

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2539	100.0%	5.0%	1278	100.0%	5.2%	1261	100.0%	4.7%	626	100.0%	3.7%
Sexe												
Homme	1278	50.3%	5.2%	1278	100.0%	5.2%	0	-	-	342	54.6%	3.9%
Femme	1261	49.7%	4.7%	0	-	-	1261	100.0%	4.7%	284	45.4%	3.5%
Age												
15 à 24 ans	266	10.5%	3.6%	158	12.3%	4.2%	109	8.6%	3.0%	101	16.2%	3.2%
25 à 34 ans	270	10.7%	3.5%	145	11.4%	3.8%	125	9.9%	3.2%	88	14.1%	2.6%
35 à 49 ans	519	20.4%	4.1%	285	22.3%	4.6%	234	18.5%	3.6%	235	37.6%	3.8%
50 à 64 ans	682	26.8%	5.6%	328	25.7%	5.5%	354	28.1%	5.6%	198	31.6%	4.9%
65 ans et plus	802	31.6%	7.2%	362	28.3%	7.6%	440	34.9%	6.9%	4	0.6%	2.0%
Individu												
Ménagère	1161	45.7%	5.0%	0	-	-	1161	92.1%	5.0%	251	40.2%	3.7%
Personne de Référence	1407	55.4%	5.0%	1101	86.2%	5.5%	306	24.2%	3.9%	312	49.8%	3.7%
Responsable des achats	1685	66.4%	4.8%	562	44.0%	4.5%	1123	89.1%	4.9%	382	61.0%	3.6%
PCS Individu												
Agriculteurs	39	1.5%	7.3%	23	1.8%	6.9%	16	1.3%	7.9%	0	-	-
Petits patrons	59	2.3%	3.6%	42	3.3%	3.6%	17	1.3%	3.4%	55	8.7%	3.7%
Affaires et Cadres	160	6.3%	3.4%	113	8.8%	3.9%	47	3.7%	2.6%	144	23.1%	3.3%
Professions intermédiaires	255	10.1%	3.8%	139	10.9%	4.0%	116	9.2%	3.6%	211	33.7%	3.8%
Employés	382	15.1%	4.6%	103	8.0%	4.9%	280	22.2%	4.4%	76	12.1%	4.2%
Ouvriers	321	12.6%	5.0%	248	19.4%	5.0%	73	5.8%	4.9%	22	3.5%	5.2%
Retraités	922	36.3%	7.3%	462	36.2%	7.7%	460	36.5%	7.0%	14	2.2%	5.9%
Autres inactifs	400	15.8%	4.0%	148	11.6%	4.2%	252	20.0%	3.9%	104	16.7%	3.4%
PCS Personne de Référence												
Agriculteurs	81	3.2%	10.2%	37	2.9%	9.6%	44	3.5%	10.7%	0	-	-
Petits patrons	106	4.2%	4.0%	49	3.8%	3.5%	58	4.6%	4.6%	106	17.0%	4.0%
Affaires et Cadres	229	9.0%	3.4%	130	10.2%	3.7%	99	7.9%	3.0%	229	36.7%	3.4%
Professions intermédiaires	290	11.4%	3.9%	163	12.7%	4.2%	127	10.1%	3.6%	290	46.3%	3.9%
Employés	214	8.4%	4.0%	113	8.9%	5.1%	101	8.0%	3.3%	0	-	-
Ouvriers	431	17.0%	4.6%	237	18.5%	4.8%	194	15.4%	4.2%	0	-	-
Retraités	1043	41.1%	7.1%	487	38.1%	7.3%	556	44.1%	6.9%	0	-	-
Autres inactifs	143	5.7%	3.7%	62	4.8%	4.2%	82	6.5%	3.4%	0	-	-

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	434	17.1%	4.6%	210	16.4%	5.2%	224	17.8%	4.2%	52	8.4%	3.0%
2 personnes	1174	46.2%	6.5%	573	44.9%	6.5%	601	47.6%	6.5%	172	27.5%	4.0%
3 personnes	313	12.3%	3.4%	166	13.0%	3.6%	147	11.6%	3.1%	115	18.4%	3.0%
4 personnes	369	14.5%	4.0%	209	16.3%	4.6%	160	12.7%	3.5%	178	28.4%	3.8%
5 personnes et +	249	9.8%	4.7%	120	9.4%	4.8%	129	10.2%	4.6%	109	17.4%	4.4%
Présence d'enfants de moins de 15 ans												
Oui	632	24.9%	4.0%	316	24.8%	4.3%	316	25.0%	3.7%	286	45.7%	3.7%
Non	1907	75.1%	5.4%	961	75.2%	5.6%	945	75.0%	5.2%	340	54.3%	3.7%
Habitat												
Communes rurales	890	35.0%	7.6%	428	33.5%	7.7%	461	36.6%	7.5%	183	29.2%	5.5%
Agglo. - 20 000 hab	699	27.5%	7.8%	362	28.3%	8.6%	337	26.7%	7.1%	175	27.9%	6.8%
Agglo. 20 000 à 100 000 hab	358	14.1%	5.2%	193	15.1%	5.6%	165	13.1%	4.9%	86	13.8%	4.3%
Agglo. + 100 000 hab	569	22.4%	3.8%	281	22.0%	3.9%	288	22.9%	3.6%	171	27.3%	3.3%
Agglo. Paris	23	0.9%	0.3%	14	1.1%	0.3%	9	0.7%	0.2%	11	1.8%	0.3%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	23	0.9%	0.2%	14	1.1%	0.3%	9	0.7%	0.2%	11	1.8%	0.3%
Nord-Pas-de-Calais	1	0.0%	0.0%	1	0.1%	0.0%	0	-	-	0	0.1%	0.1%
Lorraine	0	-	-	0	-	-	0	-	-	0	-	-
Alsace	1	0.0%	0.1%	1	0.1%	0.1%	0	-	-	1	0.1%	0.2%
Franche-Comté	0	-	-	0	-	-	0	-	-	0	-	-
Champagne-Ardenne	0	0.0%	0.0%	0	0.0%	0.1%	0	-	-	0	-	-
Picardie	1	0.1%	0.1%	1	0.1%	0.1%	0	0.0%	0.0%	1	0.2%	0.3%
Bourgogne	1	0.0%	0.1%	1	0.1%	0.1%	0	-	-	0	-	-
Haute-Normandie	9	0.4%	0.6%	5	0.4%	0.7%	4	0.3%	0.6%	3	0.5%	0.7%
Basse-Normandie	393	15.5%	32.6%	196	15.3%	33.9%	197	15.7%	31.4%	82	13.1%	24.6%
Centre	7	0.3%	0.3%	4	0.3%	0.4%	2	0.2%	0.2%	3	0.5%	0.5%
Pays de la Loire	956	37.7%	33.3%	459	35.9%	33.1%	497	39.4%	33.5%	235	37.6%	28.4%
Bretagne	1126	44.4%	43.2%	582	45.6%	46.6%	544	43.2%	40.1%	279	44.5%	35.9%
Poitou-Charentes	16	0.6%	1.1%	10	0.8%	1.4%	6	0.4%	0.7%	7	1.2%	2.0%
Aquitaine	0	0.0%	0.0%	0	0.0%	0.0%	0	-	-	0	0.0%	0.0%
Midi-Pyrénées	2	0.1%	0.1%	2	0.2%	0.2%	0	-	-	2	0.3%	0.2%
Limousin	1	0.0%	0.1%	0	0.0%	0.1%	0	0.0%	0.0%	0	0.0%	0.1%
Auvergne	0	0.0%	0.0%	0	0.0%	0.0%	0	-	-	0	-	-
Rhône-Alpes	1	0.0%	0.0%	1	0.1%	0.0%	0	-	-	1	0.2%	0.1%
Languedoc-Roussillon	0	0.0%	0.0%	0	-	-	0	0.0%	0.0%	0	0.0%	0.0%
Provence-Alpes-Côte-d'Azur-Corse	0	-	-	0	-	-	0	-	-	0	-	-
Habitudes de connexion Internet												
Tous les jours	1245	49.0%	4.5%	680	53.2%	4.8%	565	44.8%	4.2%	486	77.6%	3.8%
Presque tous les jours	256	10.1%	4.2%	121	9.4%	4.2%	135	10.7%	4.2%	77	12.3%	3.3%
1 à 2 fois par semaine	141	5.5%	4.3%	74	5.8%	5.1%	67	5.3%	3.7%	39	6.2%	4.1%
1 à 3 fois par mois	50	2.0%	5.9%	28	2.2%	8.2%	22	1.8%	4.3%	7	1.2%	4.8%
Moins souvent	75	3.0%	5.6%	47	3.7%	7.4%	28	2.2%	3.9%	1	0.1%	0.5%
Jamais	5	0.2%	3.9%	4	0.3%	4.8%	1	0.1%	2.4%	0	-	-

	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	69	2.7%	3.2%	39	3.1%	4.5%	30	2.4%	2.3%	2	0.3%	1.0%
De 9 000 à moins de 12 000 euros par an	169	6.7%	5.1%	57	4.4%	5.0%	113	8.9%	5.2%	3	0.5%	1.3%
De 12 000 à moins de 18 000 euros par an	336	13.2%	5.2%	154	12.0%	5.6%	182	14.4%	4.8%	29	4.6%	3.8%
De 18 000 à moins de 24 000 euros par an	366	14.4%	4.9%	184	14.4%	5.2%	181	14.4%	4.6%	48	7.7%	3.0%
De 24 000 à moins de 36 000 euros par an	680	26.8%	5.9%	334	26.1%	6.0%	347	27.5%	5.7%	154	24.6%	4.1%
De 36 000 à moins de 45 000 euros par an	341	13.4%	5.2%	194	15.2%	5.4%	147	11.6%	5.0%	125	20.0%	4.2%
De 45 000 à moins de 65 000 euros par an	250	9.9%	4.2%	159	12.5%	4.8%	91	7.2%	3.5%	137	21.9%	3.8%
De 65 000 à moins de 80 000 euros par an	56	2.2%	3.6%	34	2.7%	3.7%	22	1.7%	3.5%	43	6.9%	3.9%
De 80 000 à moins de 115 000 euros par an	45	1.8%	4.6%	30	2.3%	5.0%	15	1.2%	3.8%	36	5.8%	4.6%
115 000 euros et plus par an	6	0.3%	1.4%	6	0.5%	2.2%	0	0.0%	0.2%	4	0.7%	1.1%
Refus	172	6.8%	5.4%	64	5.0%	4.8%	108	8.6%	5.8%	33	5.3%	2.9%
Ne sait pas	49	1.9%	3.4%	23	1.8%	3.7%	26	2.1%	3.2%	10	1.6%	2.2%