

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	7325	100.0%	14.3%	3638	100.0%	14.9%	3686	100.0%	13.8%	1948	100.0%	11.5%
Sexe												
Homme	3638	49.7%	14.9%	3638	100.0%	14.9%	0	-	-	1062	54.5%	12.1%
Femme	3686	50.3%	13.8%	0	-	-	3686	100.0%	13.8%	886	45.5%	10.8%
Age												
15 à 24 ans	690	9.4%	9.3%	390	10.7%	10.5%	300	8.1%	8.2%	248	12.7%	7.9%
25 à 34 ans	915	12.5%	11.9%	471	12.9%	12.4%	444	12.1%	11.4%	275	14.1%	8.1%
35 à 49 ans	1875	25.6%	14.8%	938	25.8%	15.0%	936	25.4%	14.6%	790	40.6%	12.8%
50 à 64 ans	2128	29.1%	17.4%	1023	28.1%	17.3%	1106	30.0%	17.5%	612	31.4%	15.1%
65 ans et plus	1717	23.4%	15.5%	817	22.5%	17.1%	900	24.4%	14.2%	24	1.2%	12.7%
Individu												
Ménagère	3393	46.3%	14.5%	0	-	-	3393	92.0%	14.5%	812	41.7%	11.9%
Personne de Référence	4024	54.9%	14.3%	3121	85.8%	15.4%	903	24.5%	11.4%	1026	52.7%	12.2%
Responsable des achats	5090	69.5%	14.4%	1745	48.0%	14.0%	3345	90.7%	14.5%	1248	64.0%	11.6%
PCS Individu												
Agriculteurs	171	2.3%	31.8%	106	2.9%	32.2%	64	1.7%	31.2%	4	0.2%	14.5%
Petits patrons	229	3.1%	13.9%	169	4.7%	14.5%	60	1.6%	12.3%	204	10.5%	13.9%
Affaires et Cadres	464	6.3%	9.8%	303	8.3%	10.4%	161	4.4%	8.8%	413	21.2%	9.5%
Professions intermédiaires	879	12.0%	13.0%	494	13.6%	14.2%	384	10.4%	11.8%	726	37.3%	13.0%
Employés	1307	17.8%	15.6%	301	8.3%	14.4%	1006	27.3%	16.0%	269	13.8%	14.9%
Ouvriers	1085	14.8%	16.8%	833	22.9%	16.7%	251	6.8%	16.9%	56	2.9%	13.2%
Retraités	2088	28.5%	16.6%	1062	29.2%	17.7%	1026	27.8%	15.6%	26	1.3%	11.0%
Autres inactifs	1102	15.0%	11.0%	369	10.1%	10.6%	733	19.9%	11.2%	250	12.9%	8.1%
PCS Personne de Référence												
Agriculteurs	238	3.3%	29.9%	119	3.3%	30.8%	119	3.2%	29.1%	0	-	-
Petits patrons	343	4.7%	13.0%	176	4.8%	12.8%	167	4.5%	13.3%	343	17.6%	13.0%
Affaires et Cadres	652	8.9%	9.5%	362	9.9%	10.4%	290	7.9%	8.6%	652	33.5%	9.5%
Professions intermédiaires	953	13.0%	12.7%	524	14.4%	13.4%	429	11.6%	12.0%	953	48.9%	12.7%
Employés	719	9.8%	13.6%	327	9.0%	14.6%	392	10.6%	12.8%	0	-	-
Ouvriers	1557	21.3%	16.4%	811	22.3%	16.6%	745	20.2%	16.3%	0	-	-
Retraités	2442	33.3%	16.6%	1161	31.9%	17.4%	1281	34.8%	16.0%	0	-	-
Autres inactifs	420	5.7%	10.8%	158	4.3%	10.7%	262	7.1%	10.9%	0	-	-

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	1146	15.6%	12.2%	545	15.0%	13.4%	601	16.3%	11.3%	164	8.4%	9.5%
2 personnes	2897	39.5%	16.1%	1412	38.8%	16.1%	1484	40.3%	16.1%	543	27.9%	12.6%
3 personnes	1314	17.9%	14.1%	682	18.7%	14.9%	632	17.1%	13.4%	408	20.9%	10.7%
4 personnes	1276	17.4%	13.9%	661	18.2%	14.4%	615	16.7%	13.4%	554	28.4%	11.9%
5 personnes et +	693	9.5%	13.2%	338	9.3%	13.7%	354	9.6%	12.7%	279	14.3%	11.3%
Présence d'enfants de moins de 15 ans												
Oui	2100	28.7%	13.3%	1052	28.9%	14.5%	1049	28.4%	12.4%	860	44.1%	11.2%
Non	5224	71.3%	14.8%	2587	71.1%	15.1%	2638	71.6%	14.5%	1088	55.9%	11.7%
Habitat												
Communes rurales	2590	35.4%	22.1%	1227	33.7%	22.1%	1363	37.0%	22.1%	620	31.8%	18.6%
Agglo. - 20 000 hab	1713	23.4%	19.1%	829	22.8%	19.6%	884	24.0%	18.7%	446	22.9%	17.4%
Agglo. 20 000 à 100 000 hab	1384	18.9%	20.2%	697	19.1%	20.3%	688	18.7%	20.2%	391	20.1%	19.6%
Agglo. + 100 000 hab	1228	16.8%	8.1%	672	18.5%	9.3%	556	15.1%	7.0%	331	17.0%	6.4%
Agglo. Paris	410	5.6%	4.9%	214	5.9%	5.3%	196	5.3%	4.4%	160	8.2%	4.1%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	589	8.0%	6.2%	308	8.5%	6.8%	281	7.6%	5.7%	241	12.4%	5.6%
Nord-Pas-de-Calais	894	12.2%	27.8%	447	12.3%	29.3%	448	12.1%	26.5%	203	10.4%	22.2%
Lorraine	118	1.6%	6.1%	53	1.4%	5.6%	65	1.8%	6.5%	41	2.1%	7.5%
Alsace	54	0.7%	3.6%	25	0.7%	3.4%	29	0.8%	3.7%	6	0.3%	1.3%
Franche-Comté	145	2.0%	15.2%	72	2.0%	15.4%	74	2.0%	15.1%	33	1.7%	12.5%
Champagne-Ardenne	39	0.5%	3.6%	19	0.5%	3.6%	20	0.5%	3.6%	11	0.6%	3.4%
Picardie	409	5.6%	26.6%	179	4.9%	24.1%	230	6.2%	29.0%	89	4.6%	20.5%
Bourgogne	133	1.8%	9.8%	74	2.0%	11.4%	59	1.6%	8.3%	33	1.7%	9.0%
Haute-Normandie	560	7.7%	37.9%	254	7.0%	35.9%	307	8.3%	39.7%	134	6.9%	31.5%
Basse-Normandie	605	8.3%	50.2%	275	7.6%	47.6%	330	9.0%	52.6%	124	6.4%	37.3%
Centre	239	3.3%	11.5%	135	3.7%	13.5%	104	2.8%	9.7%	67	3.4%	10.7%
Pays de la Loire	469	6.4%	16.3%	228	6.3%	16.5%	241	6.5%	16.2%	114	5.8%	13.7%
Bretagne	523	7.1%	20.1%	275	7.6%	22.0%	247	6.7%	18.3%	129	6.6%	16.7%
Poitou-Charentes	195	2.7%	13.3%	94	2.6%	13.3%	101	2.7%	13.2%	47	2.4%	12.5%
Aquitaine	366	5.0%	13.6%	199	5.5%	15.6%	166	4.5%	11.8%	108	5.5%	13.3%
Midi-Pyrénées	412	5.6%	17.2%	216	5.9%	18.7%	195	5.3%	15.7%	121	6.2%	15.0%
Limousin	74	1.0%	11.7%	42	1.2%	13.9%	32	0.9%	9.6%	16	0.8%	10.4%
Auvergne	191	2.6%	17.0%	107	3.0%	19.9%	84	2.3%	14.3%	48	2.5%	15.9%
Rhône-Alpes	868	11.8%	17.3%	414	11.4%	17.1%	453	12.3%	17.4%	252	13.0%	14.1%
Languedoc-Roussillon	274	3.7%	12.6%	139	3.8%	13.5%	135	3.7%	11.8%	86	4.4%	13.2%
Provence-Alpes-Côte-d'Azur-Corse	170	2.3%	3.9%	83	2.3%	4.1%	87	2.4%	3.8%	45	2.3%	3.1%
Habitudes de connexion Internet												
Tous les jours	3610	49.3%	13.1%	1901	52.2%	13.6%	1709	46.4%	12.6%	1419	72.8%	11.0%
Presque tous les jours	892	12.2%	14.5%	451	12.4%	15.6%	441	12.0%	13.6%	275	14.1%	11.8%
1 à 2 fois par semaine	522	7.1%	16.1%	243	6.7%	16.6%	280	7.6%	15.7%	128	6.6%	13.7%
1 à 3 fois par mois	122	1.7%	14.4%	35	1.0%	10.3%	87	2.4%	17.0%	20	1.0%	13.3%
Moins souvent	223	3.0%	16.7%	107	2.9%	16.9%	116	3.1%	16.5%	29	1.5%	21.6%
Jamais	22	0.3%	15.9%	10	0.3%	12.4%	11	0.3%	21.7%	1	0.1%	7.9%

	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	280	3.8%	13.1%	106	2.9%	12.3%	174	4.7%	13.6%	23	1.2%	12.4%
De 9 000 à moins de 12 000 euros par an	486	6.6%	14.6%	161	4.4%	14.2%	324	8.8%	14.8%	27	1.4%	10.9%
De 12 000 à moins de 18 000 euros par an	1062	14.5%	16.3%	462	12.7%	16.8%	600	16.3%	16.0%	74	3.8%	9.6%
De 18 000 à moins de 24 000 euros par an	1156	15.8%	15.5%	595	16.3%	16.8%	562	15.2%	14.3%	190	9.7%	12.0%
De 24 000 à moins de 36 000 euros par an	1732	23.6%	15.0%	885	24.3%	16.0%	847	23.0%	14.0%	498	25.6%	13.4%
De 36 000 à moins de 45 000 euros par an	994	13.6%	15.3%	560	15.4%	15.7%	434	11.8%	14.7%	359	18.4%	12.1%
De 45 000 à moins de 65 000 euros par an	699	9.5%	11.7%	421	11.6%	12.6%	279	7.6%	10.6%	388	19.9%	10.8%
De 65 000 à moins de 80 000 euros par an	180	2.5%	11.7%	120	3.3%	13.1%	60	1.6%	9.7%	130	6.7%	11.7%
De 80 000 à moins de 115 000 euros par an	95	1.3%	9.7%	62	1.7%	10.5%	32	0.9%	8.5%	75	3.8%	9.4%
115 000 euros et plus par an	39	0.5%	8.5%	35	1.0%	12.8%	4	0.1%	2.2%	33	1.7%	8.7%
Refus	432	5.9%	13.5%	166	4.6%	12.4%	267	7.2%	14.2%	111	5.7%	9.8%
Ne sait pas	169	2.3%	11.7%	65	1.8%	10.4%	104	2.8%	12.7%	41	2.1%	8.5%