

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	18045	100.0%	34.9%	9151	100.0%	36.9%	8894	100.0%	33.0%	4562	100.0%	26.1%
Sexe												
Homme	9151	50.7%	36.9%	9151	100.0%	36.9%	0	0.0%	0.0%	2490	54.6%	28.3%
Femme	8894	49.3%	33.0%	0	0.0%	0.0%	8894	100.0%	33.0%	2071	45.4%	23.9%
Age												
15 à 24 ans	1470	8.1%	20.2%	735	8.0%	20.0%	736	8.3%	20.5%	528	11.6%	16.8%
25 à 34 ans	1911	10.6%	25.0%	1024	11.2%	27.4%	887	10.0%	22.8%	728	16.0%	22.1%
35 à 49 ans	3807	21.1%	30.5%	2076	22.7%	33.7%	1731	19.5%	27.4%	1597	35.0%	26.1%
50 à 59 ans	3505	19.4%	37.5%	1869	20.4%	40.1%	1636	18.4%	34.9%	1340	29.4%	34.3%
60 ans et plus	7353	40.7%	49.0%	3447	37.7%	52.7%	3906	43.9%	46.2%	369	8.1%	37.5%
Individu												
Ménagères	8026	44.5%	34.6%	0	0.0%	0.0%	8026	90.2%	34.6%	1795	39.4%	25.4%
Personne de référence	10537	58.4%	37.6%	7967	87.1%	39.3%	2570	28.9%	33.1%	2439	53.5%	29.7%
Responsable des achats	12684	70.3%	35.7%	4729	51.7%	37.1%	7954	89.4%	34.8%	2929	64.2%	26.8%
PCS Individu												
Agriculteurs	246	1.4%	46.8%	174	1.9%	46.6%	72	0.8%	47.5%	3	0.1%	17.8%
Petits patrons	565	3.1%	34.7%	418	4.6%	37.7%	148	1.7%	28.3%	501	11.0%	34.7%
Affaires et Cadres	1183	6.6%	23.2%	740	8.1%	25.2%	443	5.0%	20.4%	1054	23.1%	22.7%
Professions intermédiaires	2096	11.6%	30.4%	1134	12.4%	33.1%	962	10.8%	27.8%	1688	37.0%	30.1%
Employés	2852	15.8%	34.4%	848	9.3%	39.3%	2004	22.5%	32.7%	536	11.8%	29.3%
Ouvriers	2171	12.0%	33.8%	1742	19.0%	34.6%	429	4.8%	31.0%	111	2.4%	27.3%
Retraités	6357	35.2%	50.5%	3228	35.3%	54.3%	3129	35.2%	47.1%	99	2.2%	40.1%
Autres inactifs	2575	14.3%	25.0%	866	9.5%	22.8%	1709	19.2%	26.3%	570	12.5%	17.5%
PCS Personne de référence												
Agriculteurs	362	2.0%	44.3%	184	2.0%	44.1%	177	2.0%	44.6%	0	0.0%	0.0%
Petits patrons	833	4.6%	31.6%	450	4.9%	34.5%	383	4.3%	28.7%	833	18.3%	31.6%
Affaires et Cadres	1589	8.8%	21.9%	842	9.2%	23.5%	747	8.4%	20.4%	1589	34.8%	21.9%
Professions intermédiaires	2139	11.9%	28.3%	1198	13.1%	30.6%	941	10.6%	25.8%	2139	46.9%	28.3%
Employés	1770	9.8%	32.7%	853	9.3%	36.7%	917	10.3%	29.7%	0	0.0%	0.0%
Ouvriers	2961	16.4%	31.1%	1674	18.3%	33.0%	1287	14.5%	28.9%	0	0.0%	0.0%
Retraités	7136	39.5%	49.4%	3472	37.9%	52.8%	3664	41.2%	46.6%	0	0.0%	0.0%
Autres inactifs	1255	7.0%	30.6%	477	5.2%	29.9%	778	8.7%	31.1%	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	3602	20.0%	36.0%	1646	18.0%	37.8%	1957	22.0%	34.7%	469	10.3%	27.2%
2 personnes	7654	42.4%	42.7%	3926	42.9%	44.9%	3728	41.9%	40.5%	1271	27.9%	29.1%
3 personnes	2758	15.3%	30.3%	1453	15.9%	32.1%	1305	14.7%	28.4%	994	21.8%	26.0%
4 personnes	2671	14.8%	28.6%	1387	15.2%	30.5%	1283	14.4%	26.9%	1228	26.9%	25.1%
5 personnes et +	1360	7.5%	25.4%	738	8.1%	28.2%	622	7.0%	22.7%	600	13.1%	22.8%
Présence d'enfants de moins de 15 ans												
Oui	4158	23.0%	27.0%	2133	23.3%	29.8%	2025	22.8%	24.5%	1879	41.2%	24.3%
Non	13887	77.0%	38.2%	7017	76.7%	39.8%	6870	77.2%	36.8%	2683	58.8%	27.6%
Habitat												
Communes rurales	4852	26.9%	41.0%	2378	26.0%	42.5%	2474	27.8%	39.7%	1041	22.8%	31.2%
Agglo. - 20 000 hab	3640	20.2%	40.4%	1851	20.2%	43.0%	1789	20.1%	38.1%	851	18.7%	32.8%
Agglo. 20 000 à 100 000 hab	2871	15.9%	41.3%	1459	15.9%	43.6%	1412	15.9%	39.1%	600	13.2%	33.2%
Agglo. + 100 000 hab	5103	28.3%	33.1%	2582	28.2%	34.5%	2521	28.3%	31.8%	1487	32.6%	26.0%
Agglo. Paris	1580	8.8%	18.5%	882	9.6%	21.7%	699	7.9%	15.6%	583	12.8%	14.6%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	1781	9.9%	18.7%	993	10.9%	21.8%	787	8.9%	15.8%	637	14.0%	14.6%
Nord Pas de Calais	1125	6.2%	35.0%	546	6.0%	35.7%	578	6.5%	34.3%	254	5.6%	26.8%
Lorraine	851	4.7%	44.2%	411	4.5%	44.1%	441	5.0%	44.4%	197	4.3%	35.3%
Alsace	783	4.3%	51.3%	368	4.0%	50.0%	414	4.7%	52.6%	196	4.3%	40.3%
Franche-Comté	356	2.0%	37.3%	188	2.1%	40.5%	168	1.9%	34.3%	81	1.8%	30.9%
Champagne Ardennes	525	2.9%	48.4%	249	2.7%	47.7%	276	3.1%	49.0%	96	2.1%	33.5%
Picardie	503	2.8%	32.7%	253	2.8%	34.1%	250	2.8%	31.5%	107	2.3%	24.8%
Bourgogne	578	3.2%	42.8%	293	3.2%	45.1%	285	3.2%	40.6%	115	2.5%	33.2%
Haute Normandie	348	1.9%	23.4%	182	2.0%	25.6%	166	1.9%	21.4%	91	2.0%	19.5%
Basse Normandie	482	2.7%	39.9%	232	2.5%	40.0%	250	2.8%	39.8%	130	2.8%	36.6%
Centre	824	4.6%	39.4%	419	4.6%	41.5%	406	4.6%	37.4%	173	3.8%	29.4%
Pays de Loire	1331	7.4%	45.1%	697	7.6%	48.9%	634	7.1%	41.5%	331	7.3%	35.0%
Bretagne	1535	8.5%	57.7%	772	8.4%	60.3%	762	8.6%	55.3%	396	8.7%	47.9%
Poitou Charentes	624	3.5%	42.0%	291	3.2%	40.9%	333	3.7%	43.1%	155	3.4%	37.4%
Aquitaine	1063	5.9%	38.6%	528	5.8%	40.3%	535	6.0%	37.0%	269	5.9%	30.9%
Midi Pyrénées	808	4.5%	33.1%	438	4.8%	37.1%	370	4.2%	29.3%	193	4.2%	24.5%
Limousin	291	1.6%	47.2%	136	1.5%	46.3%	155	1.7%	47.9%	56	1.2%	37.3%
Auvergne	562	3.1%	49.7%	282	3.1%	51.9%	281	3.2%	47.8%	118	2.6%	40.1%
Rhône Alpes	1523	8.4%	29.4%	770	8.4%	30.9%	753	8.5%	28.1%	371	8.1%	20.2%
Languedoc Roussillon	766	4.2%	33.8%	405	4.4%	37.7%	361	4.1%	30.3%	208	4.6%	28.1%
Provence Alpes Côte d'Azur. Corse	1387	7.7%	31.9%	696	7.6%	33.9%	691	7.8%	30.2%	386	8.5%	26.1%
Habitudes de connexion à Internet												
Tous les jours	10153	56.3%	30.6%	5387	58.9%	32.6%	4767	53.6%	28.7%	3755	82.3%	25.8%
Presque tous les jours	1863	10.3%	31.7%	934	10.2%	34.2%	929	10.4%	29.5%	454	9.9%	23.4%
1 à 2 fois par semaine	958	5.3%	37.6%	465	5.1%	40.0%	493	5.5%	35.6%	214	4.7%	33.9%
1 à 3 fois par mois	212	1.2%	40.9%	87	1.0%	43.0%	125	1.4%	39.6%	22	0.5%	37.1%
Moins souvent	300	1.7%	36.4%	132	1.4%	37.1%	168	1.9%	35.8%	24	0.5%	29.2%
Jamais	67	0.4%	52.7%	52	0.6%	59.8%	15	0.2%	37.2%	8	0.2%	85.8%

	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	564	3.1%	30.3%	231	2.5%	29.0%	333	3.7%	31.2%	40	0.9%	29.1%
De 9 000 à moins de 12 000 euros par an	1034	5.7%	36.3%	377	4.1%	35.6%	657	7.4%	36.8%	67	1.5%	25.7%
De 12 000 à moins de 18 000 euros par an	2373	13.2%	38.9%	1094	12.0%	41.9%	1279	14.4%	36.7%	209	4.6%	28.4%
De 18 000 à moins de 24 000 euros par an	2552	14.1%	38.7%	1245	13.6%	40.6%	1307	14.7%	37.2%	355	7.8%	26.2%
De 24 000 à moins de 36 000 euros par an	4072	22.6%	36.9%	2117	23.1%	39.9%	1954	22.0%	34.2%	924	20.3%	27.5%
De 36 000 à moins de 45 000 euros par an	2440	13.5%	34.8%	1415	15.5%	37.8%	1025	11.5%	31.3%	833	18.3%	27.3%
De 45 000 à moins de 65 000 euros par an	2219	12.3%	32.3%	1281	14.0%	35.4%	938	10.5%	28.8%	1032	22.6%	27.1%
De 65 000 à moins de 80 000 euros par an	525	2.9%	26.8%	321	3.5%	28.5%	204	2.3%	24.5%	292	6.4%	22.5%
De 80 000 à moins de 115 000 euros par an	328	1.8%	26.2%	208	2.3%	28.0%	121	1.4%	23.7%	239	5.2%	26.1%
115 000 euros et plus par an	135	0.8%	22.6%	90	1.0%	24.4%	45	0.5%	19.7%	106	2.3%	20.8%
Refus	1184	6.6%	35.4%	526	5.7%	37.7%	658	7.4%	33.7%	263	5.8%	24.5%
Ne sait pas	618	3.4%	27.2%	245	2.7%	25.8%	373	4.2%	28.1%	200	4.4%	21.4%