

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	15901	100.0%	31.3%	7504	100.0%	30.9%	8397	100.0%	31.6%	3893	100.0%	23.2%
Sexe												
Homme	7504	47.2%	30.9%	7504	100.0%	30.9%	0	-	100.0%	1970	50.6%	22.4%
Femme	8397	52.8%	31.6%	0	-	100.0%	8397	100.0%	31.6%	1922	49.4%	24.0%
Age												
15 à 24 ans	1383	8.7%	18.7%	702	9.4%	18.9%	681	8.1%	18.6%	546	14.0%	18.3%
25 à 34 ans	1567	9.9%	20.4%	763	10.2%	20.2%	804	9.6%	20.6%	565	14.5%	16.5%
35 à 49 ans	3464	21.8%	27.2%	1652	22.0%	26.3%	1813	21.6%	28.1%	1451	37.3%	24.0%
50 à 64 ans	4585	28.8%	37.4%	2156	28.7%	36.3%	2429	28.9%	38.4%	1273	32.7%	30.9%
65 ans et plus	4901	30.8%	45.4%	2231	29.7%	48.4%	2670	31.8%	43.2%	58	1.5%	24.3%
Individu												
Ménagère	7655	48.1%	33.0%	0	-	100.0%	7655	91.2%	33.0%	1664	42.7%	24.9%
Personne de Référence	8832	55.5%	31.5%	6524	86.9%	32.3%	2308	27.5%	29.4%	1906	49.0%	22.5%
Responsable des achats	7822	49.2%	32.5%	2223	29.6%	29.1%	5599	66.7%	34.0%	1997	51.3%	24.0%
PCS Individu												
Agriculteurs	222	1.4%	41.7%	133	1.8%	38.0%	89	1.1%	48.7%	3	0.1%	43.4%
Petits patrons	384	2.4%	24.8%	264	3.5%	23.8%	120	1.4%	27.2%	347	8.9%	24.5%
Affaires et Cadres	939	5.9%	20.2%	574	7.7%	19.7%	365	4.3%	21.0%	854	22.0%	19.8%
Professions intermédiaires	1690	10.6%	25.3%	890	11.9%	25.4%	800	9.5%	25.0%	1355	34.8%	24.2%
Employés	2546	16.0%	30.3%	575	7.7%	29.4%	1971	23.5%	30.6%	502	12.9%	28.3%
Ouvriers	1914	12.0%	29.7%	1500	20.0%	29.7%	414	4.9%	29.7%	94	2.4%	27.3%
Retraités	5622	35.4%	45.7%	2838	37.8%	48.1%	2784	33.2%	43.5%	96	2.5%	43.4%
Autres inactifs	2585	16.3%	25.2%	730	9.7%	20.7%	1855	22.1%	27.5%	642	16.5%	20.4%
PCS Personne de Référence												
Agriculteurs	337	2.1%	43.1%	135	1.8%	35.7%	202	2.4%	50.2%	0	-	100.0%
Petits patrons	611	3.8%	24.4%	327	4.4%	24.2%	284	3.4%	24.6%	611	15.7%	24.4%
Affaires et Cadres	1393	8.8%	20.7%	685	9.1%	19.8%	708	8.4%	21.6%	1393	35.8%	20.7%
Professions intermédiaires	1889	11.9%	25.0%	958	12.8%	24.1%	930	11.1%	25.9%	1889	48.5%	25.0%
Employés	1366	8.6%	25.5%	554	7.4%	25.7%	813	9.7%	25.3%	0	-	100.0%
Ouvriers	2744	17.3%	28.3%	1444	19.2%	28.4%	1300	15.5%	28.2%	0	-	100.0%
Retraités	6597	41.5%	45.7%	3060	40.8%	46.7%	3537	42.1%	44.9%	0	-	100.0%
Autres inactifs	964	6.1%	25.6%	340	4.5%	25.1%	624	7.4%	25.9%	0	-	100.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	2798	17.6%	30.3%	1167	15.6%	29.5%	1631	19.4%	30.9%	316	8.1%	18.3%
2 personnes	6826	42.9%	38.5%	3287	43.8%	38.0%	3539	42.1%	38.9%	1052	27.0%	24.8%
3 personnes	2674	16.8%	28.6%	1321	17.6%	28.5%	1353	16.1%	28.7%	907	23.3%	24.4%
4 personnes	2354	14.8%	25.4%	1148	15.3%	24.8%	1206	14.4%	26.0%	1101	28.3%	23.9%
5 personnes et +	1248	7.9%	23.8%	581	7.7%	23.7%	667	7.9%	23.9%	517	13.3%	20.6%
Présence d'enfants de moins de 15 ans												
Oui	3731	23.5%	23.7%	1719	22.9%	23.6%	2013	24.0%	23.9%	1574	40.4%	21.2%
Non	12169	76.5%	34.6%	5785	77.1%	34.0%	6384	76.0%	35.3%	2319	59.6%	24.7%
Habitat												
Communes rurales	4636	29.2%	36.0%	2127	28.3%	34.2%	2510	29.9%	37.6%	960	24.7%	26.5%
Agglo. - 20 000 hab	3146	19.8%	36.7%	1503	20.0%	36.9%	1643	19.6%	36.5%	711	18.3%	28.8%
Agglo. 20 000 à 100 000 hab	2388	15.0%	35.8%	1111	14.8%	34.8%	1277	15.2%	36.8%	614	15.8%	31.2%
Agglo. + 100 000 hab	4723	29.7%	32.8%	2251	30.0%	32.7%	2473	29.4%	32.8%	1258	32.3%	25.7%
Agglo. Paris	1008	6.3%	12.1%	513	6.8%	13.0%	494	5.9%	11.3%	350	9.0%	9.1%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	1160	7.3%	12.3%	598	8.0%	13.3%	562	6.7%	11.4%	409	10.5%	9.4%
Nord-Pas-de-Calais	1097	6.9%	34.2%	510	6.8%	33.4%	587	7.0%	34.9%	243	6.2%	27.3%
Lorraine	871	5.5%	45.1%	377	5.0%	40.5%	494	5.9%	49.4%	188	4.8%	36.0%
Alsace	730	4.6%	48.4%	357	4.8%	48.8%	374	4.5%	48.1%	218	5.6%	42.1%
Franche-Comté	420	2.6%	44.2%	186	2.5%	40.4%	233	2.8%	47.8%	80	2.1%	32.8%
Champagne-Ardenne	439	2.8%	40.3%	208	2.8%	39.7%	231	2.8%	40.9%	90	2.3%	33.4%
Picardie	500	3.1%	32.7%	239	3.2%	32.3%	261	3.1%	33.1%	99	2.5%	22.2%
Bourgogne	432	2.7%	31.8%	187	2.5%	28.8%	245	2.9%	34.6%	85	2.2%	25.0%
Haute-Normandie	366	2.3%	24.8%	149	2.0%	21.2%	217	2.6%	28.1%	75	1.9%	16.6%
Basse-Normandie	474	3.0%	39.4%	236	3.1%	41.0%	238	2.8%	38.0%	95	2.4%	30.0%
Centre	563	3.5%	27.1%	250	3.3%	25.1%	312	3.7%	29.0%	127	3.3%	20.2%
Pays de la Loire	1119	7.0%	39.3%	517	6.9%	37.6%	602	7.2%	40.8%	230	5.9%	26.3%
Bretagne	1393	8.8%	53.9%	612	8.2%	49.3%	781	9.3%	58.1%	313	8.0%	41.0%
Poitou-Charentes	427	2.7%	29.2%	201	2.7%	28.7%	226	2.7%	29.7%	97	2.5%	25.2%
Aquitaine	822	5.2%	31.0%	434	5.8%	34.6%	387	4.6%	27.8%	252	6.5%	29.7%
Midi-Pyrénées	754	4.7%	31.7%	364	4.9%	31.8%	390	4.6%	31.6%	181	4.6%	23.0%
Limousin	138	0.9%	22.0%	72	1.0%	23.8%	67	0.8%	20.3%	33	0.9%	20.8%
Auvergne	449	2.8%	40.0%	214	2.8%	39.7%	236	2.8%	40.3%	99	2.5%	31.7%
Rhône-Alpes	1773	11.2%	35.6%	826	11.0%	34.4%	948	11.3%	36.8%	437	11.2%	25.8%
Languedoc-Roussillon	773	4.9%	35.9%	385	5.1%	37.8%	388	4.6%	34.2%	182	4.7%	28.7%
Provence-Alpes-Côte-d'Azur-Corse	1200	7.5%	27.8%	583	7.8%	28.7%	617	7.3%	27.0%	361	9.3%	25.7%
Habitudes de connexion Internet												
Tous les jours	6997	44.0%	26.0%	3506	46.7%	25.5%	3491	41.6%	26.5%	2750	70.7%	21.7%
Presque tous les jours	1745	11.0%	28.8%	788	10.5%	28.4%	957	11.4%	29.1%	606	15.6%	24.9%
1 à 2 fois par semaine	1056	6.6%	33.0%	452	6.0%	31.9%	604	7.2%	33.9%	271	7.0%	30.3%
1 à 3 fois par mois	269	1.7%	31.4%	129	1.7%	32.9%	139	1.7%	30.1%	60	1.5%	31.6%
Moins souvent	466	2.9%	32.5%	196	2.6%	31.5%	270	3.2%	33.2%	42	1.1%	28.0%
Jamais	109	0.7%	44.1%	66	0.9%	47.7%	43	0.5%	39.4%	14	0.4%	47.8%

	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	661	4.2%	27.1%	267	3.6%	27.8%	394	4.7%	26.6%	44	1.1%	22.9%
De 9 000 à moins de 12 000 euros par an	1044	6.6%	32.0%	284	3.8%	26.3%	761	9.1%	34.8%	46	1.2%	16.6%
De 12 000 à moins de 18 000 euros par an	2226	14.0%	32.7%	950	12.7%	31.7%	1277	15.2%	33.5%	164	4.2%	20.2%
De 18 000 à moins de 24 000 euros par an	2431	15.3%	33.4%	1146	15.3%	33.9%	1284	15.3%	33.0%	363	9.3%	23.0%
De 24 000 à moins de 36 000 euros par an	3566	22.4%	32.3%	1794	23.9%	32.6%	1772	21.1%	32.0%	839	21.6%	23.2%
De 36 000 à moins de 45 000 euros par an	1985	12.5%	31.7%	1054	14.0%	32.1%	931	11.1%	31.3%	709	18.2%	25.1%
De 45 000 à moins de 65 000 euros par an	1661	10.4%	29.4%	916	12.2%	29.0%	745	8.9%	29.9%	826	21.2%	24.0%
65 000 euros et plus	760	4.8%	26.5%	464	6.2%	26.6%	296	3.5%	26.4%	522	13.4%	23.3%
Refus	1171	7.4%	31.3%	459	6.1%	29.6%	713	8.5%	32.4%	254	6.5%	19.7%
Ne sait pas	394	2.5%	26.2%	171	2.3%	25.8%	223	2.7%	26.4%	126	3.2%	23.1%