

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	3563	100.0%	6.8%	874	100.0%	3.5%	2689	100.0%	9.8%	863	100.0%	4.8%
Sexe												
Homme	874	24.5%	3.5%	874	100.0%	3.5%	0	0.0%	0.0%	236	27.3%	2.6%
Femme	2689	75.5%	9.8%	0	0.0%	0.0%	2689	100.0%	9.8%	627	72.7%	7.2%
Age												
15 à 24 ans	111	3.1%	1.5%	28	3.2%	0.7%	83	3.1%	2.3%	44	5.1%	1.4%
25 à 34 ans	275	7.7%	3.6%	40	4.6%	1.1%	235	8.8%	6.0%	87	10.1%	2.7%
35 à 49 ans	803	22.5%	6.3%	173	19.8%	2.8%	631	23.5%	9.8%	340	39.4%	5.5%
50 à 59 ans	835	23.4%	9.7%	216	24.7%	5.2%	619	23.0%	14.0%	272	31.5%	7.5%
60 ans et plus	1539	43.2%	9.5%	418	47.8%	5.8%	1121	41.7%	12.6%	121	14.0%	7.6%
Individu												
Ménagères	2530	71.0%	10.8%	0	0.0%	0.0%	2530	94.1%	10.8%	583	67.5%	8.2%
Personne de référence	1647	46.2%	5.9%	809	92.5%	3.9%	838	31.2%	11.3%	360	41.7%	4.1%
Responsable des achats	3015	84.6%	8.4%	510	58.3%	3.9%	2505	93.2%	10.9%	684	79.3%	6.1%
PCS Individu												
Agriculteurs	36	1.0%	7.0%	16	1.9%	5.1%	20	0.7%	10.1%	2	0.2%	4.8%
Petits patrons	84	2.4%	5.2%	44	5.0%	3.6%	41	1.5%	9.7%	73	8.5%	5.0%
Affaires et Cadres	240	6.7%	4.8%	71	8.1%	2.4%	170	6.3%	7.9%	195	22.6%	4.3%
Professions intermédiaires	442	12.4%	6.0%	113	13.0%	3.1%	328	12.2%	8.9%	302	35.0%	5.0%
Employés	753	21.1%	8.8%	72	8.2%	3.2%	681	25.3%	10.8%	122	14.2%	6.9%
Ouvriers	298	8.4%	4.6%	167	19.1%	3.2%	131	4.9%	10.1%	34	3.9%	7.6%
Retraités	1241	34.8%	9.6%	330	37.7%	5.5%	911	33.9%	13.2%	24	2.8%	10.8%
Autres inactifs	469	13.2%	4.7%	61	7.0%	1.7%	407	15.2%	6.4%	111	12.9%	3.3%
PCS Personne de référence												
Agriculteurs	71	2.0%	9.1%	17	1.9%	4.6%	54	2.0%	13.0%	0	0.0%	0.0%
Petits patrons	146	4.1%	5.4%	49	5.6%	3.4%	97	3.6%	7.9%	146	16.9%	5.4%
Affaires et Cadres	329	9.2%	4.7%	73	8.3%	2.1%	256	9.5%	7.2%	329	38.1%	4.7%
Professions intermédiaires	389	10.9%	4.8%	114	13.0%	2.7%	275	10.2%	7.0%	389	45.0%	4.8%
Employés	447	12.6%	8.0%	71	8.1%	3.1%	376	14.0%	11.6%	0	0.0%	0.0%
Ouvriers	564	15.8%	5.8%	157	17.9%	3.0%	408	15.2%	9.0%	0	0.0%	0.0%
Retraités	1414	39.7%	9.4%	345	39.5%	5.2%	1069	39.7%	12.7%	0	0.0%	0.0%
Autres inactifs	204	5.7%	5.8%	48	5.5%	3.3%	155	5.8%	7.6%	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	773	21.7%	7.9%	150	17.1%	3.5%	624	23.2%	11.3%	112	12.9%	4.7%
2 personnes	1501	42.1%	8.2%	418	47.8%	4.7%	1083	40.3%	11.5%	259	30.0%	6.2%
3 personnes	489	13.7%	5.2%	104	11.9%	2.2%	385	14.3%	8.3%	190	22.0%	4.8%
4 personnes	467	13.1%	5.0%	117	13.4%	2.5%	351	13.0%	7.5%	188	21.8%	4.0%
5 personnes et +	332	9.3%	5.9%	86	9.8%	3.3%	246	9.2%	8.1%	115	13.3%	4.3%
Présence d'enfants de moins de 15 ans												
Oui	861	24.2%	5.5%	196	22.5%	2.7%	665	24.7%	7.9%	317	36.7%	4.2%
Non	2702	75.8%	7.4%	678	77.5%	3.8%	2024	75.3%	10.7%	547	63.3%	5.3%
Habitat												
Communes rurales	813	22.8%	6.8%	205	23.5%	3.6%	608	22.6%	9.7%	160	18.5%	4.8%
Agglo. - 20 000 hab	691	19.4%	7.7%	174	20.0%	4.0%	517	19.2%	11.1%	148	17.2%	5.4%
Agglo. 20 000 à 100 000 hab	541	15.2%	7.8%	120	13.7%	3.6%	421	15.7%	11.5%	143	16.6%	6.8%
Agglo. + 100 000 hab	985	27.7%	6.3%	234	26.8%	3.1%	751	27.9%	9.2%	218	25.2%	3.9%
Agglo. Paris	532	14.9%	6.1%	140	16.0%	3.4%	392	14.6%	8.5%	194	22.5%	4.8%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	615	17.3%	6.3%	151	17.3%	3.3%	464	17.3%	9.1%	208	24.1%	4.7%
Nord Pas de Calais	215	6.0%	6.7%	63	7.2%	4.1%	152	5.6%	9.1%	50	5.8%	5.0%
Lorraine	163	4.6%	8.5%	48	5.4%	5.1%	116	4.3%	11.8%	35	4.0%	6.5%
Alsace	108	3.0%	6.9%	26	2.9%	3.4%	82	3.1%	10.3%	22	2.6%	4.8%
Franche-Comté	76	2.1%	7.9%	19	2.1%	4.0%	57	2.1%	11.5%	19	2.2%	6.7%
Champagne Ardennes	73	2.0%	6.6%	24	2.8%	4.5%	49	1.8%	8.5%	18	2.1%	6.2%
Picardie	99	2.8%	6.4%	21	2.5%	2.9%	77	2.9%	9.7%	30	3.4%	6.7%
Bourgogne	112	3.1%	8.2%	24	2.7%	3.7%	88	3.3%	12.2%	21	2.4%	5.4%
Haute Normandie	70	2.0%	4.7%	7	0.8%	1.0%	62	2.3%	8.0%	18	2.1%	3.9%
Basse Normandie	88	2.5%	7.3%	16	1.8%	2.8%	72	2.7%	11.3%	24	2.8%	6.7%
Centre	140	3.9%	6.8%	36	4.1%	3.6%	104	3.9%	9.7%	27	3.2%	4.3%
Pays de Loire	222	6.2%	7.3%	52	5.9%	3.6%	170	6.3%	10.7%	37	4.3%	4.1%
Bretagne	180	5.1%	6.7%	45	5.2%	3.5%	135	5.0%	9.7%	25	2.8%	3.1%
Poitou Charentes	107	3.0%	7.2%	31	3.5%	4.3%	76	2.8%	9.8%	22	2.6%	5.4%
Aquitaine	140	3.9%	5.0%	32	3.6%	2.3%	108	4.0%	7.4%	22	2.6%	2.5%
Midi Pyrénées	164	4.6%	6.6%	25	2.9%	2.1%	139	5.2%	10.9%	51	5.9%	5.8%
Limousin	45	1.3%	7.2%	12	1.3%	3.9%	34	1.2%	10.3%	3	0.3%	1.7%
Auvergne	71	2.0%	6.2%	12	1.4%	2.2%	59	2.2%	9.9%	15	1.7%	5.0%
Rhône Alpes	366	10.3%	6.9%	80	9.2%	3.1%	286	10.6%	10.4%	99	11.4%	5.0%
Languedoc Roussillon	183	5.1%	7.8%	66	7.6%	6.0%	116	4.3%	9.5%	48	5.5%	6.5%
Provence Alpes Côte d'Azur. Corse	328	9.2%	7.5%	84	9.6%	4.1%	244	9.1%	10.5%	69	8.0%	4.5%
Habitudes de connexion à Internet												
Tous les jours	2706	75.9%	6.3%	699	80.0%	3.3%	2006	74.6%	9.2%	702	81.3%	4.4%
Presque tous les jours	522	14.7%	8.6%	111	12.7%	4.0%	411	15.3%	12.3%	106	12.3%	7.7%
1 à 2 fois par semaine	281	7.9%	9.3%	46	5.3%	3.7%	235	8.7%	13.3%	48	5.6%	9.4%
1 à 3 fois par mois	49	1.4%	12.2%	14	1.6%	7.4%	35	1.3%	16.2%	7	0.8%	12.3%
Moins souvent	5	0.1%	4.7%	4	0.4%	9.9%	1	0.1%	2.0%	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	66	1.9%	4.9%	9	1.0%	1.4%	57	2.1%	7.7%	9	1.0%	4.1%
De 9 000 à moins de 12 000 euros par an	172	4.8%	8.6%	48	5.5%	6.3%	123	4.6%	10.1%	11	1.3%	4.4%
De 12 000 à moins de 18 000 euros par an	407	11.4%	8.1%	71	8.1%	3.5%	336	12.5%	11.3%	42	4.8%	5.3%
De 18 000 à moins de 24 000 euros par an	492	13.8%	7.1%	115	13.2%	3.9%	376	14.0%	9.6%	76	8.8%	5.1%
De 24 000 à moins de 36 000 euros par an	996	28.0%	8.1%	236	27.0%	4.1%	760	28.3%	11.5%	213	24.6%	6.1%
De 36 000 à moins de 45 000 euros par an	538	15.1%	7.0%	148	17.0%	3.8%	389	14.5%	10.2%	177	20.5%	6.1%
De 45 000 à moins de 65 000 euros par an	404	11.3%	5.2%	118	13.4%	2.7%	287	10.7%	8.3%	153	17.8%	4.0%
65 000 euros et plus par an	221	6.2%	5.2%	79	9.0%	3.1%	142	5.3%	8.2%	113	13.0%	3.9%
Refus	206	5.8%	5.8%	39	4.5%	2.6%	167	6.2%	8.2%	58	6.7%	4.4%
Ne sait pas	61	1.7%	3.9%	10	1.2%	1.4%	51	1.9%	6.1%	13	1.5%	1.9%