

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1826	100.0%	3.6%	1004	100.0%	4.1%	822	100.0%	3.1%	722	100.0%	4.3%
Sexe												
Homme	1004	55.0%	4.1%	1004	100.0%	4.1%	0	-	100.0%	405	56.1%	4.6%
Femme	822	45.0%	3.1%	0	-	100.0%	822	100.0%	3.1%	317	43.9%	4.0%
Age												
15 à 24 ans	196	10.7%	2.6%	117	11.6%	3.1%	79	9.6%	2.1%	95	13.1%	3.2%
25 à 34 ans	190	10.4%	2.5%	119	11.9%	3.2%	71	8.6%	1.8%	106	14.7%	3.1%
35 à 49 ans	357	19.5%	2.8%	199	19.8%	3.2%	158	19.2%	2.4%	250	34.7%	4.1%
50 à 64 ans	493	27.0%	4.0%	251	25.0%	4.2%	242	29.5%	3.8%	254	35.2%	6.2%
65 ans et plus	590	32.3%	5.5%	319	31.7%	6.9%	272	33.1%	4.4%	17	2.3%	7.0%
Individu												
Ménagère	739	40.5%	3.2%	0	-	100.0%	739	90.0%	3.2%	272	37.7%	4.1%
Personne de Référence	1078	59.1%	3.8%	869	86.5%	4.3%	210	25.6%	2.7%	384	53.1%	4.5%
Responsable des achats	852	46.7%	3.5%	315	31.3%	4.1%	538	65.5%	3.3%	352	48.8%	4.2%
PCS Individu												
Agriculteurs	8	0.5%	1.6%	8	0.8%	2.2%	1	0.1%	0.5%	0	-	-
Petits patrons	69	3.8%	4.4%	60	6.0%	5.4%	9	1.1%	2.0%	67	9.3%	4.7%
Affaires et Cadres	325	17.8%	7.0%	208	20.8%	7.1%	116	14.1%	6.7%	299	41.4%	6.9%
Professions intermédiaires	188	10.3%	2.8%	97	9.7%	2.8%	90	11.0%	2.8%	159	22.0%	2.8%
Employés	207	11.3%	2.5%	74	7.4%	3.8%	133	16.2%	2.1%	51	7.1%	2.9%
Ouvriers	82	4.5%	1.3%	79	7.8%	1.6%	4	0.4%	0.3%	4	0.5%	1.1%
Retraités	660	36.1%	5.4%	369	36.8%	6.3%	290	35.3%	4.5%	17	2.4%	7.8%
Autres inactifs	287	15.7%	2.8%	109	10.8%	3.1%	178	21.7%	2.6%	125	17.4%	4.0%
PCS Personne de Référence												
Agriculteurs	19	1.0%	2.4%	11	1.1%	2.9%	8	1.0%	2.0%	0	-	100.0%
Petits patrons	93	5.1%	3.7%	59	5.9%	4.4%	34	4.2%	3.0%	93	12.9%	3.7%
Affaires et Cadres	443	24.3%	6.6%	231	23.0%	6.7%	212	25.8%	6.5%	443	61.4%	6.6%
Professions intermédiaires	185	10.1%	2.4%	115	11.4%	2.9%	70	8.6%	2.0%	185	25.7%	2.4%
Employés	137	7.5%	2.6%	75	7.5%	3.5%	62	7.6%	1.9%	0	-	100.0%
Ouvriers	133	7.3%	1.4%	90	8.9%	1.8%	44	5.3%	0.9%	0	-	100.0%
Retraités	734	40.2%	5.1%	382	38.1%	5.8%	352	42.8%	4.5%	0	-	100.0%
Autres inactifs	80	4.4%	2.1%	41	4.1%	3.0%	39	4.8%	1.6%	0	-	100.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	302	16.5%	3.3%	137	13.6%	3.5%	165	20.1%	3.1%	62	8.5%	3.6%
2 personnes	789	43.2%	4.4%	450	44.8%	5.2%	339	41.3%	3.7%	191	26.4%	4.5%
3 personnes	260	14.3%	2.8%	158	15.7%	3.4%	103	12.5%	2.2%	145	20.1%	3.9%
4 personnes	298	16.3%	3.2%	167	16.6%	3.6%	131	15.9%	2.8%	201	27.8%	4.4%
5 personnes et +	177	9.7%	3.4%	93	9.3%	3.8%	83	10.2%	3.0%	124	17.2%	4.9%
Présence d'enfants de moins de 15 ans												
Oui	444	24.3%	2.8%	257	25.6%	3.5%	187	22.8%	2.2%	290	40.2%	3.9%
Non	1382	75.7%	3.9%	747	74.4%	4.4%	634	77.2%	3.5%	432	59.8%	4.6%
Habitat												
Communes rurales	296	16.2%	2.3%	179	17.8%	2.9%	117	14.3%	1.8%	110	15.2%	3.0%
Agglo. - 20 000 hab	220	12.0%	2.6%	124	12.3%	3.0%	96	11.7%	2.1%	75	10.4%	3.1%
Agglo. 20 000 à 100 000 hab	237	13.0%	3.6%	127	12.7%	4.0%	110	13.4%	3.2%	84	11.6%	4.3%
Agglo. + 100 000 hab	564	30.9%	3.9%	310	30.9%	4.5%	254	30.9%	3.4%	192	26.6%	3.9%
Agglo. Paris	509	27.9%	6.1%	264	26.3%	6.7%	245	29.8%	5.6%	261	36.1%	6.7%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	541	29.6%	5.7%	285	28.4%	6.4%	256	31.1%	5.2%	285	39.5%	6.6%
Nord-Pas-de-Calais	79	4.3%	2.5%	50	5.0%	3.3%	29	3.5%	1.7%	33	4.6%	3.7%
Lorraine	45	2.5%	2.3%	25	2.5%	2.7%	20	2.4%	2.0%	12	1.7%	2.3%
Alsace	53	2.9%	3.5%	29	2.9%	4.0%	24	2.9%	3.0%	24	3.3%	4.6%
Franche-Comté	26	1.4%	2.7%	11	1.1%	2.4%	15	1.8%	3.1%	6	0.8%	2.5%
Champagne-Ardenne	23	1.3%	2.2%	14	1.4%	2.6%	10	1.2%	1.7%	8	1.1%	2.8%
Picardie	32	1.8%	2.1%	20	2.0%	2.7%	13	1.5%	1.6%	10	1.3%	2.2%
Bourgogne	44	2.4%	3.2%	26	2.5%	3.9%	18	2.2%	2.6%	14	2.0%	4.2%
Haute-Normandie	51	2.8%	3.5%	20	2.0%	2.9%	31	3.8%	4.0%	25	3.5%	5.7%
Basse-Normandie	31	1.7%	2.6%	22	2.2%	3.9%	8	1.0%	1.4%	9	1.3%	2.9%
Centre	56	3.1%	2.7%	32	3.2%	3.2%	24	3.0%	2.3%	23	3.2%	3.7%
Pays de la Loire	70	3.9%	2.5%	37	3.7%	2.7%	33	4.1%	2.3%	22	3.1%	2.5%
Bretagne	65	3.5%	2.5%	27	2.7%	2.2%	37	4.5%	2.8%	12	1.6%	1.5%
Poitou-Charentes	53	2.9%	3.6%	27	2.7%	3.9%	26	3.2%	3.4%	20	2.8%	5.2%
Aquitaine	109	6.0%	4.1%	71	7.1%	5.7%	38	4.6%	2.7%	34	4.8%	4.1%
Midi-Pyrénées	72	3.9%	3.0%	43	4.3%	3.8%	28	3.5%	2.3%	22	3.0%	2.7%
Limousin	18	1.0%	2.9%	11	1.1%	3.6%	8	0.9%	2.3%	6	0.9%	3.9%
Auvergne	30	1.7%	2.7%	11	1.1%	2.1%	19	2.3%	3.2%	10	1.3%	3.0%
Rhône-Alpes	169	9.3%	3.4%	95	9.5%	4.0%	74	9.0%	2.9%	56	7.7%	3.3%
Languedoc-Roussillon	63	3.4%	2.9%	38	3.8%	3.7%	25	3.0%	2.2%	23	3.2%	3.7%
Provence-Alpes-Côte-d'Azur-Corse	195	10.7%	4.5%	109	10.9%	5.4%	86	10.5%	3.8%	68	9.4%	4.8%
Habitudes de connexion Internet												
Tous les jours	1159	63.5%	4.3%	664	66.1%	4.8%	494	60.2%	3.8%	597	82.7%	4.7%
Presque tous les jours	188	10.3%	3.1%	100	10.0%	3.6%	88	10.7%	2.7%	81	11.3%	3.3%
1 à 2 fois par semaine	96	5.3%	3.0%	38	3.8%	2.7%	58	7.1%	3.3%	26	3.6%	2.9%
1 à 3 fois par mois	33	1.8%	3.8%	11	1.1%	2.7%	22	2.7%	4.8%	6	0.9%	3.3%
Moins souvent	35	1.9%	2.5%	20	2.0%	3.2%	15	1.9%	1.9%	1	0.1%	0.7%
Jamais	10	0.6%	4.1%	4	0.4%	3.2%	6	0.7%	5.2%	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	48	2.6%	2.0%	31	3.0%	3.2%	17	2.1%	1.2%	6	0.8%	2.9%
De 9 000 à moins de 12 000 euros par an	54	3.0%	1.7%	24	2.4%	2.2%	30	3.7%	1.4%	8	1.2%	3.0%
De 12 000 à moins de 18 000 euros par an	119	6.5%	1.7%	59	5.9%	2.0%	60	7.3%	1.6%	17	2.4%	2.1%
De 18 000 à moins de 24 000 euros par an	196	10.7%	2.7%	81	8.0%	2.4%	115	14.0%	3.0%	24	3.3%	1.5%
De 24 000 à moins de 36 000 euros par an	363	19.9%	3.3%	212	21.1%	3.8%	151	18.4%	2.7%	96	13.4%	2.7%
De 36 000 à moins de 45 000 euros par an	229	12.6%	3.7%	138	13.7%	4.2%	92	11.2%	3.1%	96	13.3%	3.4%
De 45 000 à moins de 65 000 euros par an	300	16.4%	5.3%	179	17.8%	5.7%	121	14.8%	4.9%	160	22.1%	4.6%
65 000 euros et plus	306	16.8%	10.7%	190	18.9%	10.9%	116	14.1%	10.3%	231	32.0%	10.3%
Refus	176	9.6%	4.7%	77	7.7%	5.0%	99	12.0%	4.5%	68	9.4%	5.3%
Ne sait pas	35	1.9%	2.3%	15	1.5%	2.3%	20	2.5%	2.4%	16	2.2%	2.9%