

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	281	100.0%	0.6%	181	100.0%	0.7%	100	100.0%	0.4%	100	100.0%	0.6%
Sexe												
Homme	181	64.3%	0.7%	181	100.0%	0.7%	0	-	100.0%	75	75.4%	0.9%
Femme	100	35.7%	0.4%	0	-	100.0%	100	100.0%	0.4%	25	24.6%	0.3%
Age												
15 à 24 ans	34	12.0%	0.5%	22	12.1%	0.6%	12	11.9%	0.3%	19	19.5%	0.7%
25 à 34 ans	34	12.1%	0.4%	24	13.3%	0.6%	10	9.8%	0.3%	17	17.0%	0.5%
35 à 49 ans	56	19.8%	0.4%	41	22.9%	0.7%	14	14.1%	0.2%	23	23.4%	0.4%
50 à 64 ans	91	32.4%	0.7%	59	32.8%	1.0%	32	31.6%	0.5%	36	36.5%	0.9%
65 ans et plus	67	23.8%	0.6%	34	18.9%	0.7%	33	32.6%	0.5%	4	3.6%	1.5%
Individu												
Ménagère	87	30.9%	0.4%	0	-	100.0%	87	86.6%	0.4%	18	17.7%	0.3%
Personne de Référence	176	62.8%	0.6%	149	82.6%	0.7%	27	27.0%	0.3%	65	65.3%	0.8%
Responsable des achats	122	43.4%	0.5%	60	33.1%	0.8%	62	62.0%	0.4%	35	35.2%	0.4%
PCS Individu												
Agriculteurs	1	0.4%	0.2%	0	-	-	1	1.2%	0.7%	0	-	-
Petits patrons	7	2.5%	0.5%	6	3.5%	0.6%	1	0.8%	0.2%	6	6.4%	0.4%
Affaires et Cadres	36	12.8%	0.8%	28	15.3%	0.9%	8	8.3%	0.5%	32	32.1%	0.7%
Professions intermédiaires	40	14.3%	0.6%	28	15.7%	0.8%	12	11.8%	0.4%	34	33.8%	0.6%
Employés	38	13.7%	0.5%	17	9.3%	0.9%	21	21.4%	0.3%	4	3.9%	0.2%
Ouvriers	23	8.0%	0.4%	21	11.9%	0.4%	1	1.1%	0.1%	0	-	-
Retraités	95	33.9%	0.8%	55	30.5%	0.9%	40	40.0%	0.6%	3	3.5%	1.6%
Autres inactifs	40	14.4%	0.4%	25	13.8%	0.7%	15	15.3%	0.2%	20	20.3%	0.6%
PCS Personne de Référence												
Agriculteurs	1	0.3%	0.1%	0	-	-	1	1.0%	0.2%	0	-	100.0%
Petits patrons	14	5.0%	0.6%	11	6.1%	0.8%	3	3.2%	0.3%	14	14.2%	0.6%
Affaires et Cadres	42	14.9%	0.6%	31	17.1%	0.9%	11	11.0%	0.3%	42	42.0%	0.6%
Professions intermédiaires	44	15.6%	0.6%	33	18.5%	0.8%	10	10.3%	0.3%	44	43.8%	0.6%
Employés	27	9.6%	0.5%	16	9.0%	0.8%	11	10.7%	0.3%	0	-	100.0%
Ouvriers	35	12.4%	0.4%	24	13.5%	0.5%	10	10.4%	0.2%	0	-	100.0%
Retraités	108	38.6%	0.8%	58	32.1%	0.9%	50	50.1%	0.6%	0	-	100.0%
Autres inactifs	10	3.6%	0.3%	7	3.8%	0.5%	3	3.3%	0.1%	0	-	100.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	41	14.7%	0.4%	22	12.1%	0.6%	19	19.3%	0.4%	11	10.9%	0.6%
2 personnes	123	43.7%	0.7%	76	41.8%	0.9%	47	47.1%	0.5%	24	24.4%	0.6%
3 personnes	49	17.6%	0.5%	35	19.5%	0.8%	14	14.1%	0.3%	29	29.0%	0.8%
4 personnes	46	16.4%	0.5%	35	19.1%	0.7%	12	11.6%	0.3%	24	24.5%	0.5%
5 personnes et +	21	7.6%	0.4%	13	7.4%	0.5%	8	7.9%	0.3%	11	11.2%	0.4%
Présence d'enfants de moins de 15 ans												
Oui	64	22.6%	0.4%	44	24.5%	0.6%	19	19.2%	0.2%	34	34.0%	0.5%
Non	218	77.4%	0.6%	137	75.5%	0.8%	81	80.8%	0.4%	66	66.0%	0.7%
Habitat												
Communes rurales	55	19.5%	0.4%	39	21.4%	0.6%	16	16.1%	0.2%	19	19.5%	0.5%
Agglo. - 20 000 hab	38	13.7%	0.4%	28	15.6%	0.7%	10	10.2%	0.2%	12	12.5%	0.5%
Agglo. 20 000 à 100 000 hab	34	12.0%	0.5%	23	12.9%	0.7%	11	10.5%	0.3%	10	10.4%	0.5%
Agglo. + 100 000 hab	67	24.0%	0.5%	34	18.8%	0.5%	33	33.3%	0.4%	18	17.8%	0.4%
Agglo. Paris	87	30.8%	1.0%	57	31.4%	1.4%	30	29.9%	0.7%	40	39.8%	1.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	96	34.3%	1.0%	66	36.3%	1.5%	31	30.6%	0.6%	45	44.7%	1.0%
Nord-Pas-de-Calais	9	3.2%	0.3%	8	4.2%	0.5%	2	1.5%	0.1%	3	3.2%	0.4%
Lorraine	6	2.1%	0.3%	4	2.0%	0.4%	2	2.3%	0.2%	3	2.8%	0.5%
Alsace	3	0.9%	0.2%	1	0.8%	0.2%	1	1.3%	0.2%	1	1.2%	0.2%
Franche-Comté	4	1.5%	0.5%	1	0.7%	0.3%	3	3.1%	0.6%	1	0.6%	0.3%
Champagne-Ardenne	5	1.8%	0.5%	1	0.4%	0.1%	4	4.2%	0.8%	2	2.2%	0.8%
Picardie	1	0.4%	0.1%	1	0.7%	0.2%	0	-	-	1	1.0%	0.2%
Bourgogne	12	4.4%	0.9%	8	4.3%	1.2%	5	4.6%	0.7%	3	3.3%	0.9%
Haute-Normandie	7	2.4%	0.5%	3	1.9%	0.5%	3	3.2%	0.4%	2	1.8%	0.4%
Basse-Normandie	3	1.0%	0.2%	3	1.4%	0.4%	0	0.3%	0.0%	1	0.7%	0.2%
Centre	11	3.8%	0.5%	6	3.3%	0.6%	5	4.6%	0.4%	3	3.3%	0.5%
Pays de la Loire	9	3.2%	0.3%	8	4.5%	0.6%	1	0.9%	0.1%	4	3.7%	0.4%
Bretagne	7	2.5%	0.3%	5	2.9%	0.4%	2	1.8%	0.1%	0	0.5%	0.1%
Poitou-Charentes	6	2.2%	0.4%	5	3.0%	0.8%	1	0.8%	0.1%	2	2.0%	0.5%
Aquitaine	16	5.5%	0.6%	12	6.6%	0.9%	4	3.7%	0.3%	1	1.4%	0.2%
Midi-Pyrénées	22	7.8%	0.9%	14	7.6%	1.2%	8	8.2%	0.7%	9	9.1%	1.2%
Limousin	3	1.0%	0.4%	2	0.9%	0.5%	1	1.0%	0.3%	0	0.1%	0.1%
Auvergne	4	1.5%	0.4%	2	1.2%	0.4%	2	2.0%	0.3%	1	1.3%	0.4%
Rhône-Alpes	23	8.3%	0.5%	13	7.1%	0.5%	10	10.3%	0.4%	7	7.5%	0.4%
Languedoc-Roussillon	14	4.9%	0.6%	8	4.2%	0.7%	6	6.2%	0.5%	5	4.8%	0.7%
Provence-Alpes-Côte-d'Azur-Corse	21	7.3%	0.5%	11	6.1%	0.5%	9	9.4%	0.4%	5	4.9%	0.3%
Habitudes de connexion Internet												
Tous les jours	184	65.3%	0.7%	130	71.8%	0.9%	54	53.7%	0.4%	83	83.6%	0.7%
Presque tous les jours	31	10.9%	0.5%	15	8.1%	0.5%	16	15.9%	0.5%	8	8.2%	0.3%
1 à 2 fois par semaine	19	6.8%	0.6%	9	4.9%	0.6%	10	10.0%	0.6%	6	6.2%	0.7%
1 à 3 fois par mois	3	1.2%	0.4%	3	1.5%	0.7%	1	0.7%	0.1%	0	0.3%	0.1%
Moins souvent	3	0.9%	0.2%	2	0.9%	0.3%	1	1.0%	0.1%	0	-	-
Jamais	3	0.9%	1.0%	1	0.5%	0.7%	2	1.6%	1.5%	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	6	2.1%	0.2%	5	2.5%	0.5%	1	1.4%	0.1%	2	2.4%	1.2%
De 9 000 à moins de 12 000 euros par an	9	3.2%	0.3%	8	4.4%	0.7%	1	1.0%	0.0%	2	1.6%	0.6%
De 12 000 à moins de 18 000 euros par an	19	6.8%	0.3%	11	6.0%	0.4%	8	8.3%	0.2%	2	2.2%	0.3%
De 18 000 à moins de 24 000 euros par an	31	11.1%	0.4%	17	9.4%	0.5%	14	14.2%	0.4%	8	8.0%	0.5%
De 24 000 à moins de 36 000 euros par an	82	29.1%	0.7%	49	26.9%	0.9%	33	33.2%	0.6%	27	26.9%	0.7%
De 36 000 à moins de 45 000 euros par an	45	16.1%	0.7%	32	17.5%	1.0%	14	13.5%	0.5%	12	11.6%	0.4%
De 45 000 à moins de 65 000 euros par an	40	14.2%	0.7%	31	17.0%	1.0%	9	9.1%	0.4%	20	20.3%	0.6%
65 000 euros et plus	24	8.6%	0.8%	19	10.7%	1.1%	5	4.9%	0.4%	19	18.6%	0.8%
Refus	16	5.8%	0.4%	7	4.1%	0.5%	9	8.8%	0.4%	7	6.9%	0.5%
Ne sait pas	8	2.9%	0.5%	3	1.5%	0.4%	5	5.5%	0.6%	2	1.5%	0.3%