

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1631	100.0%	3.2%	801	100.0%	3.3%	830	100.0%	3.1%	566	100.0%	3.4%
Sexe												
Homme	801	49.1%	3.3%	801	100.0%	3.3%	0	-	100.0%	279	49.3%	3.2%
Femme	830	50.9%	3.1%	0	-	100.0%	830	100.0%	3.1%	287	50.7%	3.6%
Age												
15 à 24 ans	121	7.4%	1.6%	67	8.3%	1.8%	54	6.5%	1.5%	62	10.9%	2.1%
25 à 34 ans	130	8.0%	1.7%	86	10.7%	2.3%	44	5.3%	1.1%	56	9.9%	1.6%
35 à 49 ans	343	21.0%	2.7%	162	20.2%	2.6%	182	21.9%	2.8%	222	39.1%	3.7%
50 à 64 ans	445	27.3%	3.6%	204	25.5%	3.4%	241	29.0%	3.8%	195	34.5%	4.7%
65 ans et plus	592	36.3%	5.5%	283	35.3%	6.1%	309	37.2%	5.0%	32	5.6%	13.3%
Individu												
Ménagère	743	45.5%	3.2%	0	-	100.0%	743	89.5%	3.2%	248	43.8%	3.7%
Personne de Référence	950	58.3%	3.4%	713	89.1%	3.5%	237	28.6%	3.0%	286	50.5%	3.4%
Responsable des achats	803	49.2%	3.3%	245	30.6%	3.2%	558	67.3%	3.4%	289	51.0%	3.5%
PCS Individu												
Agriculteurs	17	1.1%	3.3%	13	1.6%	3.6%	5	0.6%	2.6%	0	-	-
Petits patrons	51	3.1%	3.3%	40	5.0%	3.6%	11	1.3%	2.5%	50	8.8%	3.5%
Affaires et Cadres	281	17.2%	6.0%	162	20.2%	5.6%	119	14.4%	6.8%	257	45.5%	6.0%
Professions intermédiaires	132	8.1%	2.0%	57	7.1%	1.6%	75	9.1%	2.4%	111	19.7%	2.0%
Employés	185	11.4%	2.2%	54	6.7%	2.8%	131	15.8%	2.0%	37	6.6%	2.1%
Ouvriers	91	5.6%	1.4%	80	9.9%	1.6%	11	1.3%	0.8%	4	0.6%	1.0%
Retraités	593	36.3%	4.8%	312	39.0%	5.3%	280	33.7%	4.4%	19	3.3%	8.3%
Autres inactifs	280	17.2%	2.7%	83	10.3%	2.3%	197	23.8%	2.9%	88	15.6%	2.8%
PCS Personne de Référence												
Agriculteurs	18	1.1%	2.3%	13	1.6%	3.3%	5	0.6%	1.3%	0	-	100.0%
Petits patrons	84	5.1%	3.4%	48	5.9%	3.5%	36	4.4%	3.1%	84	14.8%	3.4%
Affaires et Cadres	353	21.6%	5.2%	168	21.0%	4.8%	185	22.3%	5.7%	353	62.4%	5.2%
Professions intermédiaires	129	7.9%	1.7%	64	8.0%	1.6%	65	7.8%	1.8%	129	22.8%	1.7%
Employés	122	7.5%	2.3%	54	6.7%	2.5%	68	8.2%	2.1%	0	-	100.0%
Ouvriers	134	8.2%	1.4%	84	10.5%	1.6%	50	6.1%	1.1%	0	-	100.0%
Retraités	691	42.4%	4.8%	327	40.9%	5.0%	364	43.9%	4.6%	0	-	100.0%
Autres inactifs	99	6.1%	2.6%	44	5.5%	3.3%	55	6.6%	2.3%	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	19.3%	3.4%	134	16.7%	3.4%	181	21.8%	3.4%	55	9.7%	3.2%
2 personnes	712	43.6%	4.0%	373	46.6%	4.3%	339	40.8%	3.7%	155	27.4%	3.7%
3 personnes	218	13.3%	2.3%	100	12.5%	2.2%	118	14.2%	2.5%	116	20.4%	3.1%
4 personnes	238	14.6%	2.6%	114	14.3%	2.5%	124	14.9%	2.7%	147	25.9%	3.2%
5 personnes et +	149	9.1%	2.8%	80	10.0%	3.3%	69	8.3%	2.5%	93	16.5%	3.7%
Présence d'enfants de moins de 15 ans												
Oui	388	23.8%	2.5%	211	26.4%	2.9%	177	21.3%	2.1%	226	39.9%	3.0%
Non	1243	76.2%	3.5%	590	73.6%	3.5%	653	78.7%	3.6%	340	60.1%	3.6%
Habitat												
Communes rurales	225	13.8%	1.7%	116	14.5%	1.9%	109	13.2%	1.6%	62	10.9%	1.7%
Agglo. - 20 000 hab	209	12.8%	2.4%	100	12.5%	2.5%	109	13.1%	2.4%	56	10.0%	2.3%
Agglo. 20 000 à 100 000 hab	199	12.2%	3.0%	91	11.4%	2.9%	108	13.0%	3.1%	69	12.2%	3.5%
Agglo. + 100 000 hab	470	28.8%	3.3%	220	27.5%	3.2%	250	30.1%	3.3%	144	25.5%	2.9%
Agglo. Paris	527	32.3%	6.3%	274	34.2%	6.9%	254	30.6%	5.8%	235	41.5%	6.1%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	563	34.5%	6.0%	291	36.4%	6.5%	272	32.8%	5.5%	253	44.7%	5.8%
Nord-Pas-de-Calais	54	3.3%	1.7%	22	2.8%	1.5%	32	3.9%	1.9%	15	2.7%	1.7%
Lorraine	29	1.8%	1.5%	13	1.6%	1.4%	16	2.0%	1.6%	5	0.9%	1.0%
Alsace	46	2.8%	3.1%	29	3.6%	4.0%	17	2.1%	2.2%	21	3.8%	4.1%
Franche-Comté	13	0.8%	1.4%	8	0.9%	1.6%	5	0.7%	1.1%	2	0.3%	0.7%
Champagne-Ardenne	22	1.3%	2.0%	10	1.2%	1.9%	12	1.4%	2.1%	10	1.7%	3.5%
Picardie	42	2.6%	2.7%	30	3.8%	4.1%	12	1.4%	1.5%	15	2.7%	3.4%
Bourgogne	34	2.1%	2.5%	13	1.6%	2.0%	21	2.5%	3.0%	8	1.4%	2.2%
Haute-Normandie	34	2.1%	2.3%	9	1.2%	1.3%	25	3.0%	3.2%	6	1.1%	1.4%
Basse-Normandie	29	1.8%	2.4%	14	1.8%	2.5%	15	1.8%	2.4%	12	2.2%	3.9%
Centre	51	3.1%	2.5%	29	3.6%	2.9%	22	2.7%	2.0%	12	2.2%	2.0%
Pays de la Loire	52	3.2%	1.8%	26	3.3%	1.9%	25	3.1%	1.7%	13	2.3%	1.5%
Bretagne	49	3.0%	1.9%	21	2.6%	1.7%	28	3.4%	2.1%	9	1.5%	1.1%
Poitou-Charentes	38	2.3%	2.6%	17	2.2%	2.5%	20	2.4%	2.6%	6	1.0%	1.4%
Aquitaine	94	5.7%	3.5%	46	5.7%	3.7%	48	5.8%	3.4%	26	4.7%	3.1%
Midi-Pyrénées	66	4.0%	2.8%	28	3.4%	2.4%	38	4.6%	3.1%	21	3.8%	2.7%
Limousin	18	1.1%	2.8%	12	1.5%	4.0%	6	0.7%	1.8%	6	1.0%	3.6%
Auvergne	23	1.4%	2.1%	11	1.4%	2.1%	12	1.4%	2.0%	11	1.9%	3.5%
Rhône-Alpes	139	8.5%	2.8%	62	7.7%	2.6%	77	9.3%	3.0%	45	7.9%	2.6%
Languedoc-Roussillon	53	3.3%	2.5%	27	3.3%	2.6%	26	3.2%	2.3%	16	2.9%	2.6%
Provence-Alpes-Côte-d'Azur-Corse	182	11.2%	4.2%	83	10.3%	4.1%	100	12.0%	4.4%	53	9.4%	3.8%
Habitudes de connexion Internet												
Tous les jours	984	60.3%	3.7%	510	63.7%	3.7%	475	57.2%	3.6%	468	82.7%	3.7%
Presque tous les jours	166	10.2%	2.7%	65	8.1%	2.3%	101	12.1%	3.1%	54	9.6%	2.2%
1 à 2 fois par semaine	81	5.0%	2.5%	28	3.5%	2.0%	53	6.4%	3.0%	20	3.4%	2.2%
1 à 3 fois par mois	20	1.3%	2.4%	9	1.2%	2.4%	11	1.3%	2.4%	7	1.2%	3.5%
Moins souvent	48	2.9%	3.4%	32	4.0%	5.1%	16	2.0%	2.0%	3	0.6%	2.1%
Jamais	11	0.7%	4.3%	7	0.8%	4.7%	4	0.5%	3.8%	1	0.1%	2.7%

	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	32	1.9%	1.3%	22	2.7%	2.3%	10	1.2%	0.7%	3	0.6%	1.7%
De 9 000 à moins de 12 000 euros par an	59	3.6%	1.8%	18	2.2%	1.6%	41	4.9%	1.9%	5	0.9%	1.8%
De 12 000 à moins de 18 000 euros par an	114	7.0%	1.7%	59	7.4%	2.0%	55	6.6%	1.4%	23	4.1%	2.9%
De 18 000 à moins de 24 000 euros par an	168	10.3%	2.3%	74	9.3%	2.2%	94	11.3%	2.4%	17	2.9%	1.1%
De 24 000 à moins de 36 000 euros par an	276	16.9%	2.5%	146	18.3%	2.7%	130	15.6%	2.3%	62	11.0%	1.7%
De 36 000 à moins de 45 000 euros par an	203	12.4%	3.2%	103	12.9%	3.1%	100	12.0%	3.3%	72	12.6%	2.5%
De 45 000 à moins de 65 000 euros par an	244	15.0%	4.3%	135	16.9%	4.3%	109	13.1%	4.4%	104	18.4%	3.0%
65 000 euros et plus	315	19.3%	11.0%	175	21.9%	10.1%	140	16.9%	12.5%	208	36.7%	9.3%
Refus	178	10.9%	4.8%	54	6.8%	3.5%	124	15.0%	5.7%	56	9.9%	4.4%
Ne sait pas	41	2.5%	2.7%	13	1.7%	2.0%	28	3.3%	3.3%	16	2.8%	2.9%