

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1096	100.0%	2.2%	412	100.0%	1.7%	684	100.0%	2.6%	203	100.0%	1.2%
Sexe												
Homme	412	37.6%	1.7%	412	100.0%	1.7%	0	-	100.0%	74	36.3%	0.8%
Femme	684	62.4%	2.6%	0	-	100.0%	684	100.0%	2.6%	129	63.7%	1.6%
Age												
15 à 24 ans	36	3.3%	0.5%	21	5.1%	0.6%	16	2.3%	0.4%	16	8.0%	0.5%
25 à 34 ans	63	5.7%	0.8%	19	4.7%	0.5%	43	6.4%	1.1%	21	10.4%	0.6%
35 à 49 ans	209	19.1%	1.6%	75	18.2%	1.2%	134	19.6%	2.1%	78	38.7%	1.3%
50 à 64 ans	410	37.4%	3.3%	158	38.4%	2.7%	251	36.7%	4.0%	84	41.3%	2.0%
65 ans et plus	378	34.5%	3.5%	138	33.6%	3.0%	240	35.0%	3.9%	3	1.6%	1.4%
Individu												
Ménagère	646	58.9%	2.8%	0	-	100.0%	646	94.3%	2.8%	121	59.7%	1.8%
Personne de Référence	551	50.3%	2.0%	372	90.3%	1.8%	180	26.2%	2.3%	91	44.8%	1.1%
Responsable des achats	632	57.7%	2.6%	132	32.2%	1.7%	500	73.0%	3.0%	126	62.0%	1.5%
PCS Individu												
Agriculteurs	20	1.9%	3.8%	17	4.1%	4.8%	4	0.5%	1.9%	0	-	-
Petits patrons	29	2.6%	1.9%	9	2.2%	0.8%	20	2.9%	4.4%	20	10.1%	1.4%
Affaires et Cadres	48	4.3%	1.0%	22	5.3%	0.7%	26	3.8%	1.5%	35	17.3%	0.8%
Professions intermédiaires	89	8.1%	1.3%	34	8.2%	1.0%	55	8.1%	1.7%	67	33.1%	1.2%
Employés	184	16.8%	2.2%	23	5.6%	1.2%	161	23.5%	2.5%	36	17.6%	2.0%
Ouvriers	86	7.9%	1.3%	58	14.1%	1.1%	29	4.2%	2.1%	7	3.5%	2.1%
Retraités	486	44.3%	3.9%	212	51.6%	3.6%	273	39.9%	4.3%	6	3.1%	2.9%
Autres inactifs	154	14.0%	1.5%	36	8.8%	1.0%	118	17.2%	1.7%	31	15.3%	1.0%
PCS Personne de Référence												
Agriculteurs	32	3.0%	4.1%	14	3.3%	3.6%	19	2.7%	4.6%	0	-	100.0%
Petits patrons	37	3.4%	1.5%	10	2.4%	0.7%	27	3.9%	2.3%	37	18.1%	1.5%
Affaires et Cadres	64	5.8%	0.9%	26	6.4%	0.8%	37	5.4%	1.1%	64	31.3%	0.9%
Professions intermédiaires	102	9.3%	1.4%	38	9.1%	0.9%	65	9.5%	1.8%	102	50.5%	1.4%
Employés	72	6.6%	1.3%	22	5.3%	1.0%	50	7.3%	1.6%	0	-	100.0%
Ouvriers	154	14.1%	1.6%	59	14.2%	1.2%	95	13.9%	2.1%	0	-	100.0%
Retraités	573	52.3%	4.0%	224	54.4%	3.4%	349	51.0%	4.4%	0	-	100.0%
Autres inactifs	62	5.7%	1.6%	20	4.8%	1.5%	42	6.2%	1.8%	0	-	100.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	181	16.5%	2.0%	46	11.1%	1.2%	135	19.8%	2.6%	20	9.6%	1.1%
2 personnes	564	51.5%	3.2%	236	57.3%	2.7%	329	48.0%	3.6%	65	32.0%	1.5%
3 personnes	159	14.5%	1.7%	64	15.6%	1.4%	95	13.8%	2.0%	44	21.6%	1.2%
4 personnes	124	11.3%	1.3%	39	9.4%	0.8%	85	12.4%	1.8%	44	21.5%	0.9%
5 personnes et +	68	6.2%	1.3%	27	6.5%	1.1%	41	6.0%	1.5%	31	15.3%	1.2%
Présence d'enfants de moins de 15 ans												
Oui	191	17.4%	1.2%	75	18.2%	1.0%	116	16.9%	1.4%	82	40.4%	1.1%
Non	905	82.6%	2.6%	337	81.8%	2.0%	569	83.1%	3.1%	121	59.6%	1.3%
Habitat												
Communes rurales	520	47.5%	4.0%	204	49.4%	3.3%	317	46.3%	4.8%	84	41.5%	2.3%
Agglo. - 20 000 hab	215	19.7%	2.5%	70	17.0%	1.7%	145	21.2%	3.2%	38	18.7%	1.5%
Agglo. 20 000 à 100 000 hab	116	10.6%	1.7%	41	10.0%	1.3%	75	10.9%	2.2%	25	12.2%	1.3%
Agglo. + 100 000 hab	162	14.8%	1.1%	64	15.6%	0.9%	98	14.3%	1.3%	30	14.8%	0.6%
Agglo. Paris	82	7.5%	1.0%	33	7.9%	0.8%	49	7.2%	1.1%	26	12.9%	0.7%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	96	8.7%	1.0%	34	8.3%	0.8%	61	9.0%	1.2%	27	13.3%	0.6%
Nord-Pas-de-Calais	34	3.1%	1.1%	19	4.6%	1.3%	15	2.2%	0.9%	10	4.8%	1.1%
Lorraine	43	3.9%	2.2%	16	3.9%	1.7%	27	3.9%	2.7%	11	5.2%	2.0%
Alsace	20	1.8%	1.3%	10	2.3%	1.3%	10	1.5%	1.3%	6	2.9%	1.2%
Franche-Comté	34	3.1%	3.6%	14	3.3%	3.0%	21	3.0%	4.3%	2	1.1%	0.9%
Champagne-Ardenne	32	2.9%	2.9%	10	2.3%	1.8%	22	3.2%	3.9%	7	3.4%	2.5%
Picardie	37	3.4%	2.4%	19	4.6%	2.5%	18	2.7%	2.3%	6	3.0%	1.4%
Bourgogne	54	4.9%	4.0%	21	5.1%	3.2%	33	4.8%	4.7%	4	2.1%	1.2%
Haute-Normandie	35	3.2%	2.3%	9	2.1%	1.3%	26	3.8%	3.3%	10	4.7%	2.1%
Basse-Normandie	22	2.0%	1.8%	4	1.0%	0.7%	17	2.5%	2.8%	6	3.0%	1.9%
Centre	73	6.7%	3.5%	31	7.5%	3.1%	42	6.2%	3.9%	19	9.4%	3.1%
Pays de la Loire	69	6.3%	2.4%	27	6.6%	2.0%	41	6.0%	2.8%	10	4.8%	1.1%
Bretagne	71	6.5%	2.8%	28	6.9%	2.3%	43	6.3%	3.2%	6	3.2%	0.8%
Poitou-Charentes	66	6.0%	4.5%	22	5.4%	3.2%	44	6.4%	5.8%	14	7.1%	3.8%
Aquitaine	93	8.5%	3.5%	29	7.1%	2.3%	64	9.4%	4.6%	6	3.1%	0.7%
Midi-Pyrénées	81	7.4%	3.4%	34	8.3%	3.0%	47	6.8%	3.8%	23	11.4%	2.9%
Limousin	33	3.0%	5.2%	15	3.7%	5.0%	18	2.6%	5.4%	6	2.9%	3.7%
Auvergne	27	2.4%	2.4%	12	2.8%	2.2%	15	2.2%	2.6%	3	1.3%	0.9%
Rhône-Alpes	99	9.0%	2.0%	35	8.5%	1.5%	64	9.3%	2.5%	18	9.0%	1.1%
Languedoc-Roussillon	18	1.7%	0.9%	8	2.0%	0.8%	10	1.5%	0.9%	2	1.0%	0.3%
Provence-Alpes-Côte-d'Azur-Corse	59	5.4%	1.4%	14	3.5%	0.7%	45	6.6%	2.0%	6	3.1%	0.4%
Habitudes de connexion Internet												
Tous les jours	474	43.3%	1.8%	183	44.4%	1.3%	291	42.6%	2.2%	131	64.6%	1.0%
Presque tous les jours	122	11.1%	2.0%	43	10.4%	1.5%	79	11.6%	2.4%	31	15.2%	1.3%
1 à 2 fois par semaine	99	9.0%	3.1%	44	10.7%	3.1%	55	8.0%	3.1%	29	14.3%	3.2%
1 à 3 fois par mois	30	2.7%	3.5%	15	3.6%	3.8%	15	2.2%	3.2%	5	2.6%	2.8%
Moins souvent	25	2.3%	1.7%	8	1.8%	1.2%	17	2.5%	2.1%	2	1.1%	1.6%
Jamais	7	0.6%	2.8%	2	0.5%	1.6%	5	0.7%	4.4%	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	20	1.9%	0.8%	5	1.2%	0.5%	15	2.2%	1.0%	2	0.8%	0.8%
De 9 000 à moins de 12 000 euros par an	89	8.1%	2.7%	18	4.3%	1.6%	71	10.4%	3.3%	7	3.5%	2.5%
De 12 000 à moins de 18 000 euros par an	170	15.6%	2.5%	64	15.4%	2.1%	107	15.6%	2.8%	6	2.9%	0.7%
De 18 000 à moins de 24 000 euros par an	160	14.6%	2.2%	65	15.8%	1.9%	95	13.9%	2.4%	27	13.1%	1.7%
De 24 000 à moins de 36 000 euros par an	302	27.5%	2.7%	129	31.3%	2.3%	173	25.2%	3.1%	52	25.6%	1.4%
De 36 000 à moins de 45 000 euros par an	115	10.5%	1.8%	33	7.9%	1.0%	82	12.1%	2.8%	36	17.8%	1.3%
De 45 000 à moins de 65 000 euros par an	113	10.3%	2.0%	54	13.2%	1.7%	58	8.5%	2.3%	45	22.1%	1.3%
65 000 euros et plus	28	2.5%	1.0%	14	3.3%	0.8%	14	2.0%	1.2%	15	7.5%	0.7%
Refus	85	7.8%	2.3%	22	5.4%	1.4%	63	9.2%	2.9%	11	5.2%	0.8%
Ne sait pas	14	1.3%	0.9%	8	2.0%	1.2%	6	0.8%	0.7%	3	1.6%	0.6%