

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	6584	100.0%	12.6%	3094	100.0%	12.4%	3489	100.0%	12.9%	1640	100.0%	9.4%
Sexe												
Homme	3094	47.0%	12.4%	3094	100.0%	12.4%	0	0.0%	0.0%	855	52.1%	9.6%
Femme	3489	53.0%	12.9%	0	0.0%	0.0%	3489	100.0%	12.9%	785	47.9%	9.2%
Age												
15 à 24 ans	579	8.8%	8.0%	310	10.0%	8.5%	268	7.7%	7.5%	188	11.4%	6.1%
25 à 34 ans	804	12.2%	10.6%	417	13.5%	11.2%	387	11.1%	10.0%	277	16.9%	8.7%
35 à 49 ans	1416	21.5%	11.3%	724	23.4%	11.7%	692	19.8%	10.9%	596	36.4%	9.4%
50 à 59 ans	1372	20.8%	15.2%	668	21.6%	14.8%	704	20.2%	15.7%	464	28.3%	12.2%
60 ans et plus	2413	36.6%	15.3%	976	31.5%	14.2%	1437	41.2%	16.2%	115	7.0%	11.5%
Individu												
Ménagères	3211	48.8%	13.7%	0	0.0%	0.0%	3211	92.0%	13.7%	698	42.6%	10.0%
Personne de référence	3624	55.0%	12.8%	2657	85.9%	13.0%	967	27.7%	12.3%	847	51.6%	10.0%
Responsable des achats	4671	70.9%	13.0%	1568	50.7%	11.9%	3104	88.9%	13.6%	1047	63.8%	9.5%
PCS Individu												
Agriculteurs	130	2.0%	25.9%	95	3.1%	28.1%	35	1.0%	21.2%	6	0.3%	21.7%
Petits patrons	211	3.2%	13.1%	161	5.2%	13.7%	49	1.4%	11.4%	191	11.6%	13.3%
Affaires et Cadres	385	5.8%	7.8%	224	7.2%	7.9%	161	4.6%	7.7%	332	20.3%	7.6%
Professions intermédiaires	780	11.9%	10.8%	396	12.8%	11.0%	384	11.0%	10.7%	617	37.6%	10.5%
Employés	1097	16.7%	13.1%	242	7.8%	10.7%	855	24.5%	14.0%	215	13.1%	11.8%
Ouvriers	978	14.8%	15.5%	775	25.1%	15.3%	203	5.8%	16.0%	38	2.3%	10.7%
Retraités	1943	29.5%	15.1%	877	28.3%	14.5%	1066	30.6%	15.8%	31	1.9%	14.8%
Autres inactifs	1060	16.1%	10.3%	325	10.5%	9.0%	736	21.1%	11.0%	211	12.9%	6.5%
PCS Personne de référence												
Agriculteurs	198	3.0%	26.3%	109	3.5%	27.5%	88	2.5%	24.9%	0	0.0%	0.0%
Petits patrons	326	5.0%	12.4%	176	5.7%	12.7%	150	4.3%	12.1%	326	19.9%	12.4%
Affaires et Cadres	518	7.9%	7.6%	257	8.3%	7.5%	261	7.5%	7.6%	518	31.6%	7.6%
Professions intermédiaires	796	12.1%	10.1%	422	13.6%	10.3%	373	10.7%	9.8%	796	48.5%	10.1%
Employés	562	8.5%	10.3%	237	7.7%	10.0%	325	9.3%	10.6%	0	0.0%	0.0%
Ouvriers	1422	21.6%	15.0%	773	25.0%	15.2%	648	18.6%	14.6%	0	0.0%	0.0%
Retraités	2235	33.9%	15.0%	952	30.8%	14.2%	1282	36.8%	15.6%	0	0.0%	0.0%
Autres inactifs	527	8.0%	12.9%	167	5.4%	11.0%	360	10.3%	14.1%	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	1215	18.4%	12.1%	492	15.9%	11.3%	723	20.7%	12.7%	172	10.5%	8.9%
2 personnes	2591	39.3%	14.3%	1148	37.1%	13.2%	1443	41.4%	15.3%	429	26.2%	10.4%
3 personnes	1109	16.8%	12.1%	548	17.7%	11.6%	562	16.1%	12.6%	357	21.8%	8.9%
4 personnes	1031	15.7%	11.1%	577	18.7%	12.8%	454	13.0%	9.6%	404	24.6%	8.5%
5 personnes et +	638	9.7%	11.6%	330	10.7%	12.5%	308	8.8%	10.9%	277	16.9%	10.8%
Présence d'enfants de moins de 15 ans												
Oui	1814	27.6%	11.5%	897	29.0%	12.1%	917	26.3%	11.0%	718	43.8%	9.3%
Non	4770	72.4%	13.1%	2198	71.0%	12.5%	2572	73.7%	13.7%	922	56.2%	9.5%
Habitat												
Communes rurales	2365	35.9%	19.8%	1056	34.1%	18.5%	1309	37.5%	21.0%	483	29.5%	15.1%
Agglo. - 20 000 hab	1661	25.2%	18.3%	766	24.8%	17.8%	895	25.6%	18.8%	420	25.6%	16.3%
Agglo. 20 000 à 100 000 hab	1171	17.8%	16.8%	594	19.2%	17.7%	577	16.5%	15.9%	287	17.5%	14.2%
Agglo. + 100 000 hab	1033	15.7%	6.7%	509	16.5%	6.8%	523	15.0%	6.5%	338	20.6%	6.0%
Agglo. Paris	354	5.4%	4.1%	169	5.5%	4.1%	186	5.3%	4.1%	112	6.8%	2.8%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	539	8.2%	5.6%	254	8.2%	5.5%	285	8.2%	5.7%	169	10.3%	3.9%
Nord Pas de Calais	815	12.4%	25.4%	413	13.3%	27.0%	402	11.5%	23.9%	214	13.1%	21.5%
Lorraine	74	1.1%	3.8%	39	1.3%	4.3%	34	1.0%	3.4%	20	1.2%	3.8%
Alsace	58	0.9%	3.8%	30	1.0%	4.1%	27	0.8%	3.4%	5	0.3%	1.2%
Franche-Comté	124	1.9%	12.9%	59	1.9%	12.7%	65	1.9%	13.2%	32	1.9%	12.5%
Champagne Ardennes	69	1.1%	6.3%	38	1.2%	7.3%	31	0.9%	5.4%	7	0.4%	2.3%
Picardie	384	5.8%	24.9%	173	5.6%	23.4%	210	6.0%	26.3%	80	4.9%	18.2%
Bourgogne	98	1.5%	7.2%	50	1.6%	7.7%	48	1.4%	6.8%	21	1.3%	6.2%
Haute Normandie	496	7.5%	33.3%	227	7.3%	32.0%	269	7.7%	34.5%	124	7.6%	27.4%
Basse Normandie	507	7.7%	42.3%	223	7.2%	39.4%	284	8.1%	45.0%	128	7.8%	36.0%
Centre	256	3.9%	12.1%	128	4.1%	12.6%	128	3.7%	11.7%	52	3.2%	7.9%
Pays de Loire	569	8.6%	19.0%	245	7.9%	17.0%	324	9.3%	21.0%	115	7.0%	12.9%
Bretagne	478	7.3%	17.9%	222	7.2%	17.3%	255	7.3%	18.3%	108	6.6%	15.1%
Poitou Charentes	160	2.4%	10.7%	77	2.5%	10.7%	83	2.4%	10.7%	36	2.2%	9.6%
Aquitaine	330	5.0%	11.8%	152	4.9%	11.4%	178	5.1%	12.2%	71	4.3%	8.5%
Midi Pyrénées	330	5.0%	13.3%	157	5.1%	13.1%	173	5.0%	13.5%	69	4.2%	8.6%
Limousin	46	0.7%	7.4%	21	0.7%	7.2%	24	0.7%	7.6%	6	0.4%	3.6%
Auvergne	147	2.2%	13.0%	65	2.1%	11.9%	83	2.4%	14.0%	20	1.2%	6.5%
Rhône Alpes	720	10.9%	13.8%	329	10.6%	13.1%	391	11.2%	14.5%	232	14.2%	12.0%
Languedoc Roussillon	268	4.1%	11.7%	134	4.3%	12.3%	135	3.9%	11.2%	89	5.5%	12.2%
Provence Alpes Côte d'Azur. Corse	118	1.8%	2.7%	59	1.9%	2.8%	60	1.7%	2.6%	42	2.5%	2.7%
Habitudes de connexion à Internet												
Tous les jours	4249	64.5%	11.4%	2175	70.3%	11.9%	2073	59.4%	11.0%	1400	85.4%	9.3%
Presque tous les jours	685	10.4%	12.3%	329	10.6%	12.9%	356	10.2%	11.8%	129	7.9%	8.1%
1 à 2 fois par semaine	456	6.9%	16.7%	192	6.2%	16.6%	264	7.6%	16.7%	63	3.8%	12.1%
1 à 3 fois par mois	67	1.0%	13.2%	19	0.6%	8.1%	48	1.4%	17.4%	14	0.9%	17.5%
Moins souvent	96	1.5%	17.0%	40	1.3%	13.9%	56	1.6%	20.2%	5	0.3%	8.5%
Jamais	20	0.3%	27.7%	19	0.6%	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	210	3.2%	12.5%	76	2.4%	10.4%	134	3.8%	14.1%	9	0.6%	5.3%
De 9 000 à moins de 12 000 euros par an	367	5.6%	13.5%	141	4.6%	13.5%	226	6.5%	13.6%	15	0.9%	5.9%
De 12 000 à moins de 18 000 euros par an	795	12.1%	14.8%	308	9.9%	13.7%	487	14.0%	15.5%	72	4.4%	10.6%
De 18 000 à moins de 24 000 euros par an	999	15.2%	14.9%	436	14.1%	14.8%	564	16.2%	15.0%	161	9.8%	11.4%
De 24 000 à moins de 36 000 euros par an	1625	24.7%	13.9%	765	24.7%	13.7%	860	24.6%	14.1%	368	22.4%	10.5%
De 36 000 à moins de 45 000 euros par an	938	14.3%	12.7%	475	15.3%	12.7%	464	13.3%	12.8%	285	17.4%	9.9%
De 45 000 à moins de 65 000 euros par an	728	11.1%	10.4%	430	13.9%	10.9%	298	8.5%	9.7%	355	21.7%	9.6%
65 000 euros et plus par an	349	5.3%	8.2%	225	7.3%	9.2%	124	3.5%	7.0%	215	13.1%	7.4%
Refus	469	7.1%	11.1%	199	6.4%	11.3%	271	7.8%	11.0%	119	7.3%	8.0%
Ne sait pas	104	1.6%	9.7%	40	1.3%	8.4%	63	1.8%	10.8%	41	2.5%	10.5%