

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	2441	100.0%	4.8%	1268	100.0%	5.2%	1172	100.0%	4.4%	643	100.0%	3.8%
<b>Sexe</b>												
<b>Homme</b>	1268	52.0%	5.2%	1268	100.0%	5.2%	0	-	100.0%	376	58.4%	4.3%
<b>Femme</b>	1172	48.0%	4.4%	0	-	100.0%	1172	100.0%	4.4%	267	41.6%	3.3%
<b>Age</b>												
<b>15 à 24 ans</b>	247	10.1%	3.3%	145	11.4%	3.9%	102	8.7%	2.8%	103	16.0%	3.5%
<b>25 à 34 ans</b>	264	10.8%	3.4%	152	12.0%	4.0%	112	9.5%	2.9%	108	16.7%	3.1%
<b>35 à 49 ans</b>	517	21.2%	4.1%	293	23.1%	4.7%	224	19.1%	3.5%	225	35.0%	3.7%
<b>50 à 64 ans</b>	701	28.7%	5.7%	340	26.8%	5.7%	361	30.7%	5.7%	205	31.9%	5.0%
<b>65 ans et plus</b>	712	29.2%	6.6%	338	26.7%	7.3%	374	31.9%	6.0%	2	0.3%	0.9%
<b>Individu</b>												
<b>Ménagère</b>	1089	44.6%	4.7%	0	-	100.0%	1089	92.8%	4.7%	232	36.1%	3.5%
<b>Personne de Référence</b>	1410	57.8%	5.0%	1101	86.8%	5.5%	309	26.4%	3.9%	343	53.3%	4.1%
<b>Responsable des achats</b>	1108	45.4%	4.6%	330	26.0%	4.3%	778	66.3%	4.7%	301	46.9%	3.6%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	34	1.4%	6.4%	20	1.5%	5.6%	15	1.3%	8.1%	0	-	-
<b>Petits patrons</b>	75	3.1%	4.9%	62	4.9%	5.6%	13	1.1%	3.0%	71	11.0%	5.0%
<b>Affaires et Cadres</b>	158	6.5%	3.4%	109	8.6%	3.7%	49	4.2%	2.8%	147	22.9%	3.4%
<b>Professions intermédiaires</b>	264	10.8%	3.9%	158	12.5%	4.5%	106	9.0%	3.3%	220	34.3%	3.9%
<b>Employés</b>	376	15.4%	4.5%	110	8.7%	5.6%	266	22.7%	4.1%	74	11.4%	4.1%
<b>Ouvriers</b>	327	13.4%	5.1%	250	19.7%	4.9%	77	6.6%	5.6%	13	2.1%	3.9%
<b>Retraités</b>	842	34.5%	6.8%	429	33.9%	7.3%	413	35.2%	6.5%	23	3.6%	10.4%
<b>Autres inactifs</b>	364	14.9%	3.5%	130	10.3%	3.7%	234	19.9%	3.5%	95	14.7%	3.0%
<b>PCS Personne de Référence</b>												
<b>Agriculteurs</b>	65	2.7%	8.3%	20	1.6%	5.2%	45	3.8%	11.2%	0	-	100.0%
<b>Petits patrons</b>	109	4.5%	4.4%	71	5.6%	5.2%	39	3.3%	3.4%	109	17.0%	4.4%
<b>Affaires et Cadres</b>	226	9.3%	3.4%	132	10.4%	3.8%	95	8.1%	2.9%	226	35.2%	3.4%
<b>Professions intermédiaires</b>	307	12.6%	4.1%	174	13.7%	4.4%	133	11.4%	3.7%	307	47.8%	4.1%
<b>Employés</b>	217	8.9%	4.0%	111	8.7%	5.2%	106	9.0%	3.3%	0	-	100.0%
<b>Ouvriers</b>	435	17.8%	4.5%	254	20.0%	5.0%	182	15.5%	3.9%	0	-	100.0%
<b>Retraités</b>	943	38.6%	6.5%	466	36.7%	7.1%	477	40.7%	6.0%	0	-	100.0%
<b>Autres inactifs</b>	138	5.7%	3.7%	42	3.3%	3.1%	96	8.2%	4.0%	0	-	100.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Taille du Foyer</b>												
<b>1 personne</b>	441	18.1%	4.8%	207	16.3%	5.2%	234	20.0%	4.4%	55	8.5%	3.2%
<b>2 personnes</b>	1062	43.5%	6.0%	534	42.1%	6.2%	528	45.0%	5.8%	190	29.6%	4.5%
<b>3 personnes</b>	352	14.4%	3.8%	200	15.8%	4.3%	152	13.0%	3.2%	124	19.3%	3.3%
<b>4 personnes</b>	355	14.5%	3.8%	205	16.1%	4.4%	150	12.8%	3.2%	159	24.7%	3.5%
<b>5 personnes et +</b>	231	9.5%	4.4%	122	9.7%	5.0%	108	9.2%	3.9%	114	17.8%	4.6%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	615	25.2%	3.9%	333	26.3%	4.6%	281	24.0%	3.3%	279	43.5%	3.8%
<b>Non</b>	1826	74.8%	5.2%	935	73.7%	5.5%	891	76.0%	4.9%	364	56.5%	3.9%
<b>Habitat</b>												
<b>Communes rurales</b>	985	40.4%	7.6%	491	38.7%	7.9%	494	42.2%	7.4%	230	35.8%	6.4%
<b>Agglo. - 20 000 hab</b>	609	25.0%	7.1%	331	26.1%	8.1%	279	23.8%	6.2%	150	23.4%	6.1%
<b>Agglo. 20 000 à 100 000 hab</b>	284	11.6%	4.3%	155	12.3%	4.9%	128	10.9%	3.7%	92	14.3%	4.7%
<b>Agglo. + 100 000 hab</b>	540	22.1%	3.7%	274	21.6%	4.0%	266	22.7%	3.5%	155	24.1%	3.2%
<b>Agglo. Paris</b>	23	0.9%	0.3%	18	1.4%	0.4%	5	0.4%	0.1%	16	2.5%	0.4%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Région d'habitation</b>												
Ile-de-France	24	1.0%	0.3%	18	1.4%	0.4%	5	0.4%	0.1%	16	2.5%	0.4%
Nord-Pas-de-Calais	0	-	-	0	-	-	0	-	-	0	-	-
Lorraine	0	0.0%	0.0%	0	-	-	0	0.0%	0.0%	0	-	-
Alsace	0	0.0%	0.0%	0	-	-	0	0.0%	0.0%	0	-	-
Franche-Comté	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	-	-
Champagne-Ardenne	1	0.0%	0.0%	0	-	-	1	0.0%	0.1%	0	-	-
Picardie	1	0.1%	0.1%	0	0.0%	0.0%	1	0.1%	0.2%	0	0.1%	0.1%
Bourgogne	1	0.0%	0.0%	1	0.0%	0.1%	0	0.0%	0.0%	1	0.1%	0.2%
Haute-Normandie	5	0.2%	0.3%	3	0.3%	0.5%	2	0.1%	0.2%	2	0.3%	0.5%
Basse-Normandie	398	16.3%	33.1%	207	16.4%	36.1%	191	16.3%	30.5%	97	15.1%	30.7%
Centre	4	0.2%	0.2%	3	0.2%	0.3%	1	0.1%	0.1%	1	0.2%	0.2%
Pays de la Loire	935	38.3%	32.8%	512	40.4%	37.3%	422	36.0%	28.6%	247	38.5%	28.3%
Bretagne	1054	43.2%	40.8%	514	40.5%	41.4%	541	46.1%	40.2%	272	42.2%	35.6%
Poitou-Charentes	11	0.4%	0.7%	6	0.5%	0.8%	5	0.4%	0.7%	4	0.6%	1.1%
Aquitaine	1	0.0%	0.0%	0	0.0%	0.0%	1	0.1%	0.0%	0	-	-
Midi-Pyrénées	0	0.0%	0.0%	0	-	-	0	0.0%	0.0%	0	0.0%	0.0%
Limousin	0	0.0%	0.0%	0	0.0%	0.1%	0	-	-	0	-	-
Auvergne	0	0.0%	0.0%	0	-	-	0	0.0%	0.1%	0	-	-
Rhône-Alpes	3	0.1%	0.1%	2	0.1%	0.1%	1	0.1%	0.1%	0	0.1%	0.0%
Languedoc-Roussillon	0	-	-	0	-	-	0	-	-	0	-	-
Provence-Alpes-Côte-d'Azur-Corse	2	0.1%	0.0%	2	0.1%	0.1%	0	-	-	2	0.3%	0.1%
<b>Habitudes de connexion Internet</b>												
Tous les jours	1150	47.1%	4.3%	646	50.9%	4.7%	505	43.0%	3.8%	485	75.5%	3.8%
Presque tous les jours	266	10.9%	4.4%	124	9.7%	4.5%	143	12.2%	4.3%	95	14.8%	3.9%
1 à 2 fois par semaine	159	6.5%	5.0%	68	5.4%	4.8%	91	7.8%	5.1%	31	4.8%	3.4%
1 à 3 fois par mois	22	0.9%	2.5%	16	1.3%	4.1%	5	0.5%	1.2%	5	0.7%	2.4%
Moins souvent	43	1.8%	3.0%	18	1.4%	2.8%	26	2.2%	3.2%	2	0.3%	1.3%
Jamais	20	0.8%	7.9%	9	0.7%	6.7%	10	0.9%	9.4%	1	0.1%	2.4%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Revenus du Foyer</b>												
Moins de 9 000 euros par an	107	4.4%	4.4%	48	3.8%	5.0%	59	5.0%	4.0%	13	2.0%	6.5%
De 9 000 à moins de 12 000 euros par an	170	7.0%	5.2%	53	4.2%	4.9%	117	10.0%	5.4%	8	1.3%	3.0%
De 12 000 à moins de 18 000 euros par an	362	14.9%	5.3%	193	15.2%	6.4%	170	14.5%	4.4%	33	5.2%	4.1%
De 18 000 à moins de 24 000 euros par an	389	15.9%	5.3%	192	15.2%	5.7%	196	16.8%	5.0%	55	8.5%	3.5%
De 24 000 à moins de 36 000 euros par an	557	22.8%	5.0%	291	23.0%	5.3%	266	22.7%	4.8%	156	24.2%	4.3%
De 36 000 à moins de 45 000 euros par an	307	12.6%	4.9%	175	13.8%	5.3%	131	11.2%	4.4%	126	19.6%	4.5%
De 45 000 à moins de 65 000 euros par an	241	9.9%	4.3%	161	12.7%	5.1%	81	6.9%	3.2%	130	20.2%	3.8%
65 000 euros et plus	75	3.1%	2.6%	50	3.9%	2.9%	26	2.2%	2.3%	58	9.0%	2.6%
Refus	189	7.7%	5.0%	78	6.1%	5.0%	111	9.5%	5.0%	50	7.8%	3.9%
Ne sait pas	43	1.7%	2.8%	27	2.1%	4.1%	15	1.3%	1.8%	14	2.2%	2.6%