

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	1937	100.0%	3.7%	282	100.0%	1.1%	1654	100.0%	6.1%	676	100.0%	3.8%
Sexe												
Homme	282	14.6%	1.1%	282	100.0%	1.1%	0	0.0%	0.0%	108	16.0%	1.2%
Femme	1654	85.4%	6.1%	0	0.0%	0.0%	1654	100.0%	6.1%	568	84.0%	6.5%
Age												
15 à 24 ans	59	3.1%	0.8%	5	1.9%	0.1%	54	3.3%	1.5%	25	3.7%	0.8%
25 à 34 ans	229	11.8%	3.0%	25	8.7%	0.7%	204	12.3%	5.2%	88	13.0%	2.7%
35 à 49 ans	533	27.5%	4.2%	90	31.9%	1.4%	442	26.7%	6.9%	302	44.6%	4.9%
50 à 59 ans	434	22.4%	5.0%	60	21.4%	1.4%	374	22.6%	8.4%	197	29.1%	5.4%
60 ans et plus	682	35.2%	4.2%	102	36.2%	1.4%	580	35.0%	6.5%	65	9.6%	4.1%
Individu												
Ménagères	1569	81.0%	6.7%	0	0.0%	0.0%	1569	94.9%	6.7%	544	80.5%	7.7%
Personne de référence	755	39.0%	2.7%	261	92.3%	1.3%	494	29.8%	6.7%	211	31.2%	2.4%
Responsable des achats	1662	85.8%	4.6%	142	50.3%	1.1%	1520	91.9%	6.6%	566	83.7%	5.0%
PCS Individu												
Agriculteurs	24	1.2%	4.6%	3	0.9%	0.8%	21	1.3%	10.9%	1	0.2%	3.8%
Petits patrons	55	2.8%	3.4%	9	3.3%	0.8%	46	2.8%	10.9%	37	5.5%	2.5%
Affaires et Cadres	206	10.7%	4.1%	39	13.7%	1.3%	168	10.1%	7.8%	185	27.4%	4.1%
Professions intermédiaires	296	15.3%	4.0%	52	18.4%	1.4%	244	14.8%	6.6%	229	33.9%	3.8%
Employés	412	21.3%	4.8%	19	6.8%	0.9%	393	23.8%	6.2%	97	14.3%	5.4%
Ouvriers	129	6.7%	2.0%	59	21.0%	1.2%	70	4.2%	5.3%	11	1.6%	2.5%
Retraités	513	26.5%	4.0%	71	25.1%	1.2%	442	26.7%	6.4%	19	2.8%	8.5%
Autres inactifs	302	15.6%	3.0%	31	10.8%	0.8%	271	16.4%	4.3%	97	14.3%	2.9%
PCS Personne de référence												
Agriculteurs	47	2.4%	6.1%	3	1.1%	0.8%	44	2.7%	10.8%	0	0.0%	0.0%
Petits patrons	104	5.4%	3.9%	9	3.3%	0.6%	95	5.7%	7.7%	104	15.4%	3.9%
Affaires et Cadres	293	15.1%	4.2%	42	14.8%	1.2%	252	15.2%	7.1%	293	43.4%	4.2%
Professions intermédiaires	278	14.4%	3.4%	57	20.1%	1.4%	221	13.4%	5.6%	278	41.2%	3.4%
Employés	234	12.1%	4.2%	15	5.5%	0.7%	219	13.2%	6.7%	0	0.0%	0.0%
Ouvriers	268	13.8%	2.8%	58	20.6%	1.1%	210	12.7%	4.6%	0	0.0%	0.0%
Retraités	600	31.0%	4.0%	77	27.1%	1.2%	524	31.7%	6.2%	0	0.0%	0.0%
Autres inactifs	111	5.7%	3.1%	21	7.5%	1.4%	90	5.4%	4.4%	0	0.0%	0.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du foyer												
1 personne	398	20.5%	4.1%	35	12.5%	0.8%	362	21.9%	6.6%	81	12.0%	3.4%
2 personnes	763	39.4%	4.2%	135	47.7%	1.5%	628	38.0%	6.7%	182	27.0%	4.3%
3 personnes	290	14.9%	3.1%	46	16.4%	1.0%	243	14.7%	5.3%	155	22.9%	3.9%
4 personnes	304	15.7%	3.2%	45	16.0%	1.0%	258	15.6%	5.5%	152	22.5%	3.2%
5 personnes et +	183	9.5%	3.3%	21	7.5%	0.8%	162	9.8%	5.3%	106	15.7%	4.0%
Présence d'enfants de moins de 15 ans												
Oui	612	31.6%	3.9%	94	33.3%	1.3%	518	31.3%	6.1%	316	46.8%	4.2%
Non	1325	68.4%	3.6%	188	66.7%	1.1%	1137	68.7%	6.0%	360	53.2%	3.5%
Habitat												
Communes rurales	433	22.4%	3.6%	71	25.2%	1.2%	362	21.9%	5.8%	124	18.3%	3.7%
Agglo. - 20 000 hab	352	18.2%	3.9%	42	14.9%	1.0%	310	18.8%	6.7%	92	13.6%	3.3%
Agglo. 20 000 à 100 000 hab	294	15.2%	4.2%	38	13.5%	1.2%	256	15.5%	7.0%	107	15.8%	5.0%
Agglo. + 100 000 hab	592	30.6%	3.8%	84	29.6%	1.1%	509	30.8%	6.3%	218	32.3%	3.9%
Agglo. Paris	265	13.7%	3.0%	48	16.9%	1.1%	217	13.1%	4.7%	135	19.9%	3.4%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	317	16.4%	3.3%	56	19.9%	1.2%	261	15.8%	5.1%	148	22.0%	3.4%
Nord Pas de Calais	113	5.8%	3.5%	23	8.1%	1.5%	90	5.4%	5.4%	30	4.4%	2.9%
Lorraine	75	3.9%	3.9%	19	6.6%	2.0%	57	3.4%	5.7%	18	2.7%	3.4%
Alsace	53	2.7%	3.4%	12	4.2%	1.6%	41	2.5%	5.1%	14	2.1%	3.1%
Franche-Comté	40	2.1%	4.2%	7	2.6%	1.6%	33	2.0%	6.6%	10	1.5%	3.6%
Champagne Ardennes	41	2.1%	3.7%	8	2.9%	1.6%	33	2.0%	5.7%	7	1.0%	2.2%
Picardie	42	2.2%	2.7%	8	2.9%	1.1%	34	2.1%	4.3%	16	2.3%	3.6%
Bourgogne	64	3.3%	4.7%	11	3.9%	1.7%	53	3.2%	7.4%	18	2.7%	4.9%
Haute Normandie	39	2.0%	2.6%	2	0.8%	0.3%	37	2.2%	4.7%	14	2.1%	3.1%
Basse Normandie	39	2.0%	3.3%	5	1.7%	0.8%	35	2.1%	5.4%	15	2.2%	4.1%
Centre	57	2.9%	2.8%	6	2.3%	0.7%	51	3.1%	4.7%	20	3.0%	3.2%
Pays de Loire	138	7.1%	4.6%	14	4.8%	0.9%	124	7.5%	7.8%	43	6.4%	4.8%
Bretagne	165	8.5%	6.1%	30	10.5%	2.3%	135	8.2%	9.7%	41	6.1%	5.3%
Poitou Charentes	70	3.6%	4.7%	5	1.6%	0.7%	65	3.9%	8.3%	22	3.3%	5.5%
Aquitaine	105	5.4%	3.7%	20	6.9%	1.4%	85	5.2%	5.9%	48	7.1%	5.3%
Midi Pyrénées	78	4.0%	3.2%	3	1.1%	0.3%	75	4.5%	5.9%	31	4.5%	3.5%
Limousin	25	1.3%	4.0%	7	2.5%	2.3%	18	1.1%	5.5%	6	0.9%	3.4%
Auvergne	41	2.1%	3.6%	4	1.5%	0.8%	37	2.2%	6.2%	12	1.8%	4.0%
Rhône Alpes	164	8.5%	3.1%	12	4.3%	0.5%	152	9.2%	5.5%	71	10.4%	3.6%
Languedoc Roussillon	87	4.5%	3.7%	9	3.3%	0.8%	78	4.7%	6.3%	22	3.3%	3.0%
Provence Alpes Côte d'Azur. Corse	184	9.5%	4.2%	21	7.6%	1.0%	163	9.8%	7.0%	69	10.2%	4.5%
Habitudes de connexion à Internet												
Tous les jours	1596	82.4%	3.7%	239	84.8%	1.1%	1356	82.0%	6.2%	598	88.5%	3.8%
Presque tous les jours	192	9.9%	3.1%	29	10.3%	1.1%	163	9.8%	4.9%	67	9.9%	4.9%
1 à 2 fois par semaine	132	6.8%	4.4%	4	1.4%	0.3%	128	7.8%	7.3%	11	1.6%	2.1%
1 à 3 fois par mois	13	0.7%	3.2%	6	2.2%	3.3%	7	0.4%	3.1%	0	0.0%	0.0%
Moins souvent	4	0.2%	3.7%	4	1.3%	9.9%	0	0.0%	0.5%	0	0.0%	0.0%

	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	39	2.0%	2.9%	5	1.9%	0.9%	34	2.0%	4.5%	1	0.1%	0.5%
De 9 000 à moins de 12 000 euros par an	85	4.4%	4.3%	15	5.4%	2.0%	70	4.2%	5.7%	12	1.8%	4.9%
De 12 000 à moins de 18 000 euros par an	187	9.6%	3.7%	9	3.0%	0.4%	178	10.8%	6.0%	23	3.5%	3.0%
De 18 000 à moins de 24 000 euros par an	240	12.4%	3.5%	49	17.4%	1.7%	191	11.5%	4.8%	51	7.6%	3.4%
De 24 000 à moins de 36 000 euros par an	494	25.5%	4.0%	83	29.2%	1.4%	411	24.8%	6.2%	141	20.9%	4.0%
De 36 000 à moins de 45 000 euros par an	304	15.7%	4.0%	42	15.0%	1.1%	262	15.8%	6.9%	116	17.2%	4.0%
De 45 000 à moins de 65 000 euros par an	291	15.0%	3.8%	41	14.5%	1.0%	250	15.1%	7.3%	159	23.5%	4.1%
65 000 euros et plus par an	158	8.2%	3.7%	25	9.0%	1.0%	133	8.0%	7.7%	123	18.2%	4.3%
Refus	125	6.5%	3.5%	13	4.6%	0.8%	112	6.8%	5.5%	44	6.4%	3.3%
Ne sait pas	14	0.7%	0.9%	0	0.0%	0.0%	14	0.8%	1.7%	5	0.8%	0.8%