

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	15890	100.0%	31.1%	7435	100.0%	30.4%	8455	100.0%	31.7%	3794	100.0%	22.4%
Sexe												
Homme	7435	46.8%	30.4%	7435	100.0%	30.4%	0	-	-	1868	49.2%	21.3%
Femme	8455	53.2%	31.7%	0	-	-	8455	100.0%	31.7%	1925	50.8%	23.5%
Age												
15 à 24 ans	1399	8.8%	18.9%	689	9.3%	18.5%	710	8.4%	19.4%	526	13.9%	16.7%
25 à 34 ans	1478	9.3%	19.2%	707	9.5%	18.6%	771	9.1%	19.7%	498	13.1%	14.6%
35 à 49 ans	3313	20.9%	26.2%	1594	21.4%	25.5%	1719	20.3%	26.8%	1397	36.8%	22.7%
50 à 64 ans	4520	28.4%	36.9%	2137	28.7%	36.0%	2383	28.2%	37.7%	1309	34.5%	32.3%
65 ans et plus	5180	32.6%	46.7%	2308	31.0%	48.5%	2872	34.0%	45.3%	63	1.7%	33.9%
Individu												
Ménagère	7719	48.6%	32.9%	0	-	-	7719	91.3%	32.9%	1638	43.2%	24.1%
Personne de Référence	8802	55.4%	31.3%	6409	86.2%	31.7%	2393	28.3%	30.3%	1843	48.6%	21.9%
Responsable des achats	11249	70.8%	31.7%	3675	49.4%	29.6%	7574	89.6%	32.9%	2416	63.7%	22.5%
PCS Individu												
Agriculteurs	209	1.3%	39.0%	129	1.7%	38.9%	81	1.0%	39.2%	5	0.1%	18.5%
Petits patrons	413	2.6%	25.0%	287	3.9%	24.7%	125	1.5%	25.7%	346	9.1%	23.6%
Affaires et Cadres	901	5.7%	19.0%	561	7.5%	19.2%	340	4.0%	18.5%	788	20.8%	18.2%
Professions intermédiaires	1646	10.4%	24.4%	877	11.8%	25.2%	769	9.1%	23.6%	1321	34.8%	23.7%
Employés	2496	15.7%	29.8%	579	7.8%	27.8%	1917	22.7%	30.5%	522	13.8%	28.9%
Ouvriers	1818	11.4%	28.1%	1398	18.8%	28.0%	420	5.0%	28.3%	104	2.7%	24.5%
Retraités	5812	36.6%	46.2%	2846	38.3%	47.4%	2966	35.1%	45.2%	92	2.4%	38.9%
Autres inactifs	2595	16.3%	25.9%	758	10.2%	21.8%	1837	21.7%	28.1%	616	16.2%	19.9%
PCS Personne de Référence												
Agriculteurs	318	2.0%	39.9%	143	1.9%	36.9%	175	2.1%	42.8%	0	-	-
Petits patrons	692	4.4%	26.3%	312	4.2%	22.6%	381	4.5%	30.3%	692	18.2%	26.3%
Affaires et Cadres	1330	8.4%	19.4%	646	8.7%	18.5%	684	8.1%	20.4%	1330	35.1%	19.4%
Professions intermédiaires	1772	11.1%	23.7%	911	12.3%	23.3%	861	10.2%	24.1%	1772	46.7%	23.7%
Employés	1375	8.7%	25.9%	612	8.2%	27.3%	763	9.0%	24.9%	0	-	-
Ouvriers	2648	16.7%	28.0%	1351	18.2%	27.6%	1298	15.3%	28.3%	0	-	-
Retraités	6677	42.0%	45.5%	3064	41.2%	45.8%	3614	42.7%	45.1%	0	-	-
Autres inactifs	1078	6.8%	27.7%	397	5.3%	26.8%	681	8.0%	28.2%	0	-	-

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	3007	18.9%	32.0%	1222	16.4%	30.2%	1785	21.1%	33.4%	323	8.5%	18.6%
2 personnes	6762	42.6%	37.6%	3268	44.0%	37.2%	3494	41.3%	37.9%	1096	28.9%	25.5%
3 personnes	2619	16.5%	28.2%	1309	17.6%	28.6%	1310	15.5%	27.8%	879	23.2%	23.2%
4 personnes	2325	14.6%	25.3%	1125	15.1%	24.6%	1200	14.2%	26.0%	1009	26.6%	21.7%
5 personnes et +	1177	7.4%	22.4%	510	6.9%	20.7%	667	7.9%	24.0%	487	12.8%	19.7%
Présence d'enfants de moins de 15 ans												
Oui	3586	22.6%	22.8%	1644	22.1%	22.6%	1942	23.0%	23.0%	1553	40.9%	20.2%
Non	12304	77.4%	34.8%	5791	77.9%	33.7%	6513	77.0%	35.8%	2241	59.1%	24.1%
Habitat												
Communes rurales	4264	26.8%	36.4%	1922	25.9%	34.6%	2342	27.7%	38.0%	895	23.6%	26.8%
Agglo. - 20 000 hab	3216	20.2%	35.9%	1467	19.7%	34.7%	1749	20.7%	37.0%	727	19.2%	28.4%
Agglo. 20 000 à 100 000 hab	2395	15.1%	35.0%	1165	15.7%	33.9%	1230	14.5%	36.1%	547	14.4%	27.4%
Agglo. + 100 000 hab	4882	30.7%	32.2%	2345	31.5%	32.4%	2537	30.0%	31.9%	1289	34.0%	24.8%
Agglo. Paris	1133	7.1%	13.4%	535	7.2%	13.4%	598	7.1%	13.5%	335	8.8%	8.7%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	1259	7.9%	13.3%	601	8.1%	13.3%	658	7.8%	13.3%	392	10.3%	9.1%
Nord-Pas-de-Calais	982	6.2%	30.6%	451	6.1%	29.6%	532	6.3%	31.5%	230	6.1%	25.2%
Lorraine	858	5.4%	44.3%	393	5.3%	42.0%	465	5.5%	46.5%	200	5.3%	36.2%
Alsace	757	4.8%	50.0%	361	4.9%	49.3%	396	4.7%	50.6%	181	4.8%	37.0%
Franche-Comté	379	2.4%	39.8%	179	2.4%	38.5%	201	2.4%	41.0%	85	2.3%	32.6%
Champagne-Ardenne	441	2.8%	40.5%	196	2.6%	37.3%	246	2.9%	43.5%	99	2.6%	30.8%
Picardie	512	3.2%	33.4%	250	3.4%	33.7%	262	3.1%	33.1%	90	2.4%	20.6%
Bourgogne	433	2.7%	31.8%	191	2.6%	29.2%	242	2.9%	34.2%	85	2.3%	23.6%
Haute-Normandie	341	2.1%	23.0%	136	1.8%	19.2%	205	2.4%	26.5%	67	1.8%	15.7%
Basse-Normandie	469	3.0%	38.9%	225	3.0%	38.9%	245	2.9%	39.0%	100	2.6%	30.1%
Centre	551	3.5%	26.5%	260	3.5%	26.0%	292	3.4%	27.0%	119	3.1%	18.9%
Pays de la Loire	1119	7.0%	39.0%	509	6.9%	36.8%	610	7.2%	41.0%	237	6.2%	28.6%
Bretagne	1440	9.1%	55.3%	670	9.0%	53.6%	770	9.1%	56.8%	332	8.7%	42.8%
Poitou-Charentes	459	2.9%	31.2%	226	3.0%	32.1%	233	2.8%	30.5%	93	2.4%	25.0%
Aquitaine	837	5.3%	31.2%	397	5.3%	31.1%	441	5.2%	31.3%	214	5.6%	26.5%
Midi-Pyrénées	756	4.8%	31.6%	369	5.0%	32.0%	387	4.6%	31.2%	222	5.8%	27.5%
Limousin	140	0.9%	22.2%	63	0.9%	21.1%	76	0.9%	23.2%	25	0.7%	15.9%
Auvergne	458	2.9%	40.7%	214	2.9%	39.8%	243	2.9%	41.6%	95	2.5%	31.3%
Rhône-Alpes	1737	10.9%	34.6%	824	11.1%	34.1%	912	10.8%	35.0%	457	12.0%	25.6%
Languedoc-Roussillon	664	4.2%	30.6%	316	4.3%	30.7%	348	4.1%	30.4%	144	3.8%	22.1%
Provence-Alpes-Côte-d'Azur-Corse	1296	8.2%	30.0%	603	8.1%	29.6%	693	8.2%	30.3%	329	8.7%	23.0%
Habitudes de connexion Internet												
Tous les jours	7133	44.9%	25.9%	3559	47.9%	25.4%	3574	42.3%	26.4%	2784	73.4%	21.5%
Presque tous les jours	1712	10.8%	27.9%	765	10.3%	26.5%	947	11.2%	29.1%	502	13.2%	21.5%
1 à 2 fois par semaine	1043	6.6%	32.2%	457	6.1%	31.3%	587	6.9%	33.0%	265	7.0%	28.2%
1 à 3 fois par mois	282	1.8%	33.2%	125	1.7%	37.2%	157	1.9%	30.6%	43	1.1%	28.4%
Moins souvent	438	2.8%	32.8%	232	3.1%	36.5%	207	2.4%	29.4%	29	0.8%	21.4%
Jamais	76	0.5%	55.8%	44	0.6%	53.0%	31	0.4%	60.3%	4	0.1%	27.8%

	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	591	3.7%	27.6%	242	3.2%	28.0%	350	4.1%	27.4%	32	0.8%	17.3%
De 9 000 à moins de 12 000 euros par an	1058	6.7%	31.9%	379	5.1%	33.4%	679	8.0%	31.1%	35	0.9%	14.3%
De 12 000 à moins de 18 000 euros par an	2169	13.7%	33.3%	924	12.4%	33.6%	1246	14.7%	33.1%	165	4.3%	21.6%
De 18 000 à moins de 24 000 euros par an	2497	15.7%	33.4%	1175	15.8%	33.2%	1322	15.6%	33.6%	362	9.6%	22.8%
De 24 000 à moins de 36 000 euros par an	3742	23.5%	32.3%	1736	23.4%	31.4%	2006	23.7%	33.2%	844	22.2%	22.7%
De 36 000 à moins de 45 000 euros par an	2025	12.7%	31.1%	1066	14.3%	30.0%	959	11.3%	32.6%	698	18.4%	23.5%
De 45 000 à moins de 65 000 euros par an	1678	10.6%	28.1%	942	12.7%	28.3%	736	8.7%	28.0%	809	21.3%	22.6%
De 65 000 à moins de 80 000 euros par an	370	2.3%	24.1%	201	2.7%	21.9%	169	2.0%	27.4%	223	5.9%	20.0%
De 80 000 à moins de 115 000 euros par an	220	1.4%	22.5%	149	2.0%	25.1%	70	0.8%	18.5%	153	4.0%	19.2%
115 000 euros et plus par an	100	0.6%	21.8%	70	0.9%	25.5%	30	0.4%	16.3%	72	1.9%	18.8%
Refus	1097	6.9%	34.1%	411	5.5%	30.7%	687	8.1%	36.6%	304	8.0%	26.7%
Ne sait pas	342	2.2%	23.6%	140	1.9%	22.4%	202	2.4%	24.6%	97	2.6%	20.3%