

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	7359	100.0%	14.1%	3547	100.0%	14.2%	3812	100.0%	14.0%	1875	100.0%	10.8%
Sexe												
Homme	3547	48.2%	14.2%	3547	100.0%	14.2%	0	0.0%	0.0%	1016	54.2%	11.4%
Femme	3812	51.8%	14.0%	0	0.0%	0.0%	3812	100.0%	14.0%	859	45.8%	10.1%
Age												
15 à 24 ans	637	8.7%	8.8%	350	9.9%	9.6%	287	7.5%	8.0%	214	11.4%	6.9%
25 à 34 ans	870	11.8%	11.5%	460	13.0%	12.4%	410	10.8%	10.6%	302	16.1%	9.5%
35 à 49 ans	1585	21.5%	12.7%	829	23.4%	13.5%	756	19.8%	11.9%	685	36.5%	10.8%
50 à 59 ans	1525	20.7%	16.9%	766	21.6%	16.9%	759	19.9%	17.0%	540	28.8%	14.2%
60 ans et plus	2741	37.3%	17.4%	1142	32.2%	16.6%	1600	42.0%	18.0%	134	7.2%	13.4%
Individu												
Ménagères	3511	47.7%	14.9%	0	0.0%	0.0%	3511	92.1%	14.9%	768	41.0%	11.0%
Personne de référence	4107	55.8%	14.5%	3050	86.0%	14.9%	1057	27.7%	13.4%	989	52.7%	11.6%
Responsable des achats	5193	70.6%	14.4%	1814	51.1%	13.8%	3379	88.6%	14.8%	1194	63.7%	10.8%
PCS Individu												
Agriculteurs	139	1.9%	27.7%	102	2.9%	30.1%	38	1.0%	22.8%	6	0.3%	21.7%
Petits patrons	240	3.3%	15.0%	177	5.0%	15.1%	63	1.6%	14.5%	218	11.6%	15.2%
Affaires et Cadres	462	6.3%	9.4%	284	8.0%	10.1%	178	4.7%	8.5%	399	21.3%	9.1%
Professions intermédiaires	871	11.8%	12.1%	460	13.0%	12.7%	411	10.8%	11.4%	695	37.1%	11.8%
Employés	1208	16.4%	14.4%	291	8.2%	12.9%	917	24.1%	15.0%	244	13.0%	13.4%
Ouvriers	1062	14.4%	16.8%	839	23.7%	16.6%	222	5.8%	17.5%	40	2.1%	11.3%
Retraités	2237	30.4%	17.4%	1030	29.0%	17.0%	1207	31.7%	17.8%	33	1.8%	16.1%
Autres inactifs	1140	15.5%	11.0%	364	10.3%	10.1%	776	20.4%	11.6%	240	12.8%	7.3%
PCS Personne de référence												
Agriculteurs	213	2.9%	28.3%	116	3.3%	29.2%	97	2.5%	27.2%	0	0.0%	0.0%
Petits patrons	366	5.0%	13.9%	196	5.5%	14.2%	169	4.4%	13.7%	366	19.5%	13.9%
Affaires et Cadres	605	8.2%	8.8%	320	9.0%	9.4%	285	7.5%	8.3%	605	32.3%	8.8%
Professions intermédiaires	904	12.3%	11.4%	500	14.1%	12.2%	404	10.6%	10.6%	904	48.2%	11.4%
Employés	634	8.6%	11.7%	282	8.0%	11.9%	352	9.2%	11.5%	0	0.0%	0.0%
Ouvriers	1519	20.6%	16.0%	827	23.3%	16.3%	692	18.2%	15.6%	0	0.0%	0.0%
Retraités	2556	34.7%	17.1%	1118	31.5%	16.7%	1437	37.7%	17.5%	0	0.0%	0.0%
Autres inactifs	562	7.6%	13.8%	187	5.3%	12.3%	375	9.8%	14.6%	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	1333	18.1%	13.3%	564	15.9%	13.0%	769	20.2%	13.5%	196	10.4%	10.1%
2 personnes	2951	40.1%	16.3%	1348	38.0%	15.5%	1603	42.0%	17.0%	485	25.9%	11.8%
3 personnes	1233	16.8%	13.4%	626	17.6%	13.2%	607	15.9%	13.6%	416	22.2%	10.4%
4 personnes	1152	15.7%	12.4%	643	18.1%	14.2%	510	13.4%	10.7%	469	25.0%	9.9%
5 personnes et +	690	9.4%	12.6%	367	10.4%	13.9%	323	8.5%	11.4%	308	16.4%	12.0%
Présence d'enfants de moins de 15 ans												
Oui	1992	27.1%	12.6%	1016	28.7%	13.7%	976	25.6%	11.7%	809	43.2%	10.5%
Non	5367	72.9%	14.8%	2531	71.3%	14.4%	2836	74.4%	15.1%	1066	56.8%	11.0%
Habitat												
Communes rurales	2562	34.8%	21.4%	1166	32.9%	20.4%	1396	36.6%	22.4%	530	28.2%	16.5%
Agglo. - 20 000 hab	1807	24.6%	19.9%	856	24.1%	19.8%	951	24.9%	20.0%	460	24.5%	17.8%
Agglo. 20 000 à 100 000 hab	1294	17.6%	18.5%	664	18.7%	19.8%	630	16.5%	17.3%	322	17.2%	15.9%
Agglo. + 100 000 hab	1239	16.8%	8.0%	649	18.3%	8.7%	590	15.5%	7.4%	417	22.2%	7.4%
Agglo. Paris	457	6.2%	5.3%	211	6.0%	5.2%	246	6.4%	5.5%	147	7.9%	3.7%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	644	8.8%	6.7%	298	8.4%	6.5%	345	9.1%	6.9%	207	11.0%	4.7%
Nord Pas de Calais	818	11.1%	25.5%	413	11.6%	27.0%	405	10.6%	24.1%	214	11.4%	21.5%
Lorraine	136	1.8%	7.1%	70	2.0%	7.6%	66	1.7%	6.7%	45	2.4%	8.4%
Alsace	60	0.8%	3.9%	33	0.9%	4.5%	27	0.7%	3.4%	8	0.4%	1.8%
Franche-Comté	147	2.0%	15.4%	78	2.2%	16.8%	69	1.8%	14.1%	35	1.9%	13.9%
Champagne Ardennes	75	1.0%	6.9%	43	1.2%	8.2%	32	0.8%	5.6%	8	0.4%	2.9%
Picardie	386	5.3%	25.1%	176	5.0%	23.7%	211	5.5%	26.4%	81	4.3%	18.3%
Bourgogne	152	2.1%	11.2%	70	2.0%	10.8%	81	2.1%	11.5%	26	1.4%	7.8%
Haute Normandie	498	6.8%	33.4%	228	6.4%	32.1%	270	7.1%	34.6%	124	6.6%	27.4%
Basse Normandie	507	6.9%	42.4%	223	6.3%	39.4%	284	7.5%	45.1%	129	6.9%	36.2%
Centre	271	3.7%	12.9%	140	3.9%	13.8%	131	3.4%	12.0%	55	2.9%	8.2%
Pays de Loire	580	7.9%	19.4%	249	7.0%	17.3%	331	8.7%	21.4%	121	6.4%	13.5%
Bretagne	482	6.6%	18.0%	226	6.4%	17.6%	256	6.7%	18.4%	110	5.9%	15.6%
Poitou Charentes	171	2.3%	11.4%	87	2.4%	12.1%	84	2.2%	10.8%	43	2.3%	11.7%
Aquitaine	385	5.2%	13.8%	182	5.1%	13.7%	203	5.3%	13.8%	76	4.1%	9.2%
Midi Pyrénées	435	5.9%	17.6%	225	6.3%	18.8%	210	5.5%	16.4%	104	5.6%	12.9%
Limousin	63	0.9%	10.3%	33	0.9%	11.4%	30	0.8%	9.3%	7	0.4%	4.6%
Auvergne	210	2.9%	18.4%	106	3.0%	19.4%	104	2.7%	17.6%	32	1.7%	10.6%
Rhône Alpes	837	11.4%	16.1%	404	11.4%	16.1%	433	11.4%	16.0%	279	14.9%	14.5%
Languedoc Roussillon	333	4.5%	14.5%	170	4.8%	15.6%	164	4.3%	13.6%	109	5.8%	14.8%
Provence Alpes Côte d'Azur. Corse	168	2.3%	3.8%	93	2.6%	4.5%	75	2.0%	3.3%	61	3.3%	4.0%
Habitudes de connexion à Internet												
Tous les jours	4750	64.5%	12.8%	2484	70.0%	13.5%	2266	59.4%	12.1%	1601	85.4%	10.6%
Presque tous les jours	800	10.9%	14.4%	383	10.8%	15.1%	417	10.9%	13.8%	148	7.9%	9.4%
1 à 2 fois par semaine	495	6.7%	18.1%	219	6.2%	18.9%	276	7.2%	17.5%	75	4.0%	14.5%
1 à 3 fois par mois	76	1.0%	14.9%	24	0.7%	10.4%	52	1.4%	18.8%	15	0.8%	18.6%
Moins souvent	100	1.4%	17.7%	43	1.2%	14.9%	57	1.5%	20.6%	6	0.3%	10.9%
Jamais	20	0.3%	27.7%	19	0.5%	37.2%	1	0.0%	3.2%	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	220	3.0%	13.1%	83	2.3%	11.3%	137	3.6%	14.4%	9	0.5%	5.3%
De 9 000 à moins de 12 000 euros par an	416	5.7%	15.4%	179	5.0%	17.2%	237	6.2%	14.2%	16	0.8%	6.3%
De 12 000 à moins de 18 000 euros par an	876	11.9%	16.3%	341	9.6%	15.2%	535	14.0%	17.1%	76	4.1%	11.2%
De 18 000 à moins de 24 000 euros par an	1066	14.5%	15.9%	478	13.5%	16.2%	587	15.4%	15.6%	184	9.8%	12.9%
De 24 000 à moins de 36 000 euros par an	1778	24.2%	15.2%	842	23.7%	15.1%	936	24.6%	15.3%	400	21.3%	11.4%
De 36 000 à moins de 45 000 euros par an	1055	14.3%	14.3%	541	15.3%	14.4%	514	13.5%	14.2%	326	17.4%	11.3%
De 45 000 à moins de 65 000 euros par an	830	11.3%	11.8%	508	14.3%	12.9%	322	8.5%	10.5%	404	21.5%	10.9%
65 000 euros et plus par an	455	6.2%	10.7%	292	8.2%	11.9%	162	4.3%	9.2%	280	14.9%	9.7%
Refus	523	7.1%	12.4%	220	6.2%	12.5%	303	7.9%	12.3%	139	7.4%	9.3%
Ne sait pas	140	1.9%	13.1%	63	1.8%	13.0%	77	2.0%	13.2%	42	2.2%	10.8%