

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	3510	100.0%	6.7%	1381	100.0%	5.5%	2129	100.0%	7.8%	1001	100.0%	5.8%
Sexe												
Homme	1381	39.3%	5.5%	1381	100.0%	5.5%	0	0.0%	0.0%	408	40.7%	4.6%
Femme	2129	60.7%	7.8%	0	0.0%	0.0%	2129	100.0%	7.8%	593	59.3%	7.0%
Age												
15 à 24 ans	239	6.8%	3.3%	135	9.8%	3.7%	104	4.9%	2.9%	119	11.9%	3.9%
25 à 34 ans	242	6.9%	3.2%	100	7.2%	2.7%	143	6.7%	3.7%	96	9.6%	3.0%
35 à 49 ans	726	20.7%	5.8%	287	20.8%	4.7%	439	20.6%	6.9%	387	38.7%	6.1%
50 à 59 ans	697	19.9%	7.7%	298	21.6%	6.6%	400	18.8%	8.9%	286	28.6%	7.5%
60 ans et plus	1605	45.7%	10.2%	561	40.6%	8.2%	1044	49.0%	11.8%	112	11.2%	11.2%
Individu												
Ménagères	1999	56.9%	8.5%	0	0.0%	0.0%	1999	93.9%	8.5%	534	53.4%	7.6%
Personne de référence	1857	52.9%	6.5%	1215	88.0%	5.9%	642	30.2%	8.2%	432	43.2%	5.1%
Responsable des achats	2615	74.5%	7.3%	694	50.2%	5.3%	1921	90.2%	8.4%	691	69.0%	6.3%
PCS Individu												
Agriculteurs	26	0.7%	5.2%	15	1.1%	4.3%	11	0.5%	6.9%	3	0.3%	11.0%
Petits patrons	129	3.7%	8.0%	75	5.4%	6.4%	54	2.5%	12.5%	118	11.8%	8.3%
Affaires et Cadres	292	8.3%	5.9%	136	9.8%	4.8%	156	7.3%	7.4%	259	25.9%	5.9%
Professions intermédiaires	360	10.3%	5.0%	145	10.5%	4.0%	215	10.1%	6.0%	299	29.8%	5.1%
Employés	469	13.3%	5.6%	99	7.2%	4.4%	370	17.4%	6.1%	88	8.8%	4.8%
Ouvriers	317	9.0%	5.0%	253	18.3%	5.0%	64	3.0%	5.1%	20	2.0%	5.6%
Retraités	1310	37.3%	10.2%	477	34.5%	7.9%	834	39.2%	12.3%	31	3.1%	15.1%
Autres inactifs	607	17.3%	5.9%	182	13.2%	5.0%	425	20.0%	6.3%	183	18.3%	5.6%
PCS Personne de référence												
Agriculteurs	40	1.2%	5.4%	16	1.2%	4.1%	24	1.1%	6.9%	0	0.0%	0.0%
Petits patrons	184	5.3%	7.0%	84	6.1%	6.1%	100	4.7%	8.1%	184	18.4%	7.0%
Affaires et Cadres	460	13.1%	6.7%	169	12.3%	5.0%	291	13.7%	8.4%	460	46.0%	6.7%
Professions intermédiaires	356	10.1%	4.5%	154	11.2%	3.8%	202	9.5%	5.3%	356	35.6%	4.5%
Employés	304	8.7%	5.6%	98	7.1%	4.1%	207	9.7%	6.7%	0	0.0%	0.0%
Ouvriers	465	13.2%	4.9%	261	18.9%	5.1%	204	9.6%	4.6%	0	0.0%	0.0%
Retraités	1499	42.7%	10.1%	511	37.0%	7.6%	989	46.4%	12.0%	0	0.0%	0.0%
Autres inactifs	201	5.7%	4.9%	88	6.4%	5.8%	112	5.3%	4.4%	0	0.0%	0.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du foyer												
1 personne	684	19.5%	6.8%	164	11.9%	3.8%	520	24.4%	9.1%	117	11.7%	6.0%
2 personnes	1538	43.8%	8.5%	614	44.5%	7.1%	924	43.4%	9.8%	261	26.1%	6.3%
3 personnes	520	14.8%	5.7%	249	18.1%	5.3%	271	12.7%	6.1%	235	23.4%	5.8%
4 personnes	482	13.7%	5.2%	209	15.1%	4.6%	274	12.9%	5.8%	253	25.3%	5.3%
5 personnes et +	285	8.1%	5.2%	144	10.4%	5.4%	142	6.6%	5.0%	134	13.4%	5.2%
Présence d'enfants de moins de 15 ans												
Oui	778	22.2%	4.9%	352	25.5%	4.7%	426	20.0%	5.1%	391	39.1%	5.1%
Non	2732	77.8%	7.5%	1028	74.5%	5.9%	1703	80.0%	9.1%	610	60.9%	6.3%
Habitat												
Communes rurales	673	19.2%	5.6%	264	19.1%	4.6%	409	19.2%	6.6%	148	14.8%	4.6%
Agglo. - 20 000 hab	559	15.9%	6.2%	221	16.0%	5.1%	338	15.9%	7.1%	144	14.4%	5.6%
Agglo. 20 000 à 100 000 hab	528	15.1%	7.6%	210	15.2%	6.3%	318	14.9%	8.8%	109	10.9%	5.4%
Agglo. + 100 000 hab	1062	30.2%	6.9%	400	28.9%	5.3%	662	31.1%	8.3%	331	33.1%	5.9%
Agglo. Paris	687	19.6%	8.0%	286	20.7%	7.0%	402	18.9%	8.9%	268	26.8%	6.8%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	759	21.6%	7.9%	302	21.9%	6.6%	457	21.5%	9.1%	291	29.0%	6.7%
Nord Pas de Calais	162	4.6%	5.0%	64	4.7%	4.2%	98	4.6%	5.8%	36	3.6%	3.6%
Lorraine	98	2.8%	5.1%	34	2.4%	3.6%	64	3.0%	6.5%	24	2.4%	4.4%
Alsace	125	3.6%	8.1%	57	4.1%	7.6%	68	3.2%	8.6%	38	3.8%	8.7%
Franche-Comté	55	1.6%	5.8%	24	1.7%	5.1%	32	1.5%	6.4%	17	1.7%	6.6%
Champagne Ardennes	71	2.0%	6.5%	28	2.0%	5.2%	43	2.0%	7.7%	8	0.8%	3.0%
Picardie	96	2.7%	6.2%	37	2.7%	5.0%	58	2.7%	7.3%	18	1.8%	4.2%
Bourgogne	69	2.0%	5.1%	23	1.7%	3.6%	46	2.2%	6.5%	15	1.5%	4.5%
Haute Normandie	130	3.7%	8.7%	47	3.4%	6.6%	83	3.9%	10.6%	29	2.9%	6.3%
Basse Normandie	62	1.8%	5.1%	14	1.0%	2.4%	48	2.3%	7.6%	20	2.0%	5.6%
Centre	117	3.3%	5.5%	47	3.4%	4.6%	70	3.3%	6.4%	32	3.2%	4.8%
Pays de Loire	154	4.4%	5.1%	64	4.7%	4.5%	90	4.2%	5.8%	42	4.2%	4.7%
Bretagne	184	5.2%	6.9%	60	4.3%	4.6%	124	5.8%	8.9%	43	4.3%	6.0%
Poitou Charentes	105	3.0%	7.0%	43	3.1%	5.9%	63	2.9%	8.1%	18	1.8%	4.9%
Aquitaine	261	7.4%	9.3%	111	8.1%	8.4%	150	7.0%	10.2%	62	6.2%	7.5%
Midi Pyrénées	146	4.1%	5.9%	49	3.5%	4.1%	97	4.6%	7.6%	50	5.0%	6.1%
Limousin	41	1.2%	6.7%	12	0.8%	3.9%	30	1.4%	9.2%	7	0.7%	4.2%
Auvergne	68	1.9%	6.0%	25	1.8%	4.5%	44	2.1%	7.4%	20	2.0%	6.4%
Rhône Alpes	284	8.1%	5.4%	127	9.2%	5.1%	157	7.4%	5.8%	82	8.2%	4.2%
Languedoc Roussillon	152	4.3%	6.6%	66	4.8%	6.0%	87	4.1%	7.2%	50	5.0%	6.9%
Provence Alpes Côte d'Azur. Corse	371	10.6%	8.5%	149	10.8%	7.2%	222	10.4%	9.6%	100	10.0%	6.5%
Habitudes de connexion à Internet												
Tous les jours	2380	67.8%	6.4%	981	71.0%	5.3%	1400	65.7%	7.5%	847	84.6%	5.6%
Presque tous les jours	430	12.2%	7.7%	127	9.2%	5.0%	303	14.2%	10.0%	94	9.4%	5.9%
1 à 2 fois par semaine	192	5.5%	7.0%	72	5.2%	6.2%	121	5.7%	7.6%	30	3.0%	5.8%
1 à 3 fois par mois	60	1.7%	11.8%	41	2.9%	17.5%	19	0.9%	7.1%	8	0.8%	10.1%
Moins souvent	45	1.3%	7.9%	17	1.3%	6.1%	28	1.3%	9.9%	18	1.8%	33.5%
Jamais	5	0.2%	7.5%	5	0.4%	10.4%	0	0.0%	0.0%	0	0.0%	0.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Revenus du foyer												
Moins de 9 000 euros par an	52	1.5%	3.1%	24	1.7%	3.2%	28	1.3%	3.0%	7	0.7%	4.1%
De 9 000 à moins de 12 000 euros par an	141	4.0%	5.2%	49	3.5%	4.7%	93	4.3%	5.6%	10	1.0%	4.0%
De 12 000 à moins de 18 000 euros par an	290	8.3%	5.4%	111	8.0%	4.9%	180	8.4%	5.7%	35	3.5%	5.1%
De 18 000 à moins de 24 000 euros par an	411	11.7%	6.1%	106	7.7%	3.6%	305	14.3%	8.1%	77	7.7%	5.5%
De 24 000 à moins de 36 000 euros par an	813	23.1%	7.0%	328	23.8%	5.9%	484	22.7%	7.9%	175	17.5%	5.0%
De 36 000 à moins de 45 000 euros par an	496	14.1%	6.7%	200	14.5%	5.3%	296	13.9%	8.2%	138	13.8%	4.8%
De 45 000 à moins de 65 000 euros par an	549	15.6%	7.8%	254	18.4%	6.4%	295	13.9%	9.6%	220	22.0%	5.9%
65 000 euros et plus par an	366	10.4%	8.7%	163	11.8%	6.6%	203	9.5%	11.4%	215	21.5%	7.4%
Refus	337	9.6%	8.0%	136	9.9%	7.7%	201	9.4%	8.2%	98	9.7%	6.5%
Ne sait pas	54	1.5%	5.0%	10	0.7%	2.1%	44	2.1%	7.5%	26	2.6%	6.7%