

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1341	100.0%	2.6%	439	100.0%	1.8%	903	100.0%	3.4%	469	100.0%	2.8%
Sexe												
Homme	439	32.7%	1.8%	439	100.0%	1.8%	0	-	100.0%	165	35.1%	1.9%
Femme	903	67.3%	3.4%	0	-	100.0%	903	100.0%	3.4%	304	64.9%	3.8%
Age												
15 à 24 ans	71	5.3%	1.0%	13	2.9%	0.3%	58	6.4%	1.6%	39	8.4%	1.3%
25 à 34 ans	88	6.5%	1.1%	22	5.1%	0.6%	65	7.2%	1.7%	39	8.4%	1.1%
35 à 49 ans	308	23.0%	2.4%	103	23.5%	1.6%	205	22.7%	3.2%	193	41.2%	3.2%
50 à 64 ans	388	28.9%	3.2%	120	27.4%	2.0%	267	29.6%	4.2%	167	35.7%	4.1%
65 ans et plus	487	36.3%	4.5%	180	41.1%	3.9%	307	34.0%	5.0%	30	6.4%	12.6%
Individu												
Ménagère	817	60.9%	3.5%	0	-	100.0%	817	90.5%	3.5%	265	56.5%	4.0%
Personne de Référence	676	50.4%	2.4%	416	94.9%	2.1%	260	28.9%	3.3%	196	41.8%	2.3%
Responsable des achats	738	55.0%	3.1%	148	33.8%	1.9%	590	65.3%	3.6%	282	60.1%	3.4%
PCS Individu												
Agriculteurs	20	1.5%	3.8%	7	1.6%	2.0%	13	1.4%	7.1%	2	0.4%	30.6%
Petits patrons	39	2.9%	2.5%	29	6.7%	2.7%	9	1.0%	2.1%	36	7.7%	2.6%
Affaires et Cadres	211	15.7%	4.5%	98	22.3%	3.4%	113	12.5%	6.5%	194	41.4%	4.5%
Professions intermédiaires	104	7.8%	1.6%	34	7.8%	1.0%	70	7.7%	2.2%	83	17.6%	1.5%
Employés	168	12.5%	2.0%	17	3.9%	0.9%	151	16.7%	2.3%	37	8.0%	2.1%
Ouvriers	66	4.9%	1.0%	40	9.2%	0.8%	26	2.8%	1.8%	1	0.3%	0.4%
Retraités	470	35.1%	3.8%	196	44.6%	3.3%	275	30.4%	4.3%	18	3.9%	8.3%
Autres inactifs	263	19.6%	2.6%	17	3.8%	0.5%	246	27.3%	3.7%	96	20.6%	3.1%
PCS Personne de Référence												
Agriculteurs	12	0.9%	1.5%	8	1.7%	2.0%	4	0.5%	1.1%	0	-	100.0%
Petits patrons	72	5.4%	2.9%	29	6.7%	2.2%	42	4.7%	3.7%	72	15.3%	2.9%
Affaires et Cadres	291	21.7%	4.3%	102	23.2%	2.9%	189	20.9%	5.8%	291	62.1%	4.3%
Professions intermédiaires	106	7.9%	1.4%	33	7.6%	0.8%	73	8.0%	2.0%	106	22.6%	1.4%
Employés	111	8.3%	2.1%	19	4.2%	0.9%	93	10.3%	2.9%	0	-	100.0%
Ouvriers	105	7.8%	1.1%	41	9.4%	0.8%	64	7.1%	1.4%	0	-	100.0%
Retraités	576	42.9%	4.0%	203	46.3%	3.1%	373	41.3%	4.7%	0	-	100.0%
Autres inactifs	69	5.1%	1.8%	4	0.8%	0.3%	65	7.2%	2.7%	0	-	100.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	266	19.8%	2.9%	65	14.9%	1.7%	200	22.2%	3.8%	39	8.4%	2.3%
2 personnes	600	44.8%	3.4%	231	52.6%	2.7%	369	40.9%	4.1%	141	30.1%	3.3%
3 personnes	166	12.4%	1.8%	50	11.4%	1.1%	116	12.9%	2.5%	89	19.1%	2.4%
4 personnes	199	14.8%	2.1%	55	12.6%	1.2%	143	15.9%	3.1%	130	27.7%	2.8%
5 personnes et +	110	8.2%	2.1%	37	8.5%	1.5%	73	8.1%	2.6%	69	14.7%	2.7%
Présence d'enfants de moins de 15 ans												
Oui	310	23.1%	2.0%	102	23.4%	1.4%	208	23.0%	2.5%	188	40.2%	2.5%
Non	1031	76.9%	2.9%	336	76.6%	2.0%	695	77.0%	3.8%	280	59.8%	3.0%
Habitat												
Communes rurales	193	14.4%	1.5%	74	16.9%	1.2%	119	13.2%	1.8%	59	12.6%	1.6%
Agglo. - 20 000 hab	173	12.9%	2.0%	49	11.2%	1.2%	124	13.7%	2.7%	37	8.0%	1.5%
Agglo. 20 000 à 100 000 hab	175	13.0%	2.6%	52	11.9%	1.6%	123	13.6%	3.5%	56	11.9%	2.8%
Agglo. + 100 000 hab	390	29.1%	2.7%	109	24.8%	1.6%	281	31.1%	3.7%	129	27.5%	2.6%
Agglo. Paris	410	30.6%	4.9%	154	35.2%	3.9%	256	28.3%	5.9%	188	40.0%	4.9%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	446	33.3%	4.7%	167	38.1%	3.7%	280	31.0%	5.7%	204	43.6%	4.7%
Nord-Pas-de-Calais	43	3.2%	1.4%	15	3.4%	1.0%	29	3.2%	1.7%	14	2.9%	1.5%
Lorraine	30	2.2%	1.6%	7	1.6%	0.7%	23	2.6%	2.3%	3	0.6%	0.5%
Alsace	33	2.5%	2.2%	11	2.6%	1.6%	22	2.4%	2.8%	17	3.6%	3.3%
Franche-Comté	9	0.6%	0.9%	2	0.5%	0.5%	6	0.7%	1.3%	2	0.4%	0.8%
Champagne-Ardenne	16	1.2%	1.5%	5	1.1%	1.0%	11	1.2%	2.0%	6	1.3%	2.2%
Picardie	35	2.6%	2.3%	12	2.8%	1.7%	23	2.5%	2.9%	11	2.3%	2.5%
Bourgogne	25	1.8%	1.8%	3	0.8%	0.5%	21	2.4%	3.0%	4	0.8%	1.1%
Haute-Normandie	35	2.6%	2.4%	8	1.8%	1.1%	27	3.0%	3.5%	4	0.9%	0.9%
Basse-Normandie	15	1.1%	1.2%	6	1.3%	1.0%	9	1.0%	1.5%	9	1.9%	2.9%
Centre	46	3.5%	2.2%	14	3.2%	1.4%	32	3.6%	3.0%	13	2.7%	2.0%
Pays de la Loire	42	3.2%	1.5%	9	2.1%	0.7%	33	3.6%	2.2%	15	3.2%	1.7%
Bretagne	47	3.5%	1.8%	12	2.7%	1.0%	35	3.8%	2.6%	8	1.6%	1.0%
Poitou-Charentes	30	2.3%	2.1%	9	2.1%	1.3%	21	2.4%	2.8%	5	1.1%	1.3%
Aquitaine	88	6.6%	3.3%	35	7.9%	2.8%	53	5.9%	3.8%	21	4.6%	2.5%
Midi-Pyrénées	52	3.9%	2.2%	20	4.5%	1.7%	32	3.6%	2.6%	13	2.9%	1.7%
Limousin	12	0.9%	1.8%	7	1.5%	2.3%	5	0.5%	1.4%	4	0.9%	2.7%
Auvergne	22	1.7%	2.0%	11	2.5%	2.0%	11	1.3%	1.9%	13	2.7%	4.0%
Rhône-Alpes	118	8.8%	2.4%	40	9.2%	1.7%	78	8.6%	3.0%	38	8.1%	2.2%
Languedoc-Roussillon	41	3.1%	1.9%	6	1.4%	0.6%	35	3.9%	3.1%	11	2.4%	1.8%
Provence-Alpes-Côte-d'Azur-Corse	154	11.5%	3.6%	39	8.8%	1.9%	116	12.8%	5.1%	54	11.5%	3.8%
Habitudes de connexion Internet												
Tous les jours	761	56.8%	2.8%	282	64.2%	2.0%	480	53.1%	3.6%	377	80.4%	3.0%
Presque tous les jours	140	10.4%	2.3%	29	6.5%	1.0%	111	12.3%	3.4%	44	9.3%	1.8%
1 à 2 fois par semaine	60	4.5%	1.9%	8	1.8%	0.6%	52	5.8%	2.9%	21	4.6%	2.4%
1 à 3 fois par mois	25	1.9%	2.9%	6	1.5%	1.6%	19	2.1%	4.0%	7	1.6%	3.8%
Moins souvent	34	2.5%	2.3%	8	1.8%	1.2%	26	2.9%	3.2%	2	0.4%	1.3%
Jamais	8	0.6%	3.2%	0	-	-	8	0.9%	7.3%	1	0.2%	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	35	2.6%	1.4%	7	1.6%	0.7%	27	3.0%	1.9%	2	0.5%	1.2%
De 9 000 à moins de 12 000 euros par an	48	3.6%	1.5%	7	1.5%	0.6%	41	4.5%	1.9%	2	0.5%	0.9%
De 12 000 à moins de 18 000 euros par an	97	7.3%	1.4%	23	5.2%	0.8%	75	8.3%	2.0%	6	1.4%	0.8%
De 18 000 à moins de 24 000 euros par an	132	9.9%	1.8%	27	6.2%	0.8%	105	11.6%	2.7%	24	5.1%	1.5%
De 24 000 à moins de 36 000 euros par an	218	16.2%	2.0%	77	17.6%	1.4%	141	15.6%	2.5%	52	11.1%	1.4%
De 36 000 à moins de 45 000 euros par an	174	13.0%	2.8%	60	13.8%	1.8%	114	12.6%	3.8%	52	11.1%	1.8%
De 45 000 à moins de 65 000 euros par an	183	13.6%	3.2%	80	18.3%	2.5%	103	11.4%	4.1%	93	19.9%	2.7%
65 000 euros et plus	243	18.1%	8.5%	120	27.3%	6.9%	123	13.7%	11.0%	158	33.8%	7.1%
Refus	164	12.2%	4.4%	29	6.6%	1.9%	135	15.0%	6.2%	65	13.8%	5.0%
Ne sait pas	48	3.5%	3.1%	9	2.0%	1.3%	39	4.3%	4.6%	13	2.8%	2.4%