

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	571	100.0%	1.1%	166	100.0%	0.7%	405	100.0%	1.5%	229	100.0%	1.4%
Sexe												
Homme	166	29.1%	0.7%	166	100.0%	0.7%	0	-	100.0%	63	27.5%	0.7%
Femme	405	70.9%	1.5%	0	-	100.0%	405	100.0%	1.5%	166	72.5%	2.1%
Age												
15 à 24 ans	50	8.8%	0.7%	15	8.7%	0.4%	36	8.8%	1.0%	25	11.0%	0.8%
25 à 34 ans	83	14.5%	1.1%	23	13.7%	0.6%	60	14.9%	1.5%	32	14.1%	0.9%
35 à 49 ans	156	27.2%	1.2%	47	28.5%	0.8%	108	26.7%	1.7%	80	35.0%	1.3%
50 à 64 ans	197	34.4%	1.6%	63	38.1%	1.1%	133	32.9%	2.1%	91	39.6%	2.2%
65 ans et plus	86	15.0%	0.8%	18	10.9%	0.4%	67	16.6%	1.1%	0	0.2%	0.2%
Individu												
Ménagère	375	65.6%	1.6%	0	-	100.0%	375	92.6%	1.6%	148	64.8%	2.2%
Personne de Référence	236	41.3%	0.8%	148	89.1%	0.7%	88	21.7%	1.1%	84	36.8%	1.0%
Responsable des achats	372	65.1%	1.5%	64	38.7%	0.8%	308	76.0%	1.9%	154	67.5%	1.9%
PCS Individu												
Agriculteurs	18	3.2%	3.5%	8	4.6%	2.2%	11	2.7%	6.0%	0	-	-
Petits patrons	25	4.4%	1.6%	9	5.2%	0.8%	17	4.1%	3.8%	25	10.9%	1.8%
Affaires et Cadres	67	11.6%	1.4%	26	15.7%	0.9%	40	10.0%	2.3%	60	26.0%	1.4%
Professions intermédiaires	88	15.5%	1.3%	23	14.1%	0.7%	65	16.0%	2.0%	69	30.3%	1.2%
Employés	90	15.7%	1.1%	19	11.5%	1.0%	71	17.5%	1.1%	18	8.0%	1.0%
Ouvriers	55	9.6%	0.8%	30	17.8%	0.6%	25	6.2%	1.8%	8	3.5%	2.4%
Retraités	127	22.3%	1.0%	28	17.0%	0.5%	99	24.4%	1.5%	3	1.4%	1.5%
Autres inactifs	101	17.7%	1.0%	24	14.2%	0.7%	77	19.1%	1.1%	45	19.9%	1.4%
PCS Personne de Référence												
Agriculteurs	25	4.4%	3.3%	8	5.0%	2.2%	17	4.2%	4.2%	0	-	100.0%
Petits patrons	30	5.3%	1.2%	9	5.2%	0.6%	22	5.4%	1.9%	30	13.3%	1.2%
Affaires et Cadres	114	19.9%	1.7%	26	15.5%	0.7%	88	21.8%	2.7%	114	49.8%	1.7%
Professions intermédiaires	84	14.8%	1.1%	28	17.0%	0.7%	56	13.9%	1.6%	84	36.9%	1.1%
Employés	41	7.2%	0.8%	17	10.3%	0.8%	24	6.0%	0.8%	0	-	100.0%
Ouvriers	98	17.2%	1.0%	31	18.8%	0.6%	67	16.5%	1.5%	0	-	100.0%
Retraités	158	27.6%	1.1%	34	20.5%	0.5%	124	30.6%	1.6%	0	-	100.0%
Autres inactifs	20	3.5%	0.5%	13	7.7%	0.9%	7	1.8%	0.3%	0	-	100.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	85	15.0%	0.9%	27	16.2%	0.7%	59	14.5%	1.1%	22	9.6%	1.3%
2 personnes	236	41.3%	1.3%	62	37.0%	0.7%	174	43.1%	1.9%	83	36.3%	2.0%
3 personnes	86	15.1%	0.9%	22	13.2%	0.5%	64	15.8%	1.4%	35	15.5%	1.0%
4 personnes	100	17.5%	1.1%	31	18.5%	0.7%	69	17.1%	1.5%	55	23.9%	1.2%
5 personnes et +	64	11.2%	1.2%	25	15.1%	1.0%	39	9.5%	1.4%	34	14.7%	1.3%
Présence d'enfants de moins de 15 ans												
Oui	179	31.4%	1.1%	58	35.1%	0.8%	121	29.9%	1.4%	89	39.0%	1.2%
Non	392	68.6%	1.1%	108	64.9%	0.6%	284	70.1%	1.6%	140	61.0%	1.5%
Habitat												
Communes rurales	174	30.4%	1.3%	46	27.6%	0.7%	128	31.6%	1.9%	47	20.5%	1.3%
Agglo. - 20 000 hab	109	19.0%	1.3%	28	16.6%	0.7%	81	20.0%	1.8%	42	18.4%	1.7%
Agglo. 20 000 à 100 000 hab	67	11.7%	1.0%	18	11.0%	0.6%	49	12.0%	1.4%	26	11.2%	1.3%
Agglo. + 100 000 hab	140	24.4%	1.0%	49	29.6%	0.7%	90	22.3%	1.2%	58	25.5%	1.2%
Agglo. Paris	82	14.4%	1.0%	25	15.2%	0.6%	57	14.0%	1.3%	56	24.5%	1.4%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	106	18.5%	1.1%	30	18.3%	0.7%	75	18.5%	1.5%	61	26.5%	1.4%
Nord-Pas-de-Calais	35	6.2%	1.1%	7	4.1%	0.4%	29	7.1%	1.7%	12	5.1%	1.3%
Lorraine	19	3.4%	1.0%	9	5.2%	0.9%	11	2.6%	1.1%	10	4.2%	1.9%
Alsace	9	1.5%	0.6%	2	1.4%	0.3%	7	1.6%	0.8%	6	2.5%	1.1%
Franche-Comté	7	1.3%	0.8%	1	0.5%	0.2%	6	1.5%	1.3%	3	1.2%	1.1%
Champagne-Ardenne	19	3.3%	1.7%	4	2.3%	0.7%	15	3.7%	2.6%	8	3.5%	3.0%
Picardie	13	2.4%	0.9%	11	6.3%	1.4%	3	0.7%	0.4%	2	0.9%	0.5%
Bourgogne	12	2.1%	0.9%	3	1.6%	0.4%	10	2.4%	1.3%	4	1.6%	1.1%
Haute-Normandie	6	1.1%	0.4%	1	0.7%	0.2%	5	1.3%	0.7%	2	1.0%	0.5%
Basse-Normandie	21	3.6%	1.7%	3	1.8%	0.5%	17	4.3%	2.8%	6	2.8%	2.0%
Centre	25	4.3%	1.2%	5	2.9%	0.5%	20	4.9%	1.8%	8	3.7%	1.4%
Pays de la Loire	40	7.1%	1.4%	8	4.7%	0.6%	33	8.1%	2.2%	15	6.5%	1.7%
Bretagne	25	4.4%	1.0%	8	4.8%	0.6%	17	4.3%	1.3%	11	4.6%	1.4%
Poitou-Charentes	24	4.2%	1.6%	9	5.5%	1.3%	15	3.6%	1.9%	8	3.4%	2.0%
Aquitaine	55	9.6%	2.1%	20	11.9%	1.6%	35	8.7%	2.5%	16	6.8%	1.8%
Midi-Pyrénées	45	7.9%	1.9%	18	10.6%	1.5%	28	6.8%	2.2%	19	8.2%	2.4%
Limousin	8	1.4%	1.3%	3	1.7%	0.9%	5	1.3%	1.6%	0	0.1%	0.2%
Auvergne	16	2.8%	1.4%	1	0.5%	0.2%	15	3.8%	2.6%	4	1.5%	1.1%
Rhône-Alpes	53	9.2%	1.1%	17	10.0%	0.7%	36	8.9%	1.4%	25	11.1%	1.5%
Languedoc-Roussillon	10	1.8%	0.5%	3	1.6%	0.3%	8	1.9%	0.7%	4	1.6%	0.6%
Provence-Alpes-Côte-d'Azur-Corse	22	3.9%	0.5%	5	3.3%	0.3%	17	4.1%	0.7%	7	2.9%	0.5%
Habitudes de connexion Internet												
Tous les jours	333	58.2%	1.2%	101	60.6%	0.7%	232	57.2%	1.8%	173	75.7%	1.4%
Presque tous les jours	94	16.4%	1.5%	27	16.4%	1.0%	66	16.4%	2.0%	42	18.3%	1.7%
1 à 2 fois par semaine	41	7.2%	1.3%	12	7.2%	0.8%	29	7.2%	1.6%	13	5.7%	1.4%
1 à 3 fois par mois	5	0.9%	0.6%	1	0.7%	0.3%	4	1.0%	0.8%	1	0.4%	0.4%
Moins souvent	12	2.0%	0.8%	2	1.1%	0.3%	10	2.4%	1.2%	0	-	-
Jamais	4	0.7%	1.6%	0	-	-	4	1.0%	3.6%	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	25	4.4%	1.0%	17	10.0%	1.7%	8	2.1%	0.6%	0	-	-
De 9 000 à moins de 12 000 euros par an	23	4.0%	0.7%	11	6.9%	1.1%	11	2.8%	0.5%	2	1.0%	0.8%
De 12 000 à moins de 18 000 euros par an	68	12.0%	1.0%	12	7.0%	0.4%	57	14.0%	1.5%	4	1.8%	0.5%
De 18 000 à moins de 24 000 euros par an	56	9.8%	0.8%	13	7.6%	0.4%	44	10.8%	1.1%	17	7.6%	1.1%
De 24 000 à moins de 36 000 euros par an	137	23.9%	1.2%	42	25.4%	0.8%	95	23.3%	1.7%	50	21.7%	1.4%
De 36 000 à moins de 45 000 euros par an	77	13.5%	1.2%	23	13.8%	0.7%	54	13.4%	1.8%	36	15.7%	1.3%
De 45 000 à moins de 65 000 euros par an	82	14.3%	1.4%	20	12.1%	0.6%	62	15.2%	2.5%	48	21.0%	1.4%
65 000 euros et plus	58	10.1%	2.0%	22	13.0%	1.2%	36	8.9%	3.2%	45	19.9%	2.0%
Refus	29	5.1%	0.8%	5	2.8%	0.3%	24	6.0%	1.1%	18	7.8%	1.4%
Ne sait pas	16	2.8%	1.1%	2	1.4%	0.3%	14	3.4%	1.6%	8	3.6%	1.5%