

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	18622	100.0%	36.4%	9526	100.0%	38.9%	9096	100.0%	34.1%	4684	100.0%	27.6%
Sexe												
Homme	9526	51.2%	38.9%	9526	100.0%	38.9%	0	-	-	2648	56.5%	30.1%
Femme	9096	48.8%	34.1%	0	-	-	9096	100.0%	34.1%	2036	43.5%	24.9%
Age												
15 à 24 ans	1676	9.0%	22.7%	957	10.0%	25.6%	719	7.9%	19.6%	636	13.6%	20.7%
25 à 34 ans	1971	10.6%	25.6%	1099	11.5%	29.0%	872	9.6%	22.3%	707	15.1%	20.6%
35 à 49 ans	4171	22.4%	33.0%	2252	23.6%	36.1%	1920	21.1%	29.9%	1757	37.5%	28.8%
50 à 64 ans	5210	28.0%	42.5%	2598	27.3%	43.8%	2613	28.7%	41.3%	1513	32.3%	36.7%
65 ans et plus	5593	30.0%	50.4%	2620	27.5%	55.0%	2973	32.7%	46.9%	70	1.5%	29.8%
Individu												
Ménagère	8355	44.9%	35.7%	0	-	-	8355	91.9%	35.7%	1806	38.6%	26.4%
Personne de Référence	10906	58.6%	38.6%	8259	86.7%	40.6%	2647	29.1%	33.5%	2545	54.3%	30.0%
Responsable des achats	12885	69.2%	36.6%	4666	49.0%	38.3%	8219	90.4%	35.7%	2891	61.7%	27.1%
PCS Individu												
Agriculteurs	277	1.5%	51.7%	170	1.8%	50.9%	106	1.2%	52.9%	2	0.0%	12.3%
Petits patrons	585	3.1%	35.5%	465	4.9%	39.3%	120	1.3%	25.6%	534	11.4%	35.7%
Affaires et Cadres	1167	6.3%	24.5%	781	8.2%	26.4%	387	4.2%	21.4%	1060	22.6%	24.1%
Professions intermédiaires	2012	10.8%	29.8%	1138	11.9%	33.0%	874	9.6%	26.5%	1633	34.9%	29.4%
Employés	2995	16.1%	35.8%	832	8.7%	41.2%	2164	23.8%	34.0%	586	12.5%	32.1%
Ouvriers	2381	12.8%	36.8%	1934	20.3%	38.2%	447	4.9%	32.0%	115	2.5%	31.1%
Retraités	6381	34.3%	50.8%	3290	34.5%	55.0%	3091	34.0%	46.9%	95	2.0%	37.8%
Autres inactifs	2823	15.2%	28.2%	915	9.6%	26.4%	1908	21.0%	29.1%	659	14.1%	21.5%
PCS Personne de Référence												
Agriculteurs	390	2.1%	49.0%	185	1.9%	49.0%	205	2.3%	49.0%	0	-	-
Petits patrons	854	4.6%	32.4%	525	5.5%	36.5%	329	3.6%	27.6%	854	18.2%	32.4%
Affaires et Cadres	1652	8.9%	24.1%	903	9.5%	26.1%	749	8.2%	22.1%	1652	35.3%	24.1%
Professions intermédiaires	2178	11.7%	29.1%	1219	12.8%	31.4%	958	10.5%	26.7%	2178	46.5%	29.1%
Employés	1740	9.3%	32.8%	837	8.8%	37.6%	903	9.9%	29.3%	0	-	-
Ouvriers	3183	17.1%	33.6%	1825	19.2%	36.8%	1358	14.9%	30.2%	0	-	-
Retraités	7382	39.6%	50.3%	3548	37.2%	53.4%	3833	42.1%	47.7%	0	-	-
Autres inactifs	1244	6.7%	31.9%	484	5.1%	33.2%	761	8.4%	31.2%	0	-	-

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	3431	18.4%	36.5%	1518	15.9%	37.7%	1914	21.0%	35.6%	452	9.6%	26.2%
2 personnes	7833	42.1%	43.5%	4018	42.2%	45.6%	3815	41.9%	41.5%	1340	28.6%	30.4%
3 personnes	2984	16.0%	32.1%	1610	16.9%	34.9%	1374	15.1%	29.4%	977	20.8%	26.3%
4 personnes	2848	15.3%	31.0%	1586	16.7%	34.7%	1261	13.9%	27.4%	1300	27.7%	28.1%
5 personnes et +	1526	8.2%	29.1%	794	8.3%	32.6%	732	8.0%	26.1%	616	13.2%	24.6%
Présence d'enfants de moins de 15 ans												
Oui	4520	24.3%	28.8%	2351	24.7%	32.6%	2169	23.9%	25.6%	1936	41.3%	25.6%
Non	14102	75.7%	39.8%	7175	75.3%	41.6%	6927	76.1%	38.1%	2748	58.7%	29.2%
Habitat												
Communes rurales	4966	26.7%	42.4%	2440	25.6%	43.5%	2526	27.8%	41.4%	1100	23.5%	32.5%
Agglo. - 20 000 hab	3752	20.1%	42.1%	1907	20.0%	44.8%	1845	20.3%	39.6%	858	18.3%	33.4%
Agglo. 20 000 à 100 000 hab	2871	15.4%	42.0%	1462	15.3%	43.5%	1409	15.5%	40.4%	722	15.4%	36.2%
Agglo. + 100 000 hab	5489	29.5%	36.1%	2863	30.1%	39.5%	2626	28.9%	32.9%	1447	30.9%	28.1%
Agglo. Paris	1544	8.3%	18.3%	853	9.0%	21.4%	690	7.6%	15.5%	557	11.9%	14.4%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	1762	9.5%	18.6%	983	10.3%	21.8%	778	8.6%	15.7%	651	13.9%	15.1%
Nord-Pas-de-Calais	1214	6.5%	37.8%	588	6.2%	38.5%	626	6.9%	37.1%	266	5.7%	29.0%
Lorraine	908	4.9%	46.9%	454	4.8%	48.6%	454	5.0%	45.4%	215	4.6%	38.1%
Alsace	759	4.1%	50.1%	392	4.1%	53.5%	367	4.0%	46.9%	196	4.2%	39.3%
Franche-Comté	424	2.3%	44.5%	217	2.3%	46.9%	206	2.3%	42.2%	88	1.9%	34.5%
Champagne-Ardenne	531	2.9%	48.7%	270	2.8%	51.3%	261	2.9%	46.3%	128	2.7%	42.1%
Picardie	510	2.7%	33.3%	261	2.7%	35.1%	250	2.7%	31.6%	130	2.8%	28.8%
Bourgogne	611	3.3%	44.9%	301	3.2%	46.1%	310	3.4%	43.8%	117	2.5%	32.7%
Haute-Normandie	360	1.9%	24.3%	179	1.9%	25.4%	181	2.0%	23.4%	89	1.9%	20.6%
Basse-Normandie	473	2.5%	39.3%	249	2.6%	43.1%	224	2.5%	35.8%	100	2.1%	30.3%
Centre	809	4.3%	38.9%	399	4.2%	39.9%	410	4.5%	38.0%	190	4.1%	29.7%
Pays de la Loire	1376	7.4%	47.9%	692	7.3%	50.0%	684	7.5%	46.0%	299	6.4%	36.3%
Bretagne	1591	8.5%	61.1%	779	8.2%	62.4%	812	8.9%	59.9%	411	8.8%	52.1%
Poitou-Charentes	644	3.5%	43.8%	321	3.4%	45.5%	323	3.6%	42.3%	144	3.1%	36.4%
Aquitaine	1037	5.6%	38.6%	533	5.6%	41.8%	504	5.5%	35.8%	258	5.5%	31.3%
Midi-Pyrénées	835	4.5%	34.9%	432	4.5%	37.4%	403	4.4%	32.5%	203	4.3%	25.7%
Limousin	300	1.6%	47.6%	147	1.5%	48.7%	153	1.7%	46.7%	64	1.4%	40.3%
Auvergne	557	3.0%	49.5%	276	2.9%	51.0%	281	3.1%	48.0%	118	2.5%	38.6%
Rhône-Alpes	1582	8.5%	31.5%	817	8.6%	33.8%	765	8.4%	29.4%	371	7.9%	21.4%
Languedoc-Roussillon	816	4.4%	37.5%	430	4.5%	41.8%	386	4.2%	33.7%	202	4.3%	31.8%
Provence-Alpes-Côte-d'Azur-Corse	1524	8.2%	35.3%	806	8.5%	39.6%	718	7.9%	31.4%	445	9.5%	30.8%
Habitudes de connexion Internet												
Tous les jours	8838	47.5%	32.0%	4861	51.0%	34.6%	3977	43.7%	29.3%	3473	74.1%	27.0%
Presque tous les jours	2053	11.0%	33.8%	1067	11.2%	36.5%	987	10.8%	31.2%	650	13.9%	26.7%
1 à 2 fois par semaine	1234	6.6%	38.3%	590	6.2%	41.2%	644	7.1%	35.9%	290	6.2%	32.1%
1 à 3 fois par mois	324	1.7%	37.4%	152	1.6%	40.4%	173	1.9%	35.1%	66	1.4%	33.9%
Moins souvent	468	2.5%	35.3%	229	2.4%	38.6%	239	2.6%	32.7%	36	0.8%	28.7%
Jamais	115	0.6%	54.8%	75	0.8%	57.5%	39	0.4%	50.3%	12	0.3%	59.5%

	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	758	4.1%	32.5%	295	3.1%	31.6%	463	5.1%	33.1%	50	1.1%	25.3%
De 9 000 à moins de 12 000 euros par an	1214	6.5%	37.2%	429	4.5%	38.9%	785	8.6%	36.3%	57	1.2%	23.1%
De 12 000 à moins de 18 000 euros par an	2630	14.1%	39.0%	1221	12.8%	41.6%	1409	15.5%	36.9%	212	4.5%	25.8%
De 18 000 à moins de 24 000 euros par an	2852	15.3%	38.9%	1462	15.4%	41.9%	1389	15.3%	36.1%	446	9.5%	27.7%
De 24 000 à moins de 36 000 euros par an	4374	23.5%	38.6%	2310	24.2%	41.6%	2065	22.7%	35.7%	1092	23.3%	29.2%
De 36 000 à moins de 45 000 euros par an	2301	12.4%	36.0%	1322	13.9%	38.7%	978	10.8%	32.8%	804	17.2%	28.4%
De 45 000 à moins de 65 000 euros par an	1937	10.4%	33.6%	1193	12.5%	37.5%	745	8.2%	28.9%	985	21.0%	28.2%
De 65 000 à moins de 80 000 euros par an	466	2.5%	30.1%	305	3.2%	32.0%	162	1.8%	27.0%	311	6.6%	28.3%
De 80 000 à moins de 115 000 euros par an	283	1.5%	28.1%	192	2.0%	31.8%	91	1.0%	22.6%	209	4.5%	25.6%
115 000 euros et plus par an	116	0.6%	23.5%	80	0.8%	28.9%	35	0.4%	16.6%	92	2.0%	22.2%
Refus	1195	6.4%	36.1%	501	5.3%	37.2%	694	7.6%	35.3%	299	6.4%	26.3%
Ne sait pas	496	2.7%	31.3%	216	2.3%	32.0%	280	3.1%	30.8%	125	2.7%	22.8%