

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	6349	100.0%	12.1%	3100	100.0%	12.3%	3249	100.0%	11.9%	1662	100.0%	9.3%
Sexe												
Homme	3100	48.8%	12.3%	3100	100.0%	12.3%	0	0.0%	0.0%	870	52.4%	9.5%
Femme	3249	51.2%	11.9%	0	0.0%	0.0%	3249	100.0%	11.9%	791	47.6%	9.1%
Age												
15 à 24 ans	582	9.2%	7.9%	269	8.7%	7.2%	313	9.6%	8.6%	195	11.7%	6.1%
25 à 34 ans	731	11.5%	9.6%	354	11.4%	9.5%	377	11.6%	9.6%	240	14.4%	7.5%
35 à 49 ans	1355	21.3%	10.7%	718	23.2%	11.5%	636	19.6%	9.9%	578	34.8%	9.3%
50 à 59 ans	1225	19.3%	14.2%	598	19.3%	14.3%	627	19.3%	14.1%	444	26.7%	12.3%
60 ans et plus	2456	38.7%	15.2%	1160	37.4%	16.0%	1296	39.9%	14.6%	205	12.3%	12.9%
Individu												
Ménagères	2910	45.8%	12.4%	0	0.0%	0.0%	2910	89.6%	12.4%	682	41.0%	9.6%
Personne de référence	3527	55.6%	12.6%	2741	88.4%	13.3%	786	24.2%	10.6%	920	55.4%	10.4%
Responsable des achats	4410	69.5%	12.3%	1540	49.7%	11.9%	2871	88.4%	12.5%	1066	64.1%	9.5%
PCS Individu												
Agriculteurs	109	1.7%	21.2%	78	2.5%	24.4%	31	1.0%	15.9%	5	0.3%	13.3%
Petits patrons	191	3.0%	11.7%	144	4.6%	11.8%	48	1.5%	11.4%	172	10.4%	11.7%
Affaires et Cadres	402	6.3%	8.0%	242	7.8%	8.4%	161	4.9%	7.5%	348	20.9%	7.7%
Professions intermédiaires	818	12.9%	11.1%	427	13.8%	11.6%	391	12.0%	10.6%	661	39.8%	10.9%
Employés	1061	16.7%	12.4%	229	7.4%	10.2%	831	25.6%	13.2%	206	12.4%	11.6%
Ouvriers	916	14.4%	14.2%	743	24.0%	14.5%	173	5.3%	13.2%	43	2.6%	9.6%
Retraités	2018	31.8%	15.6%	966	31.2%	16.1%	1052	32.4%	15.2%	28	1.7%	12.8%
Autres inactifs	833	13.1%	8.4%	270	8.7%	7.4%	563	17.3%	8.9%	199	12.0%	6.0%
PCS Personne de référence												
Agriculteurs	173	2.7%	22.3%	84	2.7%	23.1%	89	2.7%	21.6%	0	0.0%	0.0%
Petits patrons	299	4.7%	11.2%	154	5.0%	10.6%	145	4.5%	11.8%	299	18.0%	11.2%
Affaires et Cadres	524	8.3%	7.4%	266	8.6%	7.6%	258	7.9%	7.3%	524	31.6%	7.4%
Professions intermédiaires	838	13.2%	10.3%	450	14.5%	10.7%	388	11.9%	9.9%	838	50.4%	10.3%
Employés	554	8.7%	9.9%	235	7.6%	10.1%	319	9.8%	9.8%	0	0.0%	0.0%
Ouvriers	1377	21.7%	14.2%	748	24.1%	14.5%	630	19.4%	13.9%	0	0.0%	0.0%
Retraités	2292	36.1%	15.3%	1028	33.2%	15.5%	1264	38.9%	15.1%	0	0.0%	0.0%
Autres inactifs	290	4.6%	8.2%	134	4.3%	9.0%	156	4.8%	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	1105	17.4%	11.3%	496	16.0%	11.7%	609	18.7%	11.0%	201	12.1%	8.5%
2 personnes	2606	41.0%	14.2%	1271	41.0%	14.3%	1335	41.1%	14.1%	476	28.7%	11.3%
3 personnes	1025	16.1%	11.0%	511	16.5%	10.9%	514	15.8%	11.1%	349	21.0%	8.8%
4 personnes	1008	15.9%	10.7%	550	17.8%	11.7%	458	14.1%	9.7%	410	24.7%	8.7%
5 personnes et +	604	9.5%	10.8%	271	8.8%	10.6%	333	10.2%	11.0%	225	13.6%	8.5%
Présence d'enfants de moins de 15 ans												
Oui	1671	26.3%	10.6%	811	26.2%	11.2%	860	26.5%	10.2%	657	39.5%	8.7%
Non	4678	73.7%	12.7%	2289	73.8%	12.8%	2389	73.5%	12.7%	1005	60.5%	9.7%
Habitat												
Communes rurales	2227	35.1%	18.6%	1035	33.4%	18.1%	1192	36.7%	19.0%	530	31.9%	15.9%
Agglo. - 20 000 hab	1563	24.6%	17.4%	785	25.3%	18.2%	778	24.0%	16.7%	407	24.5%	14.8%
Agglo. 20 000 à 100 000 hab	1120	17.6%	16.1%	532	17.2%	16.1%	588	18.1%	16.0%	268	16.1%	12.6%
Agglo. + 100 000 hab	1068	16.8%	6.8%	567	18.3%	7.4%	501	15.4%	6.2%	324	19.5%	5.8%
Agglo. Paris	370	5.8%	4.2%	181	5.8%	4.3%	189	5.8%	4.1%	132	7.9%	3.3%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	544	8.6%	5.6%	261	8.4%	5.6%	283	8.7%	5.5%	182	11.0%	4.2%
Nord Pas de Calais	696	11.0%	21.7%	373	12.0%	24.1%	323	9.9%	19.4%	167	10.0%	16.5%
Lorraine	88	1.4%	4.6%	45	1.5%	4.8%	43	1.3%	4.4%	19	1.1%	3.5%
Alsace	33	0.5%	2.1%	16	0.5%	2.1%	17	0.5%	2.1%	10	0.6%	2.3%
Franche-Comté	120	1.9%	12.4%	52	1.7%	11.1%	68	2.1%	13.6%	27	1.6%	9.7%
Champagne Ardennes	46	0.7%	4.1%	28	0.9%	5.2%	18	0.5%	3.1%	5	0.3%	1.9%
Picardie	362	5.7%	23.5%	184	5.9%	24.6%	179	5.5%	22.4%	81	4.9%	18.4%
Bourgogne	99	1.6%	7.2%	60	1.9%	9.1%	40	1.2%	5.5%	16	1.0%	4.2%
Haute Normandie	503	7.9%	33.9%	234	7.5%	33.1%	269	8.3%	34.6%	137	8.3%	29.9%
Basse Normandie	492	7.7%	40.6%	221	7.1%	38.7%	271	8.3%	42.4%	125	7.5%	34.5%
Centre	242	3.8%	11.8%	145	4.7%	14.7%	96	3.0%	9.0%	62	3.7%	9.7%
Pays de Loire	541	8.5%	17.9%	243	7.8%	16.9%	297	9.1%	18.8%	114	6.9%	12.6%
Bretagne	489	7.7%	18.2%	230	7.4%	17.7%	259	8.0%	18.7%	133	8.0%	17.0%
Poitou Charentes	137	2.2%	9.2%	72	2.3%	10.1%	65	2.0%	8.4%	37	2.2%	9.0%
Aquitaine	270	4.3%	9.6%	131	4.2%	9.7%	139	4.3%	9.6%	68	4.1%	7.6%
Midi Pyrénées	299	4.7%	12.1%	145	4.7%	12.0%	154	4.8%	12.1%	79	4.8%	9.0%
Limousin	39	0.6%	6.2%	18	0.6%	6.1%	21	0.6%	6.3%	8	0.5%	4.6%
Auvergne	160	2.5%	14.0%	76	2.4%	13.7%	85	2.6%	14.2%	27	1.7%	9.2%
Rhône Alpes	775	12.2%	14.6%	356	11.5%	14.0%	419	12.9%	15.3%	242	14.6%	12.2%
Languedoc Roussillon	281	4.4%	12.0%	131	4.2%	11.9%	150	4.6%	12.2%	84	5.0%	11.4%
Provence Alpes Côte d'Azur. Corse	132	2.1%	3.0%	77	2.5%	3.7%	55	1.7%	2.4%	38	2.3%	2.5%
Habitudes de connexion à Internet												
Tous les jours	5008	78.9%	11.7%	2499	80.6%	12.0%	2509	77.2%	11.4%	1445	87.0%	9.1%
Presque tous les jours	790	12.4%	12.9%	390	12.6%	14.2%	400	12.3%	11.9%	129	7.8%	9.4%
1 à 2 fois par semaine	472	7.4%	15.6%	176	5.7%	14.0%	296	9.1%	16.8%	77	4.6%	15.0%
1 à 3 fois par mois	64	1.0%	16.1%	30	1.0%	16.0%	35	1.1%	16.3%	6	0.4%	10.2%
Moins souvent	15	0.2%	13.4%	5	0.2%	14.3%	9	0.3%	12.9%	4	0.3%	18.5%

	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	103	1.6%	7.5%	40	1.3%	6.4%	63	1.9%	8.5%	13	0.8%	6.3%
De 9 000 à moins de 12 000 euros par an	222	3.5%	11.1%	77	2.5%	10.0%	145	4.5%	11.9%	19	1.2%	7.8%
De 12 000 à moins de 18 000 euros par an	623	9.8%	12.4%	280	9.0%	13.7%	343	10.6%	11.6%	63	3.8%	8.0%
De 18 000 à moins de 24 000 euros par an	991	15.6%	14.4%	451	14.6%	15.3%	540	16.6%	13.7%	159	9.6%	10.6%
De 24 000 à moins de 36 000 euros par an	1673	26.4%	13.6%	765	24.7%	13.4%	909	28.0%	13.7%	340	20.5%	9.7%
De 36 000 à moins de 45 000 euros par an	987	15.6%	12.8%	523	16.9%	13.5%	465	14.3%	12.2%	305	18.4%	10.5%
De 45 000 à moins de 65 000 euros par an	871	13.7%	11.2%	502	16.2%	11.7%	369	11.4%	10.7%	369	22.2%	9.6%
65 000 euros et plus par an	406	6.4%	9.5%	270	8.7%	10.6%	136	4.2%	7.8%	224	13.5%	7.8%
Refus	360	5.7%	10.1%	148	4.8%	9.7%	212	6.5%	10.4%	121	7.3%	9.2%
Ne sait pas	112	1.8%	7.1%	44	1.4%	6.0%	68	2.1%	8.1%	47	2.9%	7.2%