

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	2454	100.0%	4.7%	1167	100.0%	4.6%	1286	100.0%	4.7%	629	100.0%	3.5%
Sexe												
Homme	1167	47.6%	4.6%	1167	100.0%	4.6%	0	0.0%	0.0%	348	55.3%	3.8%
Femme	1286	52.4%	4.7%	0	0.0%	0.0%	1286	100.0%	4.7%	282	44.7%	3.2%
Age												
15 à 24 ans	217	8.9%	2.9%	99	8.5%	2.7%	119	9.2%	3.2%	64	10.2%	2.0%
25 à 34 ans	191	7.8%	2.5%	91	7.8%	2.4%	100	7.8%	2.6%	87	13.9%	2.7%
35 à 49 ans	530	21.6%	4.2%	268	22.9%	4.3%	262	20.4%	4.1%	225	35.7%	3.6%
50 à 59 ans	439	17.9%	5.1%	200	17.1%	4.8%	239	18.6%	5.4%	170	27.1%	4.7%
60 ans et plus	1077	43.9%	6.7%	510	43.7%	7.0%	567	44.1%	6.4%	82	13.1%	5.2%
Individu												
Ménagères	1163	47.4%	5.0%	0	0.0%	0.0%	1163	90.4%	5.0%	243	38.6%	3.4%
Personne de référence	1370	55.8%	4.9%	1053	90.2%	5.1%	317	24.6%	4.3%	371	58.9%	4.2%
Responsable des achats	1747	71.2%	4.9%	599	51.3%	4.6%	1147	89.2%	5.0%	414	65.7%	3.7%
PCS Individu												
Agriculteurs	48	2.0%	9.4%	35	3.0%	10.8%	14	1.1%	7.1%	0	0.1%	1.4%
Petits patrons	61	2.5%	3.8%	48	4.1%	3.9%	14	1.1%	3.3%	53	8.4%	3.6%
Affaires et Cadres	174	7.1%	3.5%	103	8.8%	3.6%	71	5.5%	3.3%	146	23.2%	3.2%
Professions intermédiaires	334	13.6%	4.5%	183	15.6%	4.9%	152	11.8%	4.1%	271	43.0%	4.5%
Employés	356	14.5%	4.2%	69	5.9%	3.1%	287	22.3%	4.6%	71	11.3%	4.0%
Ouvriers	263	10.7%	4.1%	188	16.1%	3.7%	75	5.8%	5.7%	17	2.7%	3.8%
Retraités	920	37.5%	7.1%	454	38.9%	7.6%	466	36.2%	6.7%	13	2.0%	5.7%
Autres inactifs	297	12.1%	3.0%	88	7.6%	2.4%	209	16.2%	3.3%	59	9.4%	1.8%
PCS Personne de référence												
Agriculteurs	69	2.8%	8.9%	37	3.1%	10.1%	33	2.5%	7.9%	0	0.0%	0.0%
Petits patrons	88	3.6%	3.3%	51	4.3%	3.5%	37	2.9%	3.0%	88	14.0%	3.3%
Affaires et Cadres	221	9.0%	3.1%	118	10.1%	3.4%	103	8.0%	2.9%	221	35.1%	3.1%
Professions intermédiaires	321	13.1%	4.0%	179	15.4%	4.3%	142	11.0%	3.6%	321	51.0%	4.0%
Employés	203	8.3%	3.6%	72	6.2%	3.1%	131	10.2%	4.0%	0	0.0%	0.0%
Ouvriers	412	16.8%	4.2%	206	17.7%	4.0%	205	16.0%	4.5%	0	0.0%	0.0%
Retraités	1031	42.0%	6.9%	467	40.0%	7.1%	564	43.8%	6.7%	0	0.0%	0.0%
Autres inactifs	109	4.5%	3.1%	37	3.2%	2.5%	72	5.6%	3.5%	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	434	17.7%	4.4%	193	16.5%	4.5%	241	18.7%	4.4%	76	12.0%	3.2%
2 personnes	1099	44.8%	6.0%	521	44.7%	5.9%	577	44.9%	6.1%	159	25.3%	3.8%
3 personnes	347	14.2%	3.7%	165	14.1%	3.5%	183	14.2%	4.0%	132	20.9%	3.3%
4 personnes	351	14.3%	3.7%	186	15.9%	3.9%	165	12.9%	3.5%	157	24.9%	3.3%
5 personnes et +	223	9.1%	4.0%	103	8.8%	4.0%	120	9.3%	4.0%	106	16.9%	4.0%
Présence d'enfants de moins de 15 ans												
Oui	585	23.8%	3.7%	261	22.4%	3.6%	324	25.2%	3.8%	268	42.6%	3.6%
Non	1869	76.2%	5.1%	906	77.6%	5.1%	963	74.8%	5.1%	361	57.4%	3.5%
Habitat												
Communes rurales	777	31.7%	6.5%	369	31.6%	6.5%	408	31.7%	6.5%	172	27.3%	5.1%
Agglo. - 20 000 hab	665	27.1%	7.4%	314	26.9%	7.3%	351	27.3%	7.5%	164	26.1%	6.0%
Agglo. 20 000 à 100 000 hab	392	16.0%	5.6%	168	14.4%	5.1%	224	17.4%	6.1%	95	15.1%	4.5%
Agglo. + 100 000 hab	568	23.2%	3.6%	283	24.3%	3.7%	285	22.2%	3.5%	171	27.2%	3.0%
Agglo. Paris	52	2.1%	0.6%	33	2.8%	0.8%	19	1.5%	0.4%	27	4.3%	0.7%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	58	2.4%	0.6%	35	3.0%	0.7%	23	1.8%	0.5%	31	4.9%	0.7%
Nord Pas de Calais	2	0.1%	0.1%	1	0.1%	0.1%	1	0.1%	0.1%	1	0.1%	0.1%
Lorraine	2	0.1%	0.1%	2	0.1%	0.2%	0	0.0%	0.0%	0	0.1%	0.1%
Alsace	0	0.0%	0.0%	0	0.0%	0.1%	0	0.0%	0.0%	0	0.0%	0.0%
Champagne Ardennes	1	0.0%	0.1%	1	0.0%	0.1%	0	0.0%	0.0%	0	0.0%	0.0%
Picardie	5	0.2%	0.3%	2	0.2%	0.3%	2	0.2%	0.3%	2	0.3%	0.5%
Bourgogne	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Haute Normandie	23	0.9%	1.5%	8	0.7%	1.2%	15	1.1%	1.9%	6	1.0%	1.4%
Basse Normandie	348	14.2%	28.8%	142	12.2%	24.8%	206	16.0%	32.3%	95	15.1%	26.4%
Centre	17	0.7%	0.8%	10	0.8%	1.0%	7	0.6%	0.7%	11	1.7%	1.7%
Pays de Loire	952	38.8%	31.5%	470	40.3%	32.6%	482	37.5%	30.4%	234	37.2%	26.0%
Bretagne	1014	41.3%	37.7%	477	40.8%	36.6%	537	41.7%	38.7%	236	37.5%	30.3%
Poitou Charentes	16	0.6%	1.0%	9	0.7%	1.2%	7	0.5%	0.9%	6	0.9%	1.3%
Aquitaine	7	0.3%	0.2%	6	0.5%	0.4%	1	0.1%	0.1%	3	0.5%	0.4%
Midi Pyrénées	1	0.0%	0.0%	0	0.0%	0.0%	1	0.1%	0.1%	0	0.0%	0.0%
Limousin	1	0.1%	0.2%	1	0.1%	0.5%	0	0.0%	0.0%	0	0.0%	0.1%
Auvergne	2	0.1%	0.2%	2	0.1%	0.3%	1	0.0%	0.1%	0	0.1%	0.1%
Rhône Alpes	2	0.1%	0.0%	0	0.0%	0.0%	1	0.1%	0.1%	0	0.1%	0.0%
Languedoc Roussillon	2	0.1%	0.1%	2	0.1%	0.1%	1	0.0%	0.0%	2	0.3%	0.3%
Provence Alpes Côte d'Azur. Corse	1	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Habitudes de connexion à Internet												
Tous les jours	1977	80.6%	4.6%	1000	85.7%	4.8%	977	75.9%	4.5%	556	88.3%	3.5%
Presque tous les jours	300	12.2%	4.9%	97	8.3%	3.5%	203	15.8%	6.1%	45	7.2%	3.3%
1 à 2 fois par semaine	156	6.4%	5.2%	55	4.7%	4.4%	101	7.9%	5.7%	22	3.5%	4.3%
1 à 3 fois par mois	21	0.8%	5.2%	15	1.3%	8.2%	5	0.4%	2.5%	6	0.9%	9.4%
Moins souvent	1	0.0%	0.5%	0	0.0%	1.3%	0	0.0%	0.1%	1	0.1%	2.5%

	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	29	1.2%	2.1%	14	1.2%	2.2%	16	1.2%	2.1%	5	0.7%	2.2%
De 9 000 à moins de 12 000 euros par an	83	3.4%	4.2%	40	3.5%	5.3%	43	3.3%	3.5%	3	0.4%	1.0%
De 12 000 à moins de 18 000 euros par an	210	8.6%	4.2%	90	7.7%	4.4%	120	9.4%	4.1%	19	3.0%	2.4%
De 18 000 à moins de 24 000 euros par an	398	16.2%	5.8%	163	13.9%	5.5%	235	18.3%	6.0%	49	7.9%	3.3%
De 24 000 à moins de 36 000 euros par an	603	24.6%	4.9%	269	23.0%	4.7%	334	26.0%	5.1%	119	19.0%	3.4%
De 36 000 à moins de 45 000 euros par an	413	16.8%	5.4%	212	18.2%	5.5%	201	15.6%	5.3%	144	22.9%	5.0%
De 45 000 à moins de 65 000 euros par an	391	15.9%	5.0%	210	17.9%	4.9%	181	14.1%	5.3%	171	27.2%	4.5%
65 000 euros et plus par an	150	6.1%	3.5%	104	8.9%	4.1%	46	3.6%	2.6%	79	12.5%	2.7%
Refus	137	5.6%	3.9%	47	4.0%	3.1%	90	7.0%	4.5%	27	4.3%	2.1%
Ne sait pas	39	1.6%	2.5%	20	1.7%	2.7%	20	1.5%	2.4%	13	2.0%	1.9%