

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1467	100.0%	2.9%	483	100.0%	2.0%	984	100.0%	3.7%	257	100.0%	1.5%
Sexe												
Homme	483	32.9%	2.0%	483	100.0%	2.0%	0	-	100.0%	101	39.3%	1.1%
Femme	984	67.1%	3.7%	0	-	100.0%	984	100.0%	3.7%	156	60.7%	1.9%
Age												
15 à 24 ans	121	8.3%	1.6%	50	10.4%	1.3%	71	7.2%	1.9%	29	11.3%	1.0%
25 à 34 ans	132	9.0%	1.7%	50	10.4%	1.3%	82	8.3%	2.1%	37	14.3%	1.1%
35 à 49 ans	355	24.2%	2.8%	123	25.5%	2.0%	231	23.5%	3.6%	119	46.4%	2.0%
50 à 64 ans	462	31.5%	3.8%	132	27.4%	2.2%	329	33.5%	5.2%	66	25.7%	1.6%
65 ans et plus	397	27.1%	3.7%	127	26.3%	2.8%	270	27.5%	4.4%	6	2.2%	2.3%
Individu												
Ménagère	893	60.9%	3.9%	0	-	100.0%	893	90.8%	3.9%	138	53.8%	2.1%
Personne de Référence	794	54.1%	2.8%	426	88.2%	2.1%	368	37.4%	4.7%	103	40.1%	1.2%
Responsable des achats	731	49.8%	3.0%	157	32.5%	2.1%	573	58.3%	3.5%	151	58.8%	1.8%
PCS Individu												
Agriculteurs	13	0.9%	2.4%	4	0.8%	1.1%	9	0.9%	4.8%	0	-	-
Petits patrons	54	3.7%	3.5%	29	6.0%	2.6%	25	2.5%	5.6%	48	18.5%	3.4%
Affaires et Cadres	21	1.4%	0.4%	13	2.6%	0.4%	8	0.8%	0.5%	19	7.3%	0.4%
Professions intermédiaires	98	6.6%	1.5%	46	9.6%	1.3%	51	5.2%	1.6%	76	29.7%	1.4%
Employés	335	22.9%	4.0%	59	12.2%	3.0%	276	28.1%	4.3%	53	20.7%	3.0%
Ouvriers	208	14.2%	3.2%	140	29.1%	2.8%	68	6.9%	4.8%	12	4.6%	3.4%
Retraités	443	30.2%	3.6%	163	33.7%	2.8%	281	28.5%	4.4%	9	3.5%	4.1%
Autres inactifs	296	20.2%	2.9%	29	6.0%	0.8%	267	27.1%	4.0%	40	15.8%	1.3%
PCS Personne de Référence												
Agriculteurs	11	0.8%	1.4%	4	0.9%	1.1%	7	0.7%	1.7%	0	-	100.0%
Petits patrons	82	5.6%	3.3%	35	7.3%	2.6%	47	4.8%	4.0%	82	31.9%	3.3%
Affaires et Cadres	56	3.8%	0.8%	18	3.6%	0.5%	38	3.9%	1.2%	56	21.8%	0.8%
Professions intermédiaires	119	8.1%	1.6%	48	10.0%	1.2%	71	7.2%	2.0%	119	46.3%	1.6%
Employés	227	15.4%	4.2%	58	12.1%	2.7%	168	17.1%	5.2%	0	-	100.0%
Ouvriers	306	20.8%	3.2%	127	26.3%	2.5%	179	18.2%	3.9%	0	-	100.0%
Retraités	528	36.0%	3.7%	174	36.0%	2.7%	354	36.0%	4.5%	0	-	100.0%
Autres inactifs	139	9.5%	3.7%	18	3.8%	1.4%	121	12.3%	5.0%	0	-	100.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	315	21.5%	3.4%	71	14.8%	1.8%	244	24.8%	4.6%	23	9.1%	1.3%
2 personnes	566	38.6%	3.2%	215	44.4%	2.5%	352	35.7%	3.9%	75	29.1%	1.8%
3 personnes	259	17.7%	2.8%	86	17.9%	1.9%	172	17.5%	3.7%	56	21.6%	1.5%
4 personnes	206	14.0%	2.2%	71	14.7%	1.5%	134	13.7%	2.9%	66	25.7%	1.4%
5 personnes et +	121	8.2%	2.3%	39	8.2%	1.6%	82	8.3%	2.9%	37	14.5%	1.5%
Présence d'enfants de moins de 15 ans												
Oui	369	25.2%	2.3%	132	27.3%	1.8%	238	24.2%	2.8%	119	46.2%	1.6%
Non	1098	74.8%	3.1%	351	72.7%	2.1%	746	75.8%	4.1%	138	53.8%	1.5%
Habitat												
Communes rurales	398	27.1%	3.1%	136	28.3%	2.2%	262	26.6%	3.9%	81	31.6%	2.2%
Agglo. - 20 000 hab	273	18.6%	3.2%	96	19.9%	2.4%	177	18.0%	3.9%	41	16.1%	1.7%
Agglo. 20 000 à 100 000 hab	208	14.2%	3.1%	47	9.6%	1.5%	162	16.4%	4.7%	32	12.3%	1.6%
Agglo. + 100 000 hab	402	27.4%	2.8%	134	27.7%	1.9%	269	27.3%	3.6%	63	24.4%	1.3%
Agglo. Paris	185	12.6%	2.2%	70	14.5%	1.8%	115	11.7%	2.6%	40	15.6%	1.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	198	13.5%	2.1%	70	14.5%	1.6%	128	13.0%	2.6%	46	17.7%	1.1%
Nord-Pas-de-Calais	73	5.0%	2.3%	25	5.1%	1.6%	48	4.9%	2.9%	5	2.0%	0.6%
Lorraine	62	4.2%	3.2%	20	4.1%	2.1%	42	4.3%	4.2%	10	3.8%	1.8%
Alsace	32	2.2%	2.1%	13	2.8%	1.8%	19	1.9%	2.4%	3	1.2%	0.6%
Franche-Comté	27	1.9%	2.9%	7	1.5%	1.6%	20	2.0%	4.1%	3	1.1%	1.1%
Champagne-Ardenne	41	2.8%	3.8%	11	2.2%	2.1%	30	3.1%	5.3%	4	1.6%	1.5%
Picardie	64	4.4%	4.2%	34	7.1%	4.6%	30	3.1%	3.8%	14	5.3%	3.1%
Bourgogne	37	2.5%	2.7%	11	2.4%	1.8%	26	2.6%	3.6%	6	2.2%	1.7%
Haute-Normandie	60	4.1%	4.1%	14	3.0%	2.0%	46	4.6%	5.9%	16	6.2%	3.6%
Basse-Normandie	52	3.6%	4.4%	15	3.1%	2.6%	37	3.8%	6.0%	4	1.4%	1.1%
Centre	86	5.9%	4.2%	29	6.1%	2.9%	57	5.8%	5.3%	14	5.5%	2.2%
Pays de la Loire	63	4.3%	2.2%	23	4.7%	1.7%	41	4.1%	2.7%	7	2.6%	0.7%
Bretagne	75	5.1%	2.9%	19	3.9%	1.5%	56	5.7%	4.2%	19	7.6%	2.5%
Poitou-Charentes	43	2.9%	2.9%	12	2.5%	1.7%	31	3.1%	4.0%	13	5.0%	3.4%
Aquitaine	90	6.1%	3.4%	32	6.6%	2.6%	58	5.8%	4.1%	9	3.4%	1.0%
Midi-Pyrénées	82	5.6%	3.4%	37	7.7%	3.3%	44	4.5%	3.6%	9	3.6%	1.2%
Limousin	27	1.8%	4.3%	11	2.2%	3.5%	17	1.7%	5.0%	7	2.8%	4.5%
Auvergne	36	2.5%	3.2%	16	3.4%	3.0%	20	2.0%	3.4%	3	1.3%	1.1%
Rhône-Alpes	152	10.3%	3.0%	41	8.5%	1.7%	110	11.2%	4.3%	35	13.7%	2.1%
Languedoc-Roussillon	64	4.3%	3.0%	14	2.9%	1.4%	50	5.1%	4.4%	8	3.0%	1.2%
Provence-Alpes-Côte-d'Azur-Corse	102	7.0%	2.4%	28	5.8%	1.4%	75	7.6%	3.3%	23	9.0%	1.6%
Habitudes de connexion Internet												
Tous les jours	558	38.0%	2.1%	209	43.2%	1.5%	349	35.5%	2.7%	163	63.6%	1.3%
Presque tous les jours	113	7.7%	1.9%	42	8.8%	1.5%	71	7.2%	2.2%	38	14.9%	1.6%
1 à 2 fois par semaine	90	6.2%	2.8%	17	3.5%	1.2%	74	7.5%	4.1%	22	8.7%	2.5%
1 à 3 fois par mois	31	2.1%	3.7%	12	2.4%	3.0%	20	2.0%	4.2%	3	1.3%	1.8%
Moins souvent	53	3.6%	3.7%	21	4.3%	3.3%	32	3.3%	3.9%	2	0.8%	1.4%
Jamais	9	0.6%	3.8%	0	-	-	9	1.0%	8.7%	5	1.9%	16.8%

	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	83	5.7%	3.4%	21	4.4%	2.2%	62	6.3%	4.2%	2	0.7%	1.0%
De 9 000 à moins de 12 000 euros par an	163	11.1%	5.0%	29	6.0%	2.7%	135	13.7%	6.2%	4	1.5%	1.3%
De 12 000 à moins de 18 000 euros par an	274	18.7%	4.0%	78	16.1%	2.6%	196	19.9%	5.1%	19	7.5%	2.4%
De 18 000 à moins de 24 000 euros par an	253	17.2%	3.5%	87	17.9%	2.6%	166	16.9%	4.3%	26	10.2%	1.7%
De 24 000 à moins de 36 000 euros par an	296	20.2%	2.7%	118	24.5%	2.1%	178	18.1%	3.2%	70	27.4%	1.9%
De 36 000 à moins de 45 000 euros par an	162	11.1%	2.6%	60	12.3%	1.8%	103	10.4%	3.5%	37	14.5%	1.3%
De 45 000 à moins de 65 000 euros par an	92	6.3%	1.6%	43	9.0%	1.4%	48	4.9%	1.9%	54	21.0%	1.6%
65 000 euros et plus	17	1.2%	0.6%	7	1.5%	0.4%	10	1.0%	0.9%	13	5.1%	0.6%
Refus	80	5.5%	2.1%	28	5.7%	1.8%	53	5.4%	2.4%	26	10.2%	2.0%
Ne sait pas	47	3.2%	3.1%	12	2.5%	1.9%	34	3.5%	4.1%	5	2.1%	1.0%