

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2409	100.0%	4.7%	1336	100.0%	5.5%	1074	100.0%	4.0%	1005	100.0%	6.0%
Sexe												
Homme	1336	55.4%	5.5%	1336	100.0%	5.5%	0	-	100.0%	573	57.1%	6.5%
Femme	1074	44.6%	4.0%	0	-	100.0%	1074	100.0%	4.0%	431	42.9%	5.4%
Age												
15 à 24 ans	276	11.4%	3.7%	170	12.7%	4.6%	106	9.9%	2.9%	165	16.4%	5.5%
25 à 34 ans	187	7.8%	2.4%	114	8.5%	3.0%	73	6.8%	1.9%	107	10.6%	3.1%
35 à 49 ans	502	20.8%	3.9%	285	21.3%	4.5%	217	20.2%	3.4%	299	29.7%	4.9%
50 à 64 ans	731	30.3%	6.0%	370	27.7%	6.2%	360	33.6%	5.7%	404	40.2%	9.8%
65 ans et plus	713	29.6%	6.6%	397	29.7%	8.6%	317	29.5%	5.1%	30	3.0%	12.7%
Individu												
Ménagère	959	39.8%	4.1%	0	-	100.0%	959	89.4%	4.1%	369	36.8%	5.5%
Personne de Référence	1451	60.2%	5.2%	1137	85.2%	5.6%	313	29.2%	4.0%	539	53.6%	6.4%
Responsable des achats	1087	45.1%	4.5%	415	31.1%	5.4%	672	62.6%	4.1%	474	47.2%	5.7%
PCS Individu												
Agriculteurs	24	1.0%	4.5%	18	1.4%	5.3%	5	0.5%	2.9%	0	-	-
Petits patrons	92	3.8%	5.9%	74	5.5%	6.6%	18	1.7%	4.1%	85	8.5%	6.0%
Affaires et Cadres	411	17.1%	8.8%	267	20.0%	9.2%	144	13.4%	8.3%	381	37.9%	8.8%
Professions intermédiaires	306	12.7%	4.6%	159	11.9%	4.6%	147	13.7%	4.6%	264	26.3%	4.7%
Employés	239	9.9%	2.8%	89	6.7%	4.6%	149	13.9%	2.3%	53	5.3%	3.0%
Ouvriers	134	5.6%	2.1%	118	8.8%	2.3%	16	1.5%	1.1%	16	1.6%	4.6%
Retraités	827	34.3%	6.7%	462	34.6%	7.8%	366	34.1%	5.7%	27	2.7%	12.3%
Autres inactifs	377	15.7%	3.7%	148	11.1%	4.2%	229	21.3%	3.4%	178	17.8%	5.7%
PCS Personne de Référence												
Agriculteurs	25	1.0%	3.2%	19	1.4%	5.0%	6	0.6%	1.5%	0	-	100.0%
Petits patrons	120	5.0%	4.8%	79	5.9%	5.9%	41	3.8%	3.5%	120	11.9%	4.8%
Affaires et Cadres	554	23.0%	8.2%	304	22.8%	8.8%	249	23.2%	7.6%	554	55.1%	8.2%
Professions intermédiaires	332	13.8%	4.4%	190	14.2%	4.8%	142	13.2%	3.9%	332	33.0%	4.4%
Employés	180	7.5%	3.4%	93	7.0%	4.3%	87	8.1%	2.7%	0	-	100.0%
Ouvriers	166	6.9%	1.7%	117	8.8%	2.3%	49	4.5%	1.1%	0	-	100.0%
Retraités	932	38.7%	6.5%	488	36.6%	7.5%	443	41.3%	5.6%	0	-	100.0%
Autres inactifs	102	4.2%	2.7%	44	3.3%	3.3%	57	5.3%	2.4%	0	-	100.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	423	17.6%	4.6%	184	13.8%	4.7%	239	22.3%	4.5%	104	10.4%	6.0%
2 personnes	1025	42.6%	5.8%	590	44.2%	6.8%	435	40.5%	4.8%	290	28.9%	6.8%
3 personnes	381	15.8%	4.1%	224	16.8%	4.8%	156	14.6%	3.3%	227	22.6%	6.1%
4 personnes	414	17.2%	4.5%	234	17.5%	5.1%	180	16.8%	3.9%	293	29.1%	6.3%
5 personnes et +	166	6.9%	3.2%	102	7.7%	4.2%	64	5.9%	2.3%	91	9.0%	3.6%
Présence d'enfants de moins de 15 ans												
Oui	533	22.1%	3.4%	310	23.2%	4.3%	223	20.8%	2.6%	335	33.3%	4.5%
Non	1876	77.9%	5.3%	1025	76.8%	6.0%	851	79.2%	4.7%	670	66.7%	7.1%
Habitat												
Communes rurales	451	18.7%	3.5%	243	18.2%	3.9%	207	19.3%	3.1%	177	17.6%	4.9%
Agglo. - 20 000 hab	380	15.8%	4.4%	225	16.9%	5.5%	155	14.4%	3.4%	140	14.0%	5.7%
Agglo. 20 000 à 100 000 hab	280	11.6%	4.2%	149	11.2%	4.7%	131	12.2%	3.8%	114	11.3%	5.8%
Agglo. + 100 000 hab	781	32.4%	5.4%	431	32.2%	6.3%	350	32.6%	4.6%	295	29.4%	6.0%
Agglo. Paris	518	21.5%	6.2%	287	21.5%	7.3%	231	21.5%	5.3%	279	27.7%	7.2%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	560	23.2%	5.9%	309	23.1%	6.9%	251	23.3%	5.1%	301	30.0%	7.0%
Nord-Pas-de-Calais	107	4.5%	3.4%	62	4.7%	4.1%	45	4.2%	2.7%	43	4.3%	4.8%
Lorraine	43	1.8%	2.2%	22	1.7%	2.4%	21	1.9%	2.1%	16	1.6%	3.1%
Alsace	80	3.3%	5.3%	40	3.0%	5.5%	39	3.7%	5.1%	35	3.5%	6.8%
Franche-Comté	38	1.6%	4.0%	18	1.3%	3.8%	20	1.9%	4.2%	9	0.9%	3.8%
Champagne-Ardenne	30	1.2%	2.8%	15	1.1%	2.8%	15	1.4%	2.7%	9	0.9%	3.2%
Picardie	46	1.9%	3.0%	29	2.2%	4.0%	17	1.6%	2.1%	23	2.3%	5.2%
Bourgogne	59	2.5%	4.4%	35	2.6%	5.4%	24	2.2%	3.4%	19	1.9%	5.6%
Haute-Normandie	44	1.8%	3.0%	19	1.5%	2.8%	25	2.3%	3.2%	24	2.4%	5.3%
Basse-Normandie	39	1.6%	3.3%	27	2.0%	4.6%	13	1.2%	2.0%	22	2.2%	7.0%
Centre	89	3.7%	4.3%	62	4.6%	6.2%	28	2.6%	2.6%	39	3.9%	6.3%
Pays de la Loire	116	4.8%	4.1%	68	5.1%	4.9%	48	4.5%	3.3%	45	4.5%	5.1%
Bretagne	115	4.8%	4.4%	60	4.5%	4.8%	55	5.1%	4.1%	36	3.5%	4.7%
Poitou-Charentes	53	2.2%	3.6%	25	1.8%	3.5%	28	2.6%	3.7%	23	2.3%	6.1%
Aquitaine	143	5.9%	5.4%	80	6.0%	6.4%	63	5.8%	4.5%	41	4.1%	4.8%
Midi-Pyrénées	144	6.0%	6.0%	81	6.1%	7.1%	63	5.9%	5.1%	49	4.9%	6.3%
Limousin	30	1.2%	4.7%	15	1.1%	5.0%	15	1.4%	4.5%	6	0.6%	3.6%
Auvergne	46	1.9%	4.1%	27	2.0%	5.1%	18	1.7%	3.1%	16	1.6%	5.1%
Rhône-Alpes	279	11.6%	5.6%	173	12.9%	7.2%	106	9.9%	4.1%	113	11.2%	6.6%
Languedoc-Roussillon	117	4.9%	5.4%	61	4.6%	6.0%	56	5.2%	4.9%	43	4.3%	6.8%
Provence-Alpes-Côte-d'Azur-Corse	230	9.5%	5.3%	108	8.1%	5.3%	122	11.4%	5.4%	91	9.1%	6.5%
Habitudes de connexion Internet												
Tous les jours	1518	63.0%	5.6%	876	65.6%	6.4%	641	59.7%	4.9%	802	79.8%	6.3%
Presque tous les jours	293	12.2%	4.8%	142	10.7%	5.1%	151	14.0%	4.6%	136	13.5%	5.6%
1 à 2 fois par semaine	118	4.9%	3.7%	58	4.4%	4.1%	60	5.6%	3.3%	39	3.9%	4.4%
1 à 3 fois par mois	35	1.4%	4.1%	10	0.8%	2.6%	25	2.3%	5.4%	7	0.7%	3.6%
Moins souvent	59	2.4%	4.1%	37	2.8%	6.0%	21	2.0%	2.6%	9	0.9%	5.9%
Jamais	7	0.3%	2.7%	4	0.3%	2.8%	3	0.3%	2.5%	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	57	2.4%	2.3%	35	2.6%	3.7%	22	2.0%	1.5%	11	1.1%	5.8%
De 9 000 à moins de 12 000 euros par an	81	3.3%	2.5%	41	3.1%	3.8%	40	3.7%	1.8%	12	1.1%	4.2%
De 12 000 à moins de 18 000 euros par an	196	8.1%	2.9%	101	7.6%	3.4%	94	8.8%	2.5%	28	2.8%	3.5%
De 18 000 à moins de 24 000 euros par an	269	11.2%	3.7%	131	9.8%	3.9%	138	12.8%	3.5%	81	8.0%	5.1%
De 24 000 à moins de 36 000 euros par an	497	20.6%	4.5%	281	21.0%	5.1%	216	20.1%	3.9%	165	16.4%	4.6%
De 36 000 à moins de 45 000 euros par an	337	14.0%	5.4%	198	14.8%	6.0%	139	12.9%	4.7%	136	13.5%	4.8%
De 45 000 à moins de 65 000 euros par an	439	18.2%	7.8%	266	19.9%	8.4%	173	16.1%	6.9%	238	23.6%	6.9%
65 000 euros et plus	312	13.0%	10.9%	184	13.8%	10.6%	128	11.9%	11.4%	245	24.4%	11.0%
Refus	174	7.2%	4.6%	80	6.0%	5.2%	94	8.7%	4.3%	68	6.8%	5.3%
Ne sait pas	48	2.0%	3.2%	17	1.2%	2.5%	31	2.9%	3.7%	21	2.1%	3.9%