4.3%        |
| <b>Responsable des achats</b>     | 1960     | 72.3%     | 5.5%        | 456      | 51.1%     | 3.6%        | 1504     | 82.7%     | 6.6%        | 738        | 65.1%     | 6.7%        |
| <b>PCS Individu</b>               |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Agriculteurs</b>               | 16       | 0.6%      | 3.0%        | 5        | 0.6%      | 1.4%        | 11       | 0.6%      | 6.5%        | 0          | 0.0%      | 0.0%        |
| <b>Petits patrons</b>             | 95       | 3.5%      | 5.9%        | 48       | 5.4%      | 4.3%        | 47       | 2.6%      | 9.4%        | 68         | 6.0%      | 4.6%        |
| <b>Affaires et Cadres</b>         | 247      | 9.1%      | 5.0%        | 124      | 13.9%     | 4.1%        | 123      | 6.8%      | 6.4%        | 210        | 18.5%     | 4.6%        |
| <b>Professions intermédiaires</b> | 435      | 16.0%     | 6.4%        | 160      | 18.0%     | 4.6%        | 275      | 15.1%     | 8.4%        | 331        | 29.2%     | 5.9%        |
| <b>Employés</b>                   | 657      | 24.2%     | 8.0%        | 89       | 10.0%     | 4.4%        | 568      | 31.2%     | 9.1%        | 207        | 18.2%     | 11.6%       |
| <b>Ouvriers</b>                   | 330      | 12.2%     | 5.2%        | 198      | 22.2%     | 4.0%        | 132      | 7.2%      | 9.0%        | 45         | 4.0%      | 10.3%       |
| <b>Retraités</b>                  | 361      | 13.3%     | 2.9%        | 112      | 12.5%     | 1.9%        | 249      | 13.7%     | 3.8%        | 16         | 1.5%      | 6.7%        |
| <b>Autres inactifs</b>            | 572      | 21.1%     | 5.7%        | 155      | 17.4%     | 4.4%        | 416      | 22.9%     | 6.4%        | 257        | 22.7%     | 8.2%        |
| <b>PCS Personne de référence</b>  |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Agriculteurs</b>               | 48       | 1.8%      | 5.9%        | 6        | 0.7%      | 1.5%        | 41       | 2.3%      | 10.5%       | 0          | 0.0%      | 0.0%        |
| <b>Petits patrons</b>             | 154      | 5.7%      | 5.9%        | 52       | 5.8%      | 4.0%        | 101      | 5.6%      | 7.7%        | 154        | 13.5%     | 5.9%        |
| <b>Affaires et Cadres</b>         | 439      | 16.2%     | 6.2%        | 163      | 18.2%     | 4.4%        | 276      | 15.2%     | 8.0%        | 439        | 38.7%     | 6.2%        |
| <b>Professions intermédiaires</b> | 541      | 19.9%     | 7.2%        | 206      | 23.1%     | 5.2%        | 335      | 18.4%     | 9.4%        | 541        | 47.7%     | 7.2%        |
| <b>Employés</b>                   | 359      | 13.3%     | 6.7%        | 99       | 11.1%     | 4.6%        | 260      | 14.3%     | 8.2%        | 0          | 0.0%      | 0.0%        |
| <b>Ouvriers</b>                   | 573      | 21.1%     | 6.2%        | 199      | 22.3%     | 4.1%        | 374      | 20.6%     | 8.4%        | 0          | 0.0%      | 0.0%        |
| <b>Retraités</b>                  | 470      | 17.3%     | 3.2%        | 144      | 16.2%     | 2.2%        | 325      | 17.9%     | 4.1%        | 0          | 0.0%      | 0.0%        |
| <b>Autres inactifs</b>            | 129      | 4.8%      | 3.3%        | 23       | 2.6%      | 1.5%        | 106      | 5.8%      | 4.4%        | 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>                            | 298      | 11.0%     | 3.1%        | 91       | 10.2%     | 2.2%        | 207      | 11.4%     | 3.8%        | 82         | 7.3%      | 4.4%        |
| <b>2 personnes</b>                           | 866      | 31.9%     | 4.8%        | 255      | 28.5%     | 2.9%        | 611      | 33.6%     | 6.6%        | 262        | 23.1%     | 6.4%        |
| <b>3 personnes</b>                           | 587      | 21.7%     | 6.4%        | 227      | 25.4%     | 4.9%        | 361      | 19.8%     | 7.9%        | 268        | 23.6%     | 6.9%        |
| <b>4 personnes</b>                           | 585      | 21.6%     | 6.4%        | 182      | 20.4%     | 4.0%        | 403      | 22.1%     | 8.7%        | 304        | 26.8%     | 6.3%        |
| <b>5 personnes et +</b>                      | 376      | 13.9%     | 7.1%        | 138      | 15.5%     | 5.6%        | 238      | 13.1%     | 8.5%        | 217        | 19.1%     | 8.5%        |
| <b>Présence d'enfants de moins de 15 ans</b> |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Oui</b>                                   | 1045     | 38.5%     | 6.7%        | 346      | 38.7%     | 4.7%        | 699      | 38.4%     | 8.4%        | 526        | 46.4%     | 6.7%        |
| <b>Non</b>                                   | 1668     | 61.5%     | 4.7%        | 547      | 61.3%     | 3.2%        | 1121     | 61.6%     | 6.1%        | 608        | 53.6%     | 6.4%        |
| <b>Habitat</b>                               |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Communes rurales</b>                      | 606      | 22.3%     | 5.2%        | 197      | 22.1%     | 3.6%        | 409      | 22.5%     | 6.7%        | 202        | 17.8%     | 6.1%        |
| <b>Agglo. - 20 000 hab</b>                   | 503      | 18.5%     | 5.7%        | 157      | 17.6%     | 3.7%        | 346      | 19.0%     | 7.4%        | 194        | 17.1%     | 7.4%        |
| <b>Agglo. 20 000 à 100 000 hab</b>           | 372      | 13.7%     | 5.3%        | 111      | 12.4%     | 3.2%        | 261      | 14.4%     | 7.5%        | 141        | 12.4%     | 6.9%        |
| <b>Agglo. + 100 000 hab</b>                  | 787      | 29.0%     | 5.1%        | 291      | 32.6%     | 4.0%        | 496      | 27.3%     | 6.2%        | 368        | 32.5%     | 6.9%        |
| <b>Agglo. Paris</b>                          | 445      | 16.4%     | 5.3%        | 137      | 15.3%     | 3.4%        | 308      | 16.9%     | 7.0%        | 228        | 20.2%     | 5.8%        |

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|------------------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
|                                          | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers   | Structure | Pénétration |
| <b>Régions INSEE</b>                     |          |           |             |          |           |             |          |           |             |            |           |             |
| Ile de France                            | 490      | 18.1%     | 5.2%        | 143      | 16.0%     | 3.2%        | 347      | 19.1%     | 7.0%        | 254        | 22.4%     | 5.8%        |
| Nord Pas de Calais                       | 131      | 4.8%      | 4.1%        | 52       | 5.8%      | 3.4%        | 79       | 4.4%      | 4.7%        | 62         | 5.5%      | 6.8%        |
| Lorraine                                 | 105      | 3.9%      | 5.4%        | 48       | 5.4%      | 5.2%        | 57       | 3.1%      | 5.7%        | 21         | 1.8%      | 3.9%        |
| Alsace                                   | 82       | 3.0%      | 5.5%        | 17       | 1.9%      | 2.3%        | 66       | 3.6%      | 8.4%        | 42         | 3.7%      | 8.2%        |
| Franche-Comté                            | 65       | 2.4%      | 6.8%        | 15       | 1.7%      | 3.3%        | 49       | 2.7%      | 10.1%       | 19         | 1.7%      | 7.2%        |
| Champagne Ardennes                       | 63       | 2.3%      | 5.9%        | 20       | 2.2%      | 3.8%        | 44       | 2.4%      | 7.8%        | 22         | 1.9%      | 7.2%        |
| Picardie                                 | 77       | 2.8%      | 5.0%        | 22       | 2.5%      | 3.0%        | 55       | 3.0%      | 7.0%        | 31         | 2.7%      | 7.2%        |
| Bourgogne                                | 72       | 2.7%      | 5.3%        | 27       | 3.0%      | 4.1%        | 45       | 2.5%      | 6.5%        | 25         | 2.2%      | 6.4%        |
| Haute Normandie                          | 80       | 2.9%      | 5.4%        | 19       | 2.2%      | 2.8%        | 60       | 3.3%      | 7.8%        | 30         | 2.6%      | 6.7%        |
| Basse Normandie                          | 78       | 2.9%      | 6.4%        | 27       | 3.0%      | 4.7%        | 51       | 2.8%      | 8.1%        | 30         | 2.6%      | 9.3%        |
| Centre                                   | 145      | 5.4%      | 7.0%        | 45       | 5.0%      | 4.5%        | 100      | 5.5%      | 9.3%        | 59         | 5.2%      | 9.5%        |
| Pays de Loire                            | 212      | 7.8%      | 7.3%        | 72       | 8.1%      | 5.1%        | 140      | 7.7%      | 9.3%        | 80         | 7.0%      | 9.3%        |
| Bretagne                                 | 115      | 4.3%      | 4.4%        | 37       | 4.2%      | 2.9%        | 78       | 4.3%      | 5.7%        | 40         | 3.5%      | 5.1%        |
| Poitou Charentes                         | 93       | 3.4%      | 6.3%        | 28       | 3.1%      | 3.9%        | 65       | 3.6%      | 8.5%        | 28         | 2.5%      | 7.1%        |
| Aquitaine                                | 133      | 4.9%      | 4.9%        | 51       | 5.7%      | 3.9%        | 82       | 4.5%      | 5.8%        | 57         | 5.0%      | 6.8%        |
| Midi Pyrénées                            | 141      | 5.2%      | 5.8%        | 59       | 6.7%      | 5.1%        | 81       | 4.5%      | 6.5%        | 58         | 5.1%      | 7.2%        |
| Limousin                                 | 26       | 1.0%      | 4.2%        | 7        | 0.8%      | 2.5%        | 19       | 1.0%      | 5.8%        | 13         | 1.1%      | 8.4%        |
| Auvergne                                 | 71       | 2.6%      | 6.3%        | 21       | 2.4%      | 3.9%        | 50       | 2.7%      | 8.5%        | 24         | 2.2%      | 8.1%        |
| Rhône Alpes                              | 244      | 9.0%      | 4.8%        | 87       | 9.7%      | 3.5%        | 157      | 8.6%      | 6.0%        | 107        | 9.4%      | 5.6%        |
| Languedoc Roussillon                     | 94       | 3.5%      | 4.3%        | 28       | 3.2%      | 2.7%        | 65       | 3.6%      | 5.7%        | 42         | 3.7%      | 6.2%        |
| Provence Alpes Côte d'Azur.<br>Corse     | 196      | 7.2%      | 4.5%        | 68       | 7.6%      | 3.3%        | 128      | 7.0%      | 5.6%        | 91         | 8.0%      | 6.5%        |
| <b>Habitudes de connexion à Internet</b> |          |           |             |          |           |             |          |           |             |            |           |             |
| Tous les jours                           | 1901     | 70.1%     | 6.7%        | 663      | 74.3%     | 4.6%        | 1238     | 68.0%     | 8.8%        | 907        | 80.1%     | 6.8%        |
| Presque tous les jours                   | 368      | 13.6%     | 5.8%        | 111      | 12.4%     | 3.7%        | 257      | 14.1%     | 7.6%        | 140        | 12.3%     | 6.0%        |
| 1 à 2 fois par semaine                   | 185      | 6.8%      | 5.8%        | 58       | 6.5%      | 4.2%        | 127      | 7.0%      | 7.0%        | 55         | 4.9%      | 6.0%        |
| 1 à 3 fois par mois                      | 37       | 1.4%      | 4.3%        | 5        | 0.5%      | 1.2%        | 33       | 1.8%      | 6.7%        | 12         | 1.1%      | 7.5%        |
| Moins souvent                            | 46       | 1.7%      | 3.7%        | 11       | 1.2%      | 2.0%        | 35       | 1.9%      | 5.0%        | 7          | 0.6%      | 5.8%        |
| Jamais                                   | 2        | 0.1%      | 1.8%        | 0        | 0.0%      | 0.0%        | 2        | 0.1%      | 3.4%        | 1          | 0.1%      | 4.9%        |

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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               | 94       | 3.5%      | 4.6%        | 44       | 5.0%      | 5.4%        | 50       | 2.7%      | 4.0%        | 24         | 2.1%      | 13.6%       |
| De 9 000 à moins de 12 000 euros par an   | 112      | 4.1%      | 3.4%        | 22       | 2.5%      | 1.9%        | 90       | 4.9%      | 4.2%        | 18         | 1.6%      | 6.6%        |
| De 12 000 à moins de 18 000 euros par an  | 257      | 9.5%      | 4.0%        | 66       | 7.4%      | 2.5%        | 191      | 10.5%     | 5.1%        | 56         | 4.9%      | 7.6%        |
| De 18 000 à moins de 24 000 euros par an  | 366      | 13.5%     | 5.1%        | 129      | 14.5%     | 3.8%        | 237      | 13.0%     | 6.2%        | 101        | 8.9%      | 6.7%        |
| De 24 000 à moins de 36 000 euros par an  | 737      | 27.2%     | 6.4%        | 216      | 24.2%     | 3.9%        | 521      | 28.6%     | 8.8%        | 246        | 21.7%     | 6.6%        |
| De 36 000 à moins de 45 000 euros par an  | 389      | 14.3%     | 5.8%        | 131      | 14.7%     | 3.6%        | 258      | 14.2%     | 8.4%        | 217        | 19.1%     | 7.1%        |
| De 45 000 à moins de 65 000 euros par an  | 334      | 12.3%     | 5.3%        | 119      | 13.4%     | 3.4%        | 214      | 11.8%     | 7.8%        | 227        | 20.0%     | 6.2%        |
| De 65 000 à moins de 80 000 euros par an  | 70       | 2.6%      | 4.3%        | 35       | 4.0%      | 3.7%        | 35       | 1.9%      | 5.2%        | 46         | 4.1%      | 4.0%        |
| De 80 000 à moins de 115 000 euros par an | 49       | 1.8%      | 5.1%        | 32       | 3.6%      | 5.7%        | 17       | 0.9%      | 4.2%        | 39         | 3.4%      | 5.1%        |
| 115 000 euros et plus par an              | 39       | 1.4%      | 8.6%        | 20       | 2.2%      | 7.2%        | 19       | 1.0%      | 10.8%       | 29         | 2.6%      | 7.3%        |
| Refus                                     | 172      | 6.4%      | 5.5%        | 46       | 5.2%      | 3.6%        | 126      | 6.9%      | 6.8%        | 83         | 7.3%      | 7.2%        |
| Ne sait pas                               | 94       | 3.5%      | 6.0%        | 32       | 3.5%      | 4.9%        | 63       | 3.5%      | 6.7%        | 47         | 4.2%      | 8.2%        |