

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	18816	100.0%	36.8%	9516	100.0%	38.9%	9300	100.0%	34.9%	4652	100.0%	27.4%
Sexe												
Homme	9516	50.6%	38.9%	9516	100.0%	38.9%	0	-	-	2620	56.3%	29.9%
Femme	9300	49.4%	34.9%	0	-	-	9300	100.0%	34.9%	2033	43.7%	24.8%
Age												
15 à 24 ans	1751	9.3%	23.7%	995	10.5%	26.7%	756	8.1%	20.7%	665	14.3%	21.1%
25 à 34 ans	1984	10.5%	25.8%	1079	11.3%	28.4%	905	9.7%	23.1%	693	14.9%	20.3%
35 à 49 ans	4101	21.8%	32.4%	2178	22.9%	34.9%	1923	20.7%	30.0%	1742	37.4%	28.3%
50 à 64 ans	5168	27.5%	42.2%	2623	27.6%	44.2%	2545	27.4%	40.2%	1487	32.0%	36.7%
65 ans et plus	5810	30.9%	52.3%	2641	27.8%	55.4%	3169	34.1%	50.0%	66	1.4%	35.2%
Individu												
Ménagère	8543	45.4%	36.4%	0	-	-	8543	91.9%	36.4%	1780	38.3%	26.2%
Personne de Référence	10853	57.7%	38.6%	8141	85.6%	40.3%	2712	29.2%	34.3%	2500	53.7%	29.7%
Responsable des achats	13138	69.8%	37.1%	4763	50.0%	38.3%	8375	90.1%	36.4%	2895	62.2%	27.0%
PCS Individu												
Agriculteurs	291	1.5%	54.3%	191	2.0%	57.7%	100	1.1%	48.9%	5	0.1%	19.3%
Petits patrons	580	3.1%	35.1%	430	4.5%	36.9%	150	1.6%	30.7%	498	10.7%	33.9%
Affaires et Cadres	1146	6.1%	24.1%	759	8.0%	26.0%	387	4.2%	21.1%	1010	21.7%	23.3%
Professions intermédiaires	2026	10.8%	30.1%	1178	12.4%	33.8%	849	9.1%	26.0%	1666	35.8%	29.8%
Employés	2985	15.9%	35.6%	862	9.1%	41.3%	2123	22.8%	33.7%	577	12.4%	32.0%
Ouvriers	2336	12.4%	36.1%	1852	19.5%	37.2%	484	5.2%	32.6%	136	2.9%	32.0%
Retraités	6555	34.8%	52.1%	3282	34.5%	54.6%	3273	35.2%	49.9%	92	2.0%	39.1%
Autres inactifs	2897	15.4%	28.9%	963	10.1%	27.6%	1934	20.8%	29.6%	669	14.4%	21.6%
PCS Personne de Référence												
Agriculteurs	415	2.2%	52.1%	214	2.3%	55.5%	200	2.2%	48.8%	0	-	-
Petits patrons	850	4.5%	32.3%	459	4.8%	33.3%	391	4.2%	31.1%	850	18.3%	32.3%
Affaires et Cadres	1565	8.3%	22.9%	886	9.3%	25.4%	678	7.3%	20.2%	1565	33.6%	22.9%
Professions intermédiaires	2238	11.9%	29.9%	1274	13.4%	32.6%	963	10.4%	27.0%	2238	48.1%	29.9%
Employés	1719	9.1%	32.4%	855	9.0%	38.1%	864	9.3%	28.2%	0	-	-
Ouvriers	3237	17.2%	34.2%	1776	18.7%	36.3%	1461	15.7%	31.9%	0	-	-
Retraités	7526	40.0%	51.2%	3550	37.3%	53.1%	3977	42.8%	49.7%	0	-	-
Autres inactifs	1266	6.7%	32.5%	501	5.3%	33.8%	765	8.2%	31.7%	0	-	-

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	3476	18.5%	37.0%	1526	16.0%	37.7%	1950	21.0%	36.5%	451	9.7%	26.0%
2 personnes	7900	42.0%	43.9%	4039	42.4%	45.9%	3861	41.5%	41.9%	1297	27.9%	30.1%
3 personnes	3059	16.3%	32.9%	1608	16.9%	35.2%	1451	15.6%	30.8%	1005	21.6%	26.5%
4 personnes	2859	15.2%	31.1%	1560	16.4%	34.1%	1300	14.0%	28.2%	1284	27.6%	27.6%
5 personnes et +	1521	8.1%	29.0%	784	8.2%	31.8%	738	7.9%	26.5%	614	13.2%	24.9%
Présence d'enfants de moins de 15 ans												
Oui	4567	24.3%	29.0%	2336	24.5%	32.1%	2231	24.0%	26.4%	1967	42.3%	25.7%
Non	14249	75.7%	40.3%	7180	75.5%	41.8%	7069	76.0%	38.8%	2685	57.7%	28.9%
Habitat												
Communes rurales	5044	26.8%	43.1%	2462	25.9%	44.4%	2582	27.8%	41.9%	1072	23.0%	32.1%
Agglo. - 20 000 hab	3769	20.0%	42.1%	1848	19.4%	43.8%	1921	20.7%	40.7%	874	18.8%	34.2%
Agglo. 20 000 à 100 000 hab	2948	15.7%	43.1%	1529	16.1%	44.5%	1419	15.3%	41.7%	694	14.9%	34.7%
Agglo. + 100 000 hab	5468	29.1%	36.0%	2820	29.6%	39.0%	2647	28.5%	33.3%	1455	31.3%	28.0%
Agglo. Paris	1586	8.4%	18.8%	856	9.0%	21.4%	730	7.9%	16.5%	558	12.0%	14.4%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	1798	9.6%	19.0%	989	10.4%	22.0%	809	8.7%	16.3%	653	14.0%	15.1%
Nord-Pas-de-Calais	1229	6.5%	38.3%	604	6.3%	39.6%	625	6.7%	37.0%	277	5.9%	30.3%
Lorraine	925	4.9%	47.7%	450	4.7%	48.1%	475	5.1%	47.4%	204	4.4%	37.1%
Alsace	753	4.0%	49.7%	376	4.0%	51.4%	377	4.0%	48.1%	176	3.8%	36.0%
Franche-Comté	424	2.3%	44.5%	217	2.3%	46.8%	206	2.2%	42.2%	93	2.0%	35.3%
Champagne-Ardenne	528	2.8%	48.4%	259	2.7%	49.3%	268	2.9%	47.6%	123	2.7%	38.3%
Picardie	543	2.9%	35.4%	257	2.7%	34.6%	287	3.1%	36.2%	118	2.5%	27.1%
Bourgogne	609	3.2%	44.7%	301	3.2%	46.0%	308	3.3%	43.5%	117	2.5%	32.4%
Haute-Normandie	377	2.0%	25.5%	183	1.9%	25.9%	195	2.1%	25.2%	77	1.7%	18.2%
Basse-Normandie	480	2.6%	39.9%	232	2.4%	40.2%	248	2.7%	39.6%	102	2.2%	30.7%
Centre	797	4.2%	38.3%	385	4.1%	38.5%	412	4.4%	38.2%	169	3.6%	26.7%
Pays de la Loire	1385	7.4%	48.2%	669	7.0%	48.3%	716	7.7%	48.1%	317	6.8%	38.3%
Bretagne	1581	8.4%	60.7%	790	8.3%	63.3%	791	8.5%	58.4%	397	8.5%	51.2%
Poitou-Charentes	678	3.6%	46.2%	340	3.6%	48.2%	338	3.6%	44.3%	133	2.9%	35.8%
Aquitaine	1050	5.6%	39.1%	515	5.4%	40.4%	535	5.8%	38.0%	247	5.3%	30.6%
Midi-Pyrénées	864	4.6%	36.1%	453	4.8%	39.2%	411	4.4%	33.1%	220	4.7%	27.4%
Limousin	289	1.5%	45.9%	141	1.5%	47.0%	147	1.6%	44.9%	62	1.3%	39.3%
Auvergne	552	2.9%	49.1%	281	3.0%	52.1%	271	2.9%	46.4%	122	2.6%	40.3%
Rhône-Alpes	1600	8.5%	31.9%	830	8.7%	34.3%	770	8.3%	29.6%	419	9.0%	23.4%
Languedoc-Roussillon	800	4.3%	36.8%	408	4.3%	39.6%	392	4.2%	34.3%	200	4.3%	30.9%
Provence-Alpes-Côte-d'Azur-Corse	1552	8.3%	35.9%	835	8.8%	41.0%	717	7.7%	31.4%	425	9.1%	29.7%
Habitudes de connexion Internet												
Tous les jours	8850	47.0%	32.1%	4851	51.0%	34.6%	3998	43.0%	29.5%	3462	74.4%	26.8%
Presque tous les jours	2038	10.8%	33.2%	1021	10.7%	35.3%	1017	10.9%	31.3%	601	12.9%	25.8%
1 à 2 fois par semaine	1210	6.4%	37.3%	575	6.0%	39.4%	634	6.8%	35.6%	287	6.2%	30.5%
1 à 3 fois par mois	321	1.7%	37.9%	150	1.6%	44.5%	171	1.8%	33.5%	57	1.2%	38.1%
Moins souvent	496	2.6%	37.1%	251	2.6%	39.6%	244	2.6%	34.8%	39	0.8%	28.9%
Jamais	69	0.4%	50.9%	43	0.5%	51.7%	26	0.3%	49.6%	5	0.1%	36.2%

	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	729	3.9%	34.0%	294	3.1%	34.1%	435	4.7%	34.0%	43	0.9%	23.2%
De 9 000 à moins de 12 000 euros par an	1288	6.8%	38.8%	455	4.8%	40.1%	833	9.0%	38.1%	60	1.3%	24.2%
De 12 000 à moins de 18 000 euros par an	2572	13.7%	39.5%	1163	12.2%	42.3%	1409	15.2%	37.4%	199	4.3%	26.1%
De 18 000 à moins de 24 000 euros par an	2941	15.6%	39.4%	1499	15.8%	42.4%	1442	15.5%	36.6%	467	10.0%	29.4%
De 24 000 à moins de 36 000 euros par an	4458	23.7%	38.5%	2263	23.8%	40.9%	2195	23.6%	36.3%	1070	23.0%	28.8%
De 36 000 à moins de 45 000 euros par an	2365	12.6%	36.4%	1336	14.0%	37.5%	1029	11.1%	35.0%	822	17.7%	27.7%
De 45 000 à moins de 65 000 euros par an	1993	10.6%	33.4%	1234	13.0%	37.0%	758	8.2%	28.9%	993	21.3%	27.8%
De 65 000 à moins de 80 000 euros par an	431	2.3%	28.1%	281	3.0%	30.7%	150	1.6%	24.3%	296	6.4%	26.6%
De 80 000 à moins de 115 000 euros par an	248	1.3%	25.4%	177	1.9%	29.8%	71	0.8%	18.7%	187	4.0%	23.5%
115 000 euros et plus par an	109	0.6%	23.9%	84	0.9%	30.6%	26	0.3%	13.9%	79	1.7%	20.6%
Refus	1235	6.6%	38.4%	535	5.6%	40.0%	700	7.5%	37.3%	326	7.0%	28.6%
Ne sait pas	446	2.4%	30.8%	195	2.0%	31.1%	251	2.7%	30.6%	110	2.4%	23.0%