

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	7092	100.0%	13.9%	3577	100.0%	14.6%	3515	100.0%	13.2%	1836	100.0%	10.8%
Sexe												
Homme	3577	50.4%	14.6%	3577	100.0%	14.6%	0	-	-	1007	54.8%	11.5%
Femme	3515	49.6%	13.2%	0	-	-	3515	100.0%	13.2%	829	45.2%	10.1%
Age												
15 à 24 ans	641	9.0%	8.7%	371	10.4%	9.9%	270	7.7%	7.4%	210	11.4%	6.8%
25 à 34 ans	904	12.7%	11.7%	467	13.1%	12.3%	437	12.4%	11.2%	322	17.6%	9.4%
35 à 49 ans	1786	25.2%	14.1%	888	24.8%	14.2%	897	25.5%	14.0%	745	40.6%	12.2%
50 à 64 ans	2113	29.8%	17.2%	1049	29.3%	17.7%	1064	30.3%	16.8%	531	28.9%	12.9%
65 ans et plus	1649	23.2%	14.9%	801	22.4%	16.8%	848	24.1%	13.4%	27	1.5%	11.6%
Individu												
Ménagère	3215	45.3%	13.7%	0	-	-	3215	91.5%	13.7%	740	40.3%	10.8%
Personne de Référence	4019	56.7%	14.2%	3116	87.1%	15.3%	903	25.7%	11.4%	1006	54.8%	11.9%
Responsable des achats	4829	68.1%	13.7%	1670	46.7%	13.7%	3159	89.9%	13.7%	1158	63.1%	10.9%
PCS Individu												
Agriculteurs	162	2.3%	30.3%	107	3.0%	31.9%	56	1.6%	27.7%	2	0.1%	13.8%
Petits patrons	235	3.3%	14.3%	161	4.5%	13.6%	74	2.1%	15.9%	205	11.2%	13.7%
Affaires et Cadres	465	6.6%	9.8%	312	8.7%	10.5%	153	4.4%	8.5%	423	23.0%	9.6%
Professions intermédiaires	873	12.3%	12.9%	467	13.1%	13.6%	406	11.5%	12.3%	703	38.3%	12.7%
Employés	1211	17.1%	14.5%	303	8.5%	15.0%	908	25.8%	14.3%	216	11.8%	11.8%
Ouvriers	1029	14.5%	15.9%	827	23.1%	16.3%	202	5.8%	14.5%	41	2.2%	10.9%
Retraités	2109	29.7%	16.8%	1064	29.7%	17.8%	1045	29.7%	15.9%	35	1.9%	13.8%
Autres inactifs	1007	14.2%	10.1%	337	9.4%	9.7%	671	19.1%	10.2%	212	11.5%	6.9%
PCS Personne de Référence												
Agriculteurs	231	3.3%	29.1%	121	3.4%	32.0%	111	3.2%	26.4%	0	-	-
Petits patrons	319	4.5%	12.1%	181	5.1%	12.6%	138	3.9%	11.6%	319	17.4%	12.1%
Affaires et Cadres	649	9.1%	9.5%	348	9.7%	10.1%	300	8.5%	8.9%	649	35.3%	9.5%
Professions intermédiaires	868	12.2%	11.6%	478	13.4%	12.3%	391	11.1%	10.9%	868	47.3%	11.6%
Employés	675	9.5%	12.7%	305	8.5%	13.7%	370	10.5%	12.0%	0	-	-
Ouvriers	1473	20.8%	15.6%	800	22.4%	16.1%	673	19.1%	15.0%	0	-	-
Retraités	2466	34.8%	16.8%	1177	32.9%	17.7%	1289	36.7%	16.0%	0	-	-
Autres inactifs	410	5.8%	10.5%	166	4.6%	11.4%	244	6.9%	10.0%	0	-	-

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	1147	16.2%	12.2%	539	15.1%	13.4%	608	17.3%	11.3%	174	9.5%	10.1%
2 personnes	2803	39.5%	15.6%	1423	39.8%	16.1%	1381	39.3%	15.0%	507	27.6%	11.5%
3 personnes	1282	18.1%	13.8%	692	19.3%	15.0%	590	16.8%	12.6%	375	20.4%	10.1%
4 personnes	1241	17.5%	13.5%	634	17.7%	13.9%	607	17.3%	13.2%	532	29.0%	11.5%
5 personnes et +	619	8.7%	11.8%	289	8.1%	11.8%	330	9.4%	11.7%	249	13.5%	9.9%
Présence d'enfants de moins de 15 ans												
Oui	1976	27.9%	12.6%	965	27.0%	13.4%	1011	28.8%	11.9%	808	44.0%	10.7%
Non	5116	72.1%	14.4%	2612	73.0%	15.1%	2504	71.2%	13.8%	1028	56.0%	10.9%
Habitat												
Communes rurales	2539	35.8%	21.7%	1224	34.2%	21.8%	1315	37.4%	21.6%	588	32.0%	17.4%
Agglo. - 20 000 hab	1673	23.6%	18.8%	813	22.7%	19.1%	860	24.5%	18.5%	415	22.6%	16.2%
Agglo. 20 000 à 100 000 hab	1303	18.4%	19.0%	626	17.5%	18.6%	677	19.3%	19.4%	362	19.7%	18.2%
Agglo. + 100 000 hab	1179	16.6%	7.7%	681	19.1%	9.4%	498	14.2%	6.2%	312	17.0%	6.1%
Agglo. Paris	399	5.6%	4.7%	233	6.5%	5.8%	166	4.7%	3.7%	159	8.7%	4.1%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	590	8.3%	6.2%	328	9.2%	7.3%	262	7.5%	5.3%	236	12.8%	5.5%
Nord-Pas-de-Calais	850	12.0%	26.5%	436	12.2%	28.6%	415	11.8%	24.6%	192	10.4%	20.9%
Lorraine	140	2.0%	7.2%	75	2.1%	8.0%	65	1.9%	6.5%	47	2.6%	8.4%
Alsace	45	0.6%	3.0%	21	0.6%	2.9%	24	0.7%	3.1%	6	0.3%	1.2%
Franche-Comté	127	1.8%	13.4%	65	1.8%	14.0%	62	1.8%	12.8%	28	1.5%	10.9%
Champagne-Ardenne	36	0.5%	3.3%	14	0.4%	2.7%	22	0.6%	3.8%	9	0.5%	3.1%
Picardie	381	5.4%	24.8%	171	4.8%	23.1%	209	6.0%	26.4%	106	5.8%	23.5%
Bourgogne	126	1.8%	9.2%	72	2.0%	11.0%	54	1.5%	7.6%	25	1.4%	7.1%
Haute-Normandie	560	7.9%	37.9%	247	6.9%	34.9%	314	8.9%	40.6%	131	7.2%	30.2%
Basse-Normandie	596	8.4%	49.4%	284	7.9%	49.2%	311	8.9%	49.6%	105	5.7%	31.8%
Centre	242	3.4%	11.6%	128	3.6%	12.8%	114	3.2%	10.6%	64	3.5%	10.0%
Pays de la Loire	458	6.5%	15.9%	217	6.1%	15.7%	241	6.8%	16.2%	100	5.5%	12.2%
Bretagne	512	7.2%	19.7%	235	6.6%	18.9%	277	7.9%	20.4%	128	7.0%	16.2%
Poitou-Charentes	179	2.5%	12.2%	94	2.6%	13.4%	85	2.4%	11.1%	41	2.3%	10.5%
Aquitaine	362	5.1%	13.5%	198	5.5%	15.6%	163	4.6%	11.6%	100	5.4%	12.1%
Midi-Pyrénées	425	6.0%	17.7%	232	6.5%	20.1%	193	5.5%	15.6%	101	5.5%	12.8%
Limousin	69	1.0%	10.9%	38	1.1%	12.7%	31	0.9%	9.4%	10	0.6%	6.5%
Auvergne	191	2.7%	17.0%	108	3.0%	20.0%	83	2.4%	14.2%	47	2.5%	15.2%
Rhône-Alpes	763	10.8%	15.2%	375	10.5%	15.5%	388	11.0%	14.9%	202	11.0%	11.7%
Languedoc-Roussillon	303	4.3%	13.9%	155	4.3%	15.1%	147	4.2%	12.9%	109	5.9%	17.1%
Provence-Alpes-Côte-d'Azur-Corse	138	1.9%	3.2%	83	2.3%	4.1%	55	1.6%	2.4%	48	2.6%	3.3%
Habitudes de connexion Internet												
Tous les jours	3428	48.3%	12.4%	1857	51.9%	13.2%	1572	44.7%	11.6%	1315	71.6%	10.2%
Presque tous les jours	849	12.0%	14.0%	418	11.7%	14.3%	431	12.3%	13.6%	276	15.0%	11.4%
1 à 2 fois par semaine	519	7.3%	16.1%	257	7.2%	17.9%	262	7.5%	14.6%	122	6.6%	13.5%
1 à 3 fois par mois	123	1.7%	14.2%	46	1.3%	12.2%	77	2.2%	15.7%	32	1.7%	16.5%
Moins souvent	204	2.9%	15.4%	100	2.8%	16.9%	104	3.0%	14.2%	36	1.9%	28.1%
Jamais	31	0.4%	14.8%	12	0.3%	9.0%	19	0.5%	24.3%	5	0.3%	26.1%

	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	278	3.9%	11.9%	131	3.7%	14.0%	148	4.2%	10.5%	23	1.2%	11.5%
De 9 000 à moins de 12 000 euros par an	492	6.9%	15.1%	159	4.4%	14.4%	333	9.5%	15.4%	26	1.4%	10.5%
De 12 000 à moins de 18 000 euros par an	982	13.9%	14.6%	444	12.4%	15.1%	539	15.3%	14.1%	76	4.1%	9.2%
De 18 000 à moins de 24 000 euros par an	1143	16.1%	15.6%	582	16.3%	16.7%	561	15.9%	14.6%	180	9.8%	11.2%
De 24 000 à moins de 36 000 euros par an	1738	24.5%	15.3%	904	25.3%	16.3%	834	23.7%	14.4%	463	25.2%	12.4%
De 36 000 à moins de 45 000 euros par an	902	12.7%	14.1%	518	14.5%	15.2%	383	10.9%	12.9%	326	17.8%	11.5%
De 45 000 à moins de 65 000 euros par an	657	9.3%	11.4%	386	10.8%	12.1%	271	7.7%	10.5%	361	19.7%	10.3%
De 65 000 à moins de 80 000 euros par an	180	2.5%	11.6%	111	3.1%	11.6%	69	2.0%	11.5%	124	6.7%	11.2%
De 80 000 à moins de 115 000 euros par an	113	1.6%	11.2%	73	2.0%	12.1%	40	1.1%	9.9%	85	4.6%	10.4%
115 000 euros et plus par an	52	0.7%	10.6%	45	1.3%	16.3%	7	0.2%	3.2%	41	2.2%	9.8%
Refus	387	5.5%	11.7%	159	4.5%	11.8%	228	6.5%	11.6%	88	4.8%	7.8%
Ne sait pas	168	2.4%	10.6%	65	1.8%	9.7%	103	2.9%	11.4%	43	2.3%	7.8%