

## Lecture Dernière Période

|                                   | Ensemble |           |             | Hommes   |           |             | Femmes   |           |             | FoyersCSP+ |           |             |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
|                                   | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers   | Structure | Pénétration |
| <b>ENSEMBLE</b>                   | 1878     | 100.0%    | 3.7%        | 965      | 100.0%    | 3.9%        | 914      | 100.0%    | 3.4%        | 481        | 100.0%    | 2.8%        |
| <b>Sexe</b>                       |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Homme</b>                      | 965      | 51.4%     | 3.9%        | 965      | 100.0%    | 3.9%        | 0        | 0.0%      | 0.0%        | 273        | 56.7%     | 3.1%        |
| <b>Femme</b>                      | 914      | 48.6%     | 3.4%        | 0        | 0.0%      | 0.0%        | 914      | 100.0%    | 3.4%        | 208        | 43.3%     | 2.5%        |
| <b>Age</b>                        |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>15 à 24 ans</b>                | 212      | 11.3%     | 2.9%        | 114      | 11.8%     | 3.1%        | 98       | 10.8%     | 2.7%        | 75         | 15.6%     | 2.4%        |
| <b>25 à 34 ans</b>                | 244      | 13.0%     | 3.2%        | 138      | 14.3%     | 3.7%        | 106      | 11.6%     | 2.7%        | 78         | 16.3%     | 2.3%        |
| <b>35 à 49 ans</b>                | 438      | 23.3%     | 3.5%        | 237      | 24.6%     | 3.8%        | 201      | 22.0%     | 3.2%        | 184        | 38.2%     | 2.9%        |
| <b>50 à 59 ans</b>                | 332      | 17.7%     | 3.7%        | 167      | 17.3%     | 3.7%        | 165      | 18.0%     | 3.7%        | 130        | 27.1%     | 3.5%        |
| <b>60 ans et plus</b>             | 652      | 34.7%     | 4.5%        | 309      | 32.1%     | 4.9%        | 343      | 37.6%     | 4.1%        | 13         | 2.8%      | 1.9%        |
| <b>Individu</b>                   |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Ménagères</b>                  | 832      | 44.3%     | 3.6%        | 0        | 0.0%      | 0.0%        | 832      | 91.1%     | 3.6%        | 178        | 37.0%     | 2.6%        |
| <b>Personne de référence</b>      | 1058     | 56.3%     | 3.8%        | 835      | 86.6%     | 4.1%        | 223      | 24.4%     | 2.8%        | 256        | 53.3%     | 3.0%        |
| <b>Responsable des achats</b>     | 1242     | 66.1%     | 3.5%        | 440      | 45.6%     | 3.5%        | 802      | 87.8%     | 3.5%        | 282        | 58.7%     | 2.6%        |
| <b>PCS Individu</b>               |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Agriculteurs</b>               | 20       | 1.0%      | 3.7%        | 9        | 0.9%      | 2.4%        | 11       | 1.2%      | 6.5%        | 0          | 0.0%      | 0.0%        |
| <b>Petits patrons</b>             | 53       | 2.8%      | 3.3%        | 35       | 3.7%      | 3.1%        | 18       | 2.0%      | 3.6%        | 40         | 8.4%      | 2.8%        |
| <b>Affaires et Cadres</b>         | 118      | 6.3%      | 2.4%        | 86       | 9.0%      | 2.8%        | 31       | 3.4%      | 1.6%        | 103        | 21.4%     | 2.3%        |
| <b>Professions intermédiaires</b> | 218      | 11.6%     | 3.2%        | 123      | 12.8%     | 3.5%        | 95       | 10.4%     | 2.9%        | 183        | 38.1%     | 3.3%        |
| <b>Employés</b>                   | 274      | 14.6%     | 3.3%        | 60       | 6.3%      | 3.0%        | 214      | 23.4%     | 3.4%        | 50         | 10.4%     | 2.8%        |
| <b>Ouvriers</b>                   | 301      | 16.0%     | 4.7%        | 226      | 23.4%     | 4.6%        | 75       | 8.3%      | 5.1%        | 11         | 2.2%      | 2.4%        |
| <b>Retraités</b>                  | 592      | 31.5%     | 4.7%        | 307      | 31.8%     | 5.1%        | 286      | 31.2%     | 4.3%        | 5          | 1.0%      | 1.9%        |
| <b>Autres inactifs</b>            | 302      | 16.1%     | 3.0%        | 118      | 12.3%     | 3.3%        | 183      | 20.1%     | 2.8%        | 89         | 18.5%     | 2.8%        |
| <b>PCS Personne de référence</b>  |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Agriculteurs</b>               | 50       | 2.6%      | 6.1%        | 14       | 1.5%      | 3.4%        | 35       | 3.9%      | 9.0%        | 0          | 0.0%      | 0.0%        |
| <b>Petits patrons</b>             | 66       | 3.5%      | 2.5%        | 34       | 3.5%      | 2.6%        | 32       | 3.5%      | 2.4%        | 66         | 13.8%     | 2.5%        |
| <b>Affaires et Cadres</b>         | 177      | 9.4%      | 2.5%        | 94       | 9.8%      | 2.6%        | 83       | 9.1%      | 2.4%        | 177        | 36.9%     | 2.5%        |
| <b>Professions intermédiaires</b> | 237      | 12.6%     | 3.2%        | 144      | 14.9%     | 3.6%        | 93       | 10.2%     | 2.6%        | 237        | 49.3%     | 3.2%        |
| <b>Employés</b>                   | 177      | 9.4%      | 3.3%        | 77       | 7.9%      | 3.5%        | 100      | 11.0%     | 3.2%        | 0          | 0.0%      | 0.0%        |
| <b>Ouvriers</b>                   | 407      | 21.7%     | 4.4%        | 236      | 24.5%     | 4.8%        | 171      | 18.8%     | 3.9%        | 0          | 0.0%      | 0.0%        |
| <b>Retraités</b>                  | 664      | 35.3%     | 4.5%        | 318      | 33.0%     | 4.8%        | 345      | 37.8%     | 4.3%        | 0          | 0.0%      | 0.0%        |
| <b>Autres inactifs</b>            | 100      | 5.3%      | 2.5%        | 47       | 4.9%      | 3.1%        | 53       | 5.8%      | 2.2%        | 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>                            | 307      | 16.3%     | 3.2%        | 148      | 15.4%     | 3.6%        | 158      | 17.3%     | 2.9%        | 26         | 5.4%      | 1.4%        |
| <b>2 personnes</b>                           | 770      | 41.0%     | 4.3%        | 386      | 40.0%     | 4.4%        | 384      | 42.0%     | 4.2%        | 118        | 24.6%     | 2.9%        |
| <b>3 personnes</b>                           | 244      | 13.0%     | 2.7%        | 133      | 13.8%     | 2.9%        | 111      | 12.1%     | 2.4%        | 96         | 19.9%     | 2.5%        |
| <b>4 personnes</b>                           | 319      | 17.0%     | 3.5%        | 176      | 18.3%     | 3.9%        | 143      | 15.6%     | 3.1%        | 149        | 31.0%     | 3.1%        |
| <b>5 personnes et +</b>                      | 239      | 12.7%     | 4.5%        | 121      | 12.5%     | 4.9%        | 118      | 12.9%     | 4.2%        | 91         | 19.0%     | 3.6%        |
| <b>Présence d'enfants de moins de 15 ans</b> |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Oui</b>                                   | 580      | 30.9%     | 3.7%        | 321      | 33.3%     | 4.4%        | 259      | 28.3%     | 3.1%        | 258        | 53.7%     | 3.3%        |
| <b>Non</b>                                   | 1299     | 69.1%     | 3.6%        | 644      | 66.7%     | 3.7%        | 655      | 71.7%     | 3.6%        | 222        | 46.3%     | 2.4%        |
| <b>Habitat</b>                               |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Communes rurales</b>                      | 650      | 34.6%     | 5.6%        | 333      | 34.5%     | 6.0%        | 317      | 34.7%     | 5.2%        | 135        | 28.2%     | 4.1%        |
| <b>Agglo. - 20 000 hab</b>                   | 521      | 27.7%     | 5.9%        | 274      | 28.4%     | 6.5%        | 247      | 27.0%     | 5.3%        | 142        | 29.6%     | 5.4%        |
| <b>Agglo. 20 000 à 100 000 hab</b>           | 329      | 17.5%     | 4.7%        | 180      | 18.7%     | 5.2%        | 149      | 16.3%     | 4.3%        | 78         | 16.2%     | 3.8%        |
| <b>Agglo. + 100 000 hab</b>                  | 366      | 19.5%     | 2.4%        | 168      | 17.4%     | 2.3%        | 199      | 21.7%     | 2.5%        | 117        | 24.3%     | 2.2%        |
| <b>Agglo. Paris</b>                          | 12       | 0.6%      | 0.1%        | 10       | 1.0%      | 0.2%        | 2        | 0.2%      | -           | 8          | 1.8%      | 0.2%        |

|  | Ensemble |           |             | Hommes   |           |             | Femmes   |           |             | FoyersCSP+ |           |             |
|--|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
|  | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers   | Structure | Pénétration |
| <b>Régions INSEE</b>                     |          |           |             |          |           |             |          |           |             |            |           |             |
| Ile de France                            | 14       | 0.7%      | 0.1%        | 12       | 1.2%      | 0.3%        | 2        | 0.2%      | -           | 11         | 2.2%      | 0.2%        |
| Nord Pas de Calais                       | 2        | 0.1%      | 0.1%        | 2        | 0.2%      | 0.1%        | 0        | 0.0%      | 0.0%        | 0          | 0.0%      | 0.0%        |
| Lorraine                                 | 1        | 0.1%      | 0.1%        | 0        | 0.0%      | 0.0%        | 1        | 0.1%      | 0.1%        | 0          | 0.0%      | 0.0%        |
| Alsace                                   | 0        | 0.0%      | 0.0%        | 0        | 0.0%      | 0.0%        | 0        | 0.0%      | 0.0%        | 0          | 0.0%      | 0.0%        |
| Franche-Comté                            | 1        | 0.1%      | 0.1%        | 1        | 0.1%      | 0.2%        | 0        | 0.0%      | 0.0%        | 0          | 0.0%      | 0.0%        |
| Champagne Ardennes                       | 0        | 0.0%      | 0.0%        | 0        | 0.0%      | 0.0%        | 0        | 0.0%      | 0.0%        | 0          | 0.0%      | 0.0%        |
| Picardie                                 | 2        | 0.1%      | 0.1%        | 1        | 0.1%      | 0.2%        | 1        | 0.1%      | 0.1%        | 1          | 0.2%      | 0.2%        |
| Bourgogne                                | 2        | 0.1%      | 0.1%        | 2        | 0.2%      | 0.3%        | 0        | 0.0%      | 0.0%        | 0          | 0.0%      | 0.0%        |
| Haute Normandie                          | 3        | 0.1%      | 0.2%        | 1        | 0.1%      | 0.1%        | 2        | 0.2%      | 0.2%        | 1          | 0.2%      | 0.2%        |
| Basse Normandie                          | 304      | 16.2%     | 25.2%       | 153      | 15.9%     | 26.5%       | 151      | 16.5%     | 24.0%       | 82         | 17.1%     | 25.8%       |
| Centre                                   | 9        | 0.5%      | 0.5%        | 7        | 0.7%      | 0.7%        | 3        | 0.3%      | 0.2%        | 3          | 0.7%      | 0.6%        |
| Pays de Loire                            | 680      | 36.2%     | 23.4%       | 340      | 35.2%     | 24.3%       | 339      | 37.2%     | 22.6%       | 173        | 35.9%     | 20.1%       |
| Bretagne                                 | 843      | 44.9%     | 32.0%       | 435      | 45.1%     | 34.4%       | 408      | 44.7%     | 29.8%       | 205        | 42.5%     | 26.4%       |
| Poitou Charentes                         | 12       | 0.7%      | 0.8%        | 10       | 1.0%      | 1.4%        | 3        | 0.3%      | 0.3%        | 6          | 1.2%      | 1.4%        |
| Aquitaine                                | 0        | 0.0%      | 0.0%        | 0        | 0.0%      | 0.0%        | 0        | 0.0%      | 0.0%        | 0          | 0.0%      | 0.0%        |
| Midi Pyrénées                            | 1        | -         | -           | 1        | 0.1%      | 0.1%        | 0        | 0.0%      | 0.0%        | 0          | 0.0%      | 0.0%        |
| Limousin                                 | 1        | 0.1%      | 0.2%        | 0        | 0.0%      | 0.0%        | 1        | 0.1%      | 0.4%        | 0          | 0.0%      | 0.0%        |
| Auvergne                                 | 0        | -         | -           | 0        | -         | 0.1%        | 0        | 0.0%      | 0.0%        | 0          | 0.0%      | 0.0%        |
| Rhône Alpes                              | 3        | 0.1%      | 0.1%        | 0        | 0.0%      | 0.0%        | 3        | 0.3%      | 0.1%        | 0          | 0.0%      | 0.0%        |
| Languedoc Roussillon                     | 0        | 0.0%      | 0.0%        | 0        | 0.0%      | 0.0%        | 0        | 0.0%      | 0.0%        | 0          | 0.0%      | 0.0%        |
| Provence Alpes Côte d'Azur.<br>Corse     | 0        | 0.0%      | 0.0%        | 0        | 0.0%      | 0.0%        | 0        | 0.0%      | 0.0%        | 0          | 0.0%      | 0.0%        |
| <b>Habitudes de connexion à Internet</b> |          |           |             |          |           |             |          |           |             |            |           |             |
| Tous les jours                           | 964      | 51.3%     | 3.4%        | 536      | 55.5%     | 3.7%        | 429      | 46.9%     | 3.0%        | 364        | 75.7%     | 2.7%        |
| Presque tous les jours                   | 224      | 11.9%     | 3.5%        | 115      | 12.0%     | 3.8%        | 108      | 11.8%     | 3.2%        | 63         | 13.2%     | 2.7%        |
| 1 à 2 fois par semaine                   | 134      | 7.2%      | 4.2%        | 61       | 6.3%      | 4.4%        | 74       | 8.1%      | 4.1%        | 35         | 7.2%      | 3.8%        |
| 1 à 3 fois par mois                      | 20       | 1.0%      | 2.2%        | 9        | 0.9%      | 2.3%        | 11       | 1.2%      | 2.2%        | 2          | 0.5%      | 1.5%        |
| Moins souvent                            | 53       | 2.8%      | 4.3%        | 23       | 2.4%      | 4.3%        | 30       | 3.3%      | 4.3%        | 4          | 0.9%      | 3.4%        |
| Jamais                                   | 10       | 0.5%      | 7.7%        | 3        | 0.3%      | 5.3%        | 7        | 0.8%      | 9.9%        | 0          | 0.0%      | 0.0%        |

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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               | 59       | 3.2%      | 2.9%        | 32       | 3.3%      | 3.9%        | 28       | 3.0%      | 2.2%        | 4          | 0.8%      | 2.3%        |
| De 9 000 à moins de 12 000 euros par an   | 122      | 6.5%      | 3.7%        | 40       | 4.1%      | 3.4%        | 83       | 9.1%      | 3.9%        | 1          | 0.2%      | 0.3%        |
| De 12 000 à moins de 18 000 euros par an  | 256      | 13.6%     | 4.0%        | 121      | 12.6%     | 4.5%        | 135      | 14.8%     | 3.6%        | 20         | 4.1%      | 2.7%        |
| De 18 000 à moins de 24 000 euros par an  | 253      | 13.5%     | 3.5%        | 122      | 12.7%     | 3.6%        | 131      | 14.3%     | 3.4%        | 18         | 3.7%      | 1.2%        |
| De 24 000 à moins de 36 000 euros par an  | 485      | 25.8%     | 4.2%        | 247      | 25.6%     | 4.4%        | 237      | 26.0%     | 4.0%        | 141        | 29.3%     | 3.8%        |
| De 36 000 à moins de 45 000 euros par an  | 280      | 14.9%     | 4.2%        | 165      | 17.1%     | 4.5%        | 115      | 12.6%     | 3.7%        | 107        | 22.2%     | 3.5%        |
| De 45 000 à moins de 65 000 euros par an  | 192      | 10.2%     | 3.1%        | 128      | 13.3%     | 3.6%        | 64       | 7.0%      | 2.3%        | 100        | 20.8%     | 2.7%        |
| De 65 000 à moins de 80 000 euros par an  | 33       | 1.8%      | 2.0%        | 25       | 2.6%      | 2.6%        | 8        | 0.9%      | 1.2%        | 26         | 5.4%      | 2.2%        |
| De 80 000 à moins de 115 000 euros par an | 21       | 1.1%      | 2.2%        | 14       | 1.5%      | 2.6%        | 6        | 0.7%      | 1.6%        | 18         | 3.8%      | 2.4%        |
| 115 000 euros et plus par an              | 8        | 0.4%      | 1.8%        | 6        | 0.6%      | 2.1%        | 2        | 0.2%      | 1.3%        | 5          | 1.0%      | 1.2%        |
| Refus                                     | 137      | 7.3%      | 4.4%        | 50       | 5.2%      | 3.9%        | 87       | 9.5%      | 4.7%        | 33         | 6.8%      | 2.9%        |
| Ne sait pas                               | 32       | 1.7%      | 2.0%        | 14       | 1.5%      | 2.2%        | 18       | 1.9%      | 1.9%        | 9          | 1.9%      | 1.6%        |