

Complément'R

Lecture Dernière Période

| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| ENSEMBLE | 5002 | 100.0% | 9.7% | 2507 | 100.0% | 10.2% | 2496 | 100.0% | 9.3% | 1230 | 100.0% | 7.1% |
| Sexe | | | | | | | | | | | | |
| Homme | 2507 | 50.1% | 10.2% | 2507 | 100.0% | 10.2% | 0 | 0.0% | 0.0% | 672 | 54.6% | 7.7% |
| Femme | 2496 | 49.9% | 9.3% | 0 | 0.0% | 0.0% | 2496 | 100.0% | 9.3% | 558 | 45.4% | 6.5% |
| Age | | | | | | | | | | | | |
| 15 à 24 ans | 376 | 7.5% | 5.1% | 197 | 7.9% | 5.3% | 179 | 7.2% | 4.9% | 154 | 12.5% | 4.9% |
| 25 à 34 ans | 603 | 12.1% | 7.9% | 342 | 13.6% | 9.1% | 261 | 10.5% | 6.7% | 191 | 15.5% | 5.8% |
| 35 à 49 ans | 1200 | 24.0% | 9.6% | 596 | 23.8% | 9.6% | 604 | 24.2% | 9.5% | 452 | 36.8% | 7.3% |
| 50 à 59 ans | 1067 | 21.3% | 11.7% | 548 | 21.9% | 12.0% | 520 | 20.8% | 11.3% | 348 | 28.3% | 9.1% |
| 60 ans et plus | 1756 | 35.1% | 11.8% | 824 | 32.9% | 12.7% | 932 | 37.4% | 11.1% | 85 | 6.9% | 9.5% |
| Individu | | | | | | | | | | | | |
| Ménagères | 2294 | 45.9% | 9.9% | 0 | 0.0% | 0.0% | 2294 | 91.9% | 9.9% | 491 | 39.9% | 7.0% |
| Personne de référence | 2926 | 58.5% | 10.4% | 2195 | 87.6% | 10.9% | 731 | 29.3% | 9.3% | 634 | 51.5% | 7.6% |
| Responsable des achats | 3514 | 70.3% | 9.9% | 1246 | 49.7% | 9.8% | 2268 | 90.9% | 10.0% | 784 | 63.7% | 7.1% |
| PCS Individu | | | | | | | | | | | | |
| Agriculteurs | 136 | 2.7% | 26.1% | 99 | 3.9% | 25.5% | 37 | 1.5% | 27.6% | 4 | 0.3% | 25.5% |
| Petits patrons | 150 | 3.0% | 9.3% | 113 | 4.5% | 9.9% | 38 | 1.5% | 7.8% | 133 | 10.8% | 9.3% |
| Affaires et Cadres | 350 | 7.0% | 6.9% | 223 | 8.9% | 7.6% | 128 | 5.1% | 6.0% | 311 | 25.3% | 6.8% |
| Professions intermédiaires | 506 | 10.1% | 7.4% | 268 | 10.7% | 7.8% | 238 | 9.5% | 6.9% | 409 | 33.3% | 7.3% |
| Employés | 819 | 16.4% | 9.9% | 167 | 6.7% | 8.1% | 652 | 26.1% | 10.6% | 163 | 13.2% | 8.8% |
| Ouvriers | 762 | 15.2% | 11.9% | 615 | 24.5% | 12.2% | 147 | 5.9% | 10.9% | 49 | 4.0% | 12.0% |
| Retraités | 1506 | 30.1% | 12.0% | 748 | 29.9% | 12.7% | 758 | 30.4% | 11.4% | 21 | 1.7% | 7.9% |
| Autres inactifs | 773 | 15.4% | 7.5% | 274 | 10.9% | 7.3% | 499 | 20.0% | 7.7% | 140 | 11.4% | 4.4% |
| PCS Personne de référence | | | | | | | | | | | | |
| Agriculteurs | 190 | 3.8% | 23.4% | 114 | 4.5% | 25.3% | 76 | 3.1% | 21.0% | 0 | 0.0% | 0.0% |
| Petits patrons | 227 | 4.5% | 8.6% | 109 | 4.3% | 8.2% | 118 | 4.7% | 9.1% | 227 | 18.4% | 8.6% |
| Affaires et Cadres | 416 | 8.3% | 5.8% | 260 | 10.4% | 7.3% | 156 | 6.3% | 4.3% | 416 | 33.8% | 5.8% |
| Professions intermédiaires | 588 | 11.7% | 7.8% | 303 | 12.1% | 7.8% | 284 | 11.4% | 7.8% | 588 | 47.8% | 7.8% |
| Employés | 432 | 8.6% | 8.0% | 169 | 6.7% | 7.5% | 263 | 10.5% | 8.4% | 0 | 0.0% | 0.0% |
| Ouvriers | 1077 | 21.5% | 11.4% | 595 | 23.7% | 11.6% | 482 | 19.3% | 11.1% | 0 | 0.0% | 0.0% |
| Retraités | 1678 | 33.5% | 11.7% | 800 | 31.9% | 12.3% | 878 | 35.2% | 11.2% | 0 | 0.0% | 0.0% |
| Autres inactifs | 395 | 7.9% | 9.7% | 157 | 6.3% | 10.0% | 238 | 9.5% | 9.5% | 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 | 925 | 18.5% | 9.3% | 395 | 15.8% | 9.4% | 531 | 21.3% | 9.3% | 106 | 8.6% | 5.8% |
| 2 personnes | 1952 | 39.0% | 10.9% | 986 | 39.3% | 11.4% | 966 | 38.7% | 10.5% | 306 | 24.9% | 7.1% |
| 3 personnes | 834 | 16.7% | 9.2% | 472 | 18.8% | 10.2% | 362 | 14.5% | 8.1% | 259 | 21.1% | 6.9% |
| 4 personnes | 822 | 16.4% | 8.9% | 398 | 15.9% | 8.7% | 424 | 17.0% | 9.0% | 350 | 28.5% | 7.3% |
| 5 personnes et + | 469 | 9.4% | 8.8% | 256 | 10.2% | 9.7% | 213 | 8.5% | 7.9% | 209 | 17.0% | 7.8% |
| Présence d'enfants de moins de 15 ans | | | | | | | | | | | | |
| Oui | 1416 | 28.3% | 9.2% | 709 | 28.3% | 9.7% | 707 | 28.3% | 8.7% | 578 | 47.0% | 7.5% |
| Non | 3586 | 71.7% | 9.9% | 1797 | 71.7% | 10.4% | 1789 | 71.7% | 9.6% | 653 | 53.0% | 6.8% |
| Habitat | | | | | | | | | | | | |
| Communes rurales | 1806 | 36.1% | 15.4% | 889 | 35.5% | 15.8% | 916 | 36.7% | 15.0% | 402 | 32.7% | 12.4% |
| Agglo. - 20 000 hab | 1132 | 22.6% | 12.6% | 541 | 21.6% | 12.6% | 591 | 23.7% | 12.7% | 244 | 19.8% | 9.7% |
| Agglo. 20 000 à 100 000 hab | 1017 | 20.3% | 14.6% | 493 | 19.7% | 15.1% | 524 | 21.0% | 14.2% | 248 | 20.1% | 13.3% |
| Agglo. + 100 000 hab | 831 | 16.6% | 5.4% | 469 | 18.7% | 6.3% | 361 | 14.5% | 4.6% | 246 | 20.0% | 4.3% |
| Agglo. Paris | 218 | 4.4% | 2.6% | 114 | 4.6% | 2.8% | 104 | 4.2% | 2.3% | 91 | 7.4% | 2.2% |

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| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Régions INSEE | | | | | | | | | | | | |
| Ile de France | 408 | 8.1% | 4.3% | 199 | 8.0% | 4.4% | 208 | 8.3% | 4.2% | 149 | 12.1% | 3.4% |
| Nord Pas de Calais | 855 | 17.1% | 26.7% | 452 | 18.0% | 29.7% | 403 | 16.1% | 24.0% | 186 | 15.1% | 20.0% |
| Lorraine | 5 | 0.1% | 0.2% | 0 | 0.0% | 0.0% | 4 | 0.2% | 0.5% | 1 | 0.0% | 0.1% |
| Franche-Comté | 108 | 2.2% | 11.4% | 55 | 2.2% | 11.8% | 53 | 2.1% | 11.0% | 23 | 1.8% | 8.5% |
| Champagne Ardennes | 10 | 0.2% | 1.0% | 5 | 0.2% | 1.0% | 5 | 0.2% | 0.9% | 0 | 0.0% | 0.1% |
| Picardie | 363 | 7.2% | 23.7% | 202 | 8.1% | 27.3% | 160 | 6.4% | 20.3% | 69 | 5.6% | 15.5% |
| Bourgogne | 23 | 0.5% | 1.7% | 9 | 0.4% | 1.4% | 14 | 0.6% | 2.0% | 8 | 0.7% | 2.2% |
| Haute Normandie | 567 | 11.3% | 38.3% | 269 | 10.7% | 38.0% | 298 | 12.0% | 38.6% | 129 | 10.5% | 28.3% |
| Basse Normandie | 506 | 10.1% | 42.0% | 249 | 9.9% | 43.0% | 258 | 10.3% | 41.0% | 114 | 9.3% | 33.1% |
| Centre | 162 | 3.2% | 7.8% | 102 | 4.1% | 10.1% | 60 | 2.4% | 5.6% | 32 | 2.6% | 5.1% |
| Pays de Loire | 238 | 4.8% | 8.1% | 102 | 4.1% | 7.2% | 136 | 5.4% | 9.0% | 68 | 5.6% | 7.1% |
| Bretagne | 392 | 7.8% | 14.8% | 175 | 7.0% | 13.8% | 216 | 8.7% | 15.7% | 93 | 7.5% | 12.1% |
| Poitou Charentes | 112 | 2.2% | 7.6% | 56 | 2.3% | 7.9% | 55 | 2.2% | 7.2% | 29 | 2.4% | 7.3% |
| Aquitaine | 55 | 1.1% | 2.0% | 29 | 1.1% | 2.2% | 27 | 1.1% | 1.9% | 14 | 1.1% | 1.6% |
| Midi Pyrénées | 286 | 5.7% | 11.8% | 140 | 5.6% | 12.0% | 146 | 5.8% | 11.7% | 70 | 5.7% | 8.7% |
| Limousin | 2 | 0.0% | 0.3% | 2 | 0.1% | 0.5% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.3% |
| Auvergne | 68 | 1.4% | 6.0% | 29 | 1.2% | 5.4% | 39 | 1.5% | 6.6% | 9 | 0.7% | 2.9% |
| Rhône Alpes | 644 | 12.9% | 12.6% | 330 | 13.2% | 13.4% | 314 | 12.6% | 11.8% | 173 | 14.0% | 9.5% |
| Languedoc Roussillon | 173 | 3.5% | 7.7% | 91 | 3.6% | 8.6% | 82 | 3.3% | 7.0% | 61 | 4.9% | 8.6% |
| Provence Alpes Côte d'Azur. Corse | 26 | 0.5% | 0.6% | 10 | 0.4% | 0.5% | 16 | 0.6% | 0.7% | 3 | 0.2% | 0.2% |
| Habitudes de connexion à Internet | | | | | | | | | | | | |
| Tous les jours | 2705 | 54.1% | 8.3% | 1447 | 57.7% | 8.9% | 1258 | 50.4% | 7.8% | 986 | 80.2% | 6.9% |
| Presque tous les jours | 555 | 11.1% | 9.4% | 266 | 10.6% | 9.5% | 289 | 11.6% | 9.3% | 145 | 11.8% | 7.3% |
| 1 à 2 fois par semaine | 315 | 6.3% | 12.1% | 146 | 5.8% | 12.9% | 169 | 6.8% | 11.4% | 58 | 4.7% | 8.6% |
| 1 à 3 fois par mois | 73 | 1.5% | 13.7% | 25 | 1.0% | 12.4% | 48 | 1.9% | 14.6% | 7 | 0.6% | 8.8% |
| Moins souvent | 111 | 2.2% | 12.0% | 44 | 1.8% | 11.5% | 67 | 2.7% | 12.4% | 13 | 1.1% | 17.0% |
| Jamais | 2 | 0.0% | 1.8% | 2 | 0.1% | 3.3% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% |

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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 | 178 | 3.6% | 9.5% | 61 | 2.4% | 8.3% | 117 | 4.7% | 10.3% | 15 | 1.2% | 8.7% |
| De 9 000 à moins de 12 000 euros par an | 357 | 7.1% | 12.0% | 133 | 5.3% | 11.5% | 224 | 9.0% | 12.4% | 16 | 1.3% | 6.6% |
| De 12 000 à moins de 18 000 euros par an | 671 | 13.4% | 11.3% | 331 | 13.2% | 13.4% | 340 | 13.6% | 9.9% | 51 | 4.2% | 7.8% |
| De 18 000 à moins de 24 000 euros par an | 818 | 16.3% | 11.9% | 403 | 16.1% | 13.0% | 414 | 16.6% | 11.1% | 105 | 8.6% | 7.3% |
| De 24 000 à moins de 36 000 euros par an | 1119 | 22.4% | 10.1% | 548 | 21.9% | 10.2% | 570 | 22.9% | 10.0% | 270 | 21.9% | 7.9% |
| De 36 000 à moins de 45 000 euros par an | 686 | 13.7% | 9.9% | 392 | 15.6% | 10.7% | 294 | 11.8% | 8.9% | 276 | 22.4% | 9.1% |
| De 45 000 à moins de 65 000 euros par an | 530 | 10.6% | 7.9% | 315 | 12.6% | 8.5% | 215 | 8.6% | 7.1% | 270 | 21.9% | 7.1% |
| De 65 000 à moins de 80 000 euros par an | 97 | 1.9% | 5.0% | 68 | 2.7% | 6.0% | 29 | 1.2% | 3.6% | 56 | 4.6% | 4.3% |
| De 80 000 à moins de 115 000 euros par an | 74 | 1.5% | 6.0% | 43 | 1.7% | 5.7% | 31 | 1.2% | 6.4% | 37 | 3.0% | 4.2% |
| 115 000 euros et plus par an | 25 | 0.5% | 4.9% | 20 | 0.8% | 6.8% | 5 | 0.2% | 2.4% | 22 | 1.8% | 5.0% |
| Refus | 332 | 6.6% | 9.3% | 158 | 6.3% | 10.6% | 174 | 7.0% | 8.4% | 81 | 6.6% | 6.7% |
| Ne sait pas | 117 | 2.3% | 6.3% | 35 | 1.4% | 4.4% | 82 | 3.3% | 7.8% | 31 | 2.6% | 4.1% |