

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2208	100.0%	4.3%	459	100.0%	1.9%	1749	100.0%	6.6%	446	100.0%	2.7%
Sexe												
Homme	459	20.8%	1.9%	459	100.0%	1.9%	0	-	100.0%	95	21.4%	1.1%
Femme	1749	79.2%	6.6%	0	-	100.0%	1749	100.0%	6.6%	350	78.6%	4.4%
Age												
15 à 24 ans	151	6.8%	2.0%	38	8.2%	1.0%	113	6.5%	3.1%	44	10.0%	1.5%
25 à 34 ans	185	8.4%	2.4%	34	7.4%	0.9%	151	8.6%	3.9%	43	9.7%	1.3%
35 à 49 ans	625	28.3%	4.9%	105	22.8%	1.7%	520	29.7%	8.1%	223	50.1%	3.7%
50 à 64 ans	746	33.8%	6.1%	159	34.5%	2.7%	587	33.6%	9.3%	128	28.7%	3.1%
65 ans et plus	502	22.7%	4.7%	124	27.1%	2.7%	378	21.6%	6.1%	7	1.5%	2.8%
Individu												
Ménagère	1604	72.7%	6.9%	0	-	100.0%	1604	91.7%	6.9%	311	69.7%	4.6%
Personne de Référence	937	42.4%	3.3%	415	90.4%	2.1%	522	29.8%	6.7%	127	28.6%	1.5%
Responsable des achats	1344	60.9%	5.6%	153	33.4%	2.0%	1191	68.1%	7.2%	297	66.5%	3.6%
PCS Individu												
Agriculteurs	35	1.6%	6.5%	11	2.4%	3.1%	24	1.4%	13.0%	2	0.4%	30.6%
Petits patrons	56	2.6%	3.6%	25	5.4%	2.2%	32	1.8%	7.2%	41	9.1%	2.9%
Affaires et Cadres	53	2.4%	1.1%	16	3.5%	0.6%	37	2.1%	2.1%	42	9.4%	1.0%
Professions intermédiaires	186	8.4%	2.8%	47	10.2%	1.3%	139	7.9%	4.3%	135	30.2%	2.4%
Employés	579	26.2%	6.9%	29	6.3%	1.5%	550	31.5%	8.5%	125	28.1%	7.1%
Ouvriers	219	9.9%	3.4%	111	24.3%	2.2%	108	6.2%	7.7%	7	1.5%	2.0%
Retraités	628	28.5%	5.1%	182	39.6%	3.1%	446	25.5%	7.0%	11	2.5%	5.0%
Autres inactifs	451	20.4%	4.4%	39	8.4%	1.1%	413	23.6%	6.1%	83	18.7%	2.7%
PCS Personne de Référence												
Agriculteurs	43	1.9%	5.4%	7	1.5%	1.9%	35	2.0%	8.8%	0	-	100.0%
Petits patrons	108	4.9%	4.3%	23	4.9%	1.7%	86	4.9%	7.4%	108	24.3%	4.3%
Affaires et Cadres	114	5.2%	1.7%	16	3.5%	0.5%	98	5.6%	3.0%	114	25.7%	1.7%
Professions intermédiaires	223	10.1%	2.9%	57	12.3%	1.4%	166	9.5%	4.6%	223	50.0%	2.9%
Employés	283	12.8%	5.3%	28	6.2%	1.3%	254	14.5%	7.9%	0	-	100.0%
Ouvriers	472	21.4%	4.9%	119	25.9%	2.3%	353	20.2%	7.7%	0	-	100.0%
Retraités	800	36.2%	5.5%	188	41.0%	2.9%	611	35.0%	7.8%	0	-	100.0%
Autres inactifs	165	7.5%	4.4%	21	4.6%	1.6%	144	8.3%	6.0%	0	-	100.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	370	16.8%	4.0%	47	10.2%	1.2%	323	18.5%	6.1%	36	8.1%	2.1%
2 personnes	905	41.0%	5.1%	226	49.2%	2.6%	679	38.8%	7.5%	110	24.6%	2.6%
3 personnes	367	16.6%	3.9%	66	14.3%	1.4%	301	17.2%	6.4%	87	19.6%	2.3%
4 personnes	394	17.8%	4.2%	90	19.5%	1.9%	304	17.4%	6.6%	141	31.6%	3.1%
5 personnes et +	172	7.8%	3.3%	31	6.7%	1.3%	141	8.1%	5.0%	72	16.1%	2.9%
Présence d'enfants de moins de 15 ans												
Oui	651	29.5%	4.1%	115	24.9%	1.6%	537	30.7%	6.4%	220	49.4%	3.0%
Non	1556	70.5%	4.4%	345	75.1%	2.0%	1212	69.3%	6.7%	225	50.6%	2.4%
Habitat												
Communes rurales	673	30.5%	5.2%	113	24.6%	1.8%	561	32.1%	8.4%	131	29.4%	3.6%
Agglo. - 20 000 hab	443	20.0%	5.2%	101	22.0%	2.5%	342	19.5%	7.6%	89	19.9%	3.6%
Agglo. 20 000 à 100 000 hab	296	13.4%	4.4%	57	12.4%	1.8%	239	13.6%	6.9%	57	12.7%	2.9%
Agglo. + 100 000 hab	608	27.6%	4.2%	146	31.8%	2.1%	462	26.4%	6.1%	111	24.8%	2.3%
Agglo. Paris	188	8.5%	2.3%	42	9.2%	1.1%	146	8.3%	3.3%	59	13.2%	1.5%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	226	10.2%	2.4%	47	10.2%	1.0%	179	10.2%	3.6%	69	15.5%	1.6%
Nord-Pas-de-Calais	187	8.5%	5.8%	39	8.6%	2.6%	147	8.4%	8.7%	27	6.2%	3.1%
Lorraine	125	5.7%	6.5%	20	4.4%	2.2%	105	6.0%	10.5%	29	6.4%	5.5%
Alsace	106	4.8%	7.0%	24	5.2%	3.2%	82	4.7%	10.6%	32	7.1%	6.1%
Franche-Comté	44	2.0%	4.6%	7	1.5%	1.5%	37	2.1%	7.6%	7	1.6%	2.9%
Champagne-Ardenne	61	2.8%	5.6%	17	3.6%	3.2%	45	2.6%	7.9%	16	3.5%	5.8%
Picardie	74	3.4%	4.9%	16	3.4%	2.1%	59	3.4%	7.4%	13	3.0%	3.0%
Bourgogne	78	3.6%	5.8%	20	4.3%	3.0%	59	3.4%	8.3%	5	1.1%	1.4%
Haute-Normandie	68	3.1%	4.6%	18	3.8%	2.5%	50	2.9%	6.5%	16	3.6%	3.6%
Basse-Normandie	62	2.8%	5.2%	13	2.9%	2.3%	49	2.8%	7.8%	10	2.2%	3.2%
Centre	91	4.1%	4.4%	23	5.0%	2.3%	68	3.9%	6.3%	12	2.7%	1.9%
Pays de la Loire	132	6.0%	4.6%	31	6.7%	2.2%	101	5.8%	6.8%	22	5.0%	2.6%
Bretagne	106	4.8%	4.1%	18	4.0%	1.5%	87	5.0%	6.5%	18	4.1%	2.4%
Poitou-Charentes	48	2.2%	3.3%	6	1.2%	0.8%	42	2.4%	5.5%	5	1.0%	1.2%
Aquitaine	145	6.6%	5.5%	28	6.1%	2.2%	117	6.7%	8.4%	17	3.8%	2.0%
Midi-Pyrénées	109	4.9%	4.6%	21	4.6%	1.9%	87	5.0%	7.1%	27	6.1%	3.5%
Limousin	38	1.7%	6.1%	12	2.6%	4.0%	26	1.5%	8.0%	6	1.2%	3.5%
Auvergne	68	3.1%	6.0%	17	3.7%	3.2%	50	2.9%	8.6%	9	1.9%	2.7%
Rhône-Alpes	191	8.7%	3.8%	38	8.3%	1.6%	153	8.8%	5.9%	43	9.6%	2.5%
Languedoc-Roussillon	86	3.9%	4.0%	12	2.7%	1.2%	74	4.2%	6.5%	28	6.3%	4.4%
Provence-Alpes-Côte-d'Azur-Corse	164	7.4%	3.8%	33	7.2%	1.6%	131	7.5%	5.7%	35	7.9%	2.5%
Habitudes de connexion Internet												
Tous les jours	969	43.9%	3.6%	189	41.3%	1.4%	779	44.6%	5.9%	301	67.6%	2.4%
Presque tous les jours	256	11.6%	4.2%	52	11.4%	1.9%	204	11.7%	6.2%	71	16.0%	2.9%
1 à 2 fois par semaine	175	7.9%	5.5%	48	10.4%	3.4%	127	7.3%	7.1%	51	11.4%	5.7%
1 à 3 fois par mois	50	2.2%	5.8%	12	2.7%	3.2%	37	2.1%	8.0%	4	0.9%	2.1%
Moins souvent	56	2.5%	3.9%	9	2.0%	1.5%	47	2.7%	5.8%	1	0.2%	0.7%
Jamais	23	1.1%	9.5%	8	1.6%	5.5%	16	0.9%	14.6%	0	-	-

	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	129	5.8%	5.3%	14	3.0%	1.4%	115	6.6%	7.8%	5	1.1%	2.6%
De 9 000 à moins de 12 000 euros par an	150	6.8%	4.6%	10	2.3%	1.0%	139	8.0%	6.4%	13	2.9%	4.6%
De 12 000 à moins de 18 000 euros par an	359	16.3%	5.3%	68	14.9%	2.3%	291	16.6%	7.6%	23	5.2%	2.9%
De 18 000 à moins de 24 000 euros par an	433	19.6%	6.0%	98	21.4%	2.9%	334	19.1%	8.6%	58	13.1%	3.7%
De 24 000 à moins de 36 000 euros par an	506	22.9%	4.6%	109	23.8%	2.0%	397	22.7%	7.2%	105	23.6%	2.9%
De 36 000 à moins de 45 000 euros par an	236	10.7%	3.8%	66	14.5%	2.0%	170	9.7%	5.7%	79	17.7%	2.8%
De 45 000 à moins de 65 000 euros par an	152	6.9%	2.7%	49	10.6%	1.5%	103	5.9%	4.1%	94	21.2%	2.7%
65 000 euros et plus	34	1.5%	1.2%	8	1.8%	0.5%	25	1.4%	2.2%	25	5.7%	1.1%
Refus	168	7.6%	4.5%	29	6.2%	1.8%	140	8.0%	6.4%	31	6.9%	2.4%
Ne sait pas	41	1.9%	2.7%	6	1.4%	1.0%	35	2.0%	4.1%	12	2.6%	2.1%