

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2418	100.0%	4.7%	1287	100.0%	5.3%	1131	100.0%	4.2%	988	100.0%	5.8%
Sexe												
Homme	1287	53.2%	5.3%	1287	100.0%	5.3%	0	-	-	549	55.6%	6.2%
Femme	1131	46.8%	4.2%	0	-	-	1131	100.0%	4.2%	439	44.4%	5.4%
Age												
15 à 24 ans	282	11.7%	3.8%	163	12.6%	4.4%	119	10.5%	3.3%	164	16.6%	5.3%
25 à 34 ans	227	9.4%	2.9%	147	11.5%	3.9%	80	7.0%	2.0%	114	11.5%	3.3%
35 à 49 ans	442	18.3%	3.5%	222	17.3%	3.6%	220	19.4%	3.4%	280	28.4%	4.6%
50 à 64 ans	725	30.0%	5.9%	379	29.4%	6.4%	347	30.6%	5.5%	392	39.7%	9.5%
65 ans et plus	741	30.7%	6.7%	375	29.2%	7.9%	366	32.4%	5.8%	38	3.8%	16.3%
Individu												
Ménagère	1017	42.1%	4.3%	0	-	-	1017	89.9%	4.3%	376	38.0%	5.5%
Personne de Référence	1436	59.4%	5.1%	1088	84.5%	5.3%	348	30.8%	4.4%	531	53.7%	6.3%
Responsable des achats	1601	66.2%	4.5%	611	47.5%	5.0%	990	87.5%	4.3%	607	61.4%	5.7%
PCS Individu												
Agriculteurs	18	0.8%	3.5%	15	1.1%	4.4%	4	0.3%	1.9%	0	-	-
Petits patrons	82	3.4%	5.0%	63	4.9%	5.3%	19	1.7%	4.1%	78	7.9%	5.2%
Affaires et Cadres	412	17.0%	8.6%	274	21.3%	9.3%	138	12.2%	7.7%	378	38.3%	8.6%
Professions intermédiaires	297	12.3%	4.4%	135	10.5%	3.9%	163	14.4%	4.9%	260	26.3%	4.7%
Employés	224	9.2%	2.7%	74	5.7%	3.6%	150	13.3%	2.4%	43	4.4%	2.4%
Ouvriers	138	5.7%	2.1%	116	9.0%	2.3%	22	2.0%	1.6%	16	1.6%	4.3%
Retraités	865	35.8%	6.9%	447	34.7%	7.5%	418	36.9%	6.3%	32	3.3%	12.9%
Autres inactifs	382	15.8%	3.8%	165	12.8%	4.7%	217	19.2%	3.3%	181	18.3%	5.9%
PCS Personne de Référence												
Agriculteurs	22	0.9%	2.8%	16	1.2%	4.1%	6	0.6%	1.5%	0	-	-
Petits patrons	119	4.9%	4.5%	77	6.0%	5.3%	42	3.7%	3.5%	119	12.1%	4.5%
Affaires et Cadres	558	23.1%	8.1%	313	24.4%	9.1%	244	21.6%	7.2%	558	56.4%	8.1%
Professions intermédiaires	311	12.9%	4.2%	159	12.3%	4.1%	153	13.5%	4.2%	311	31.5%	4.2%
Employés	176	7.3%	3.3%	82	6.4%	3.7%	93	8.2%	3.0%	0	-	-
Ouvriers	161	6.6%	1.7%	102	7.9%	2.1%	59	5.2%	1.3%	0	-	-
Retraités	958	39.6%	6.5%	472	36.7%	7.1%	486	42.9%	6.0%	0	-	-
Autres inactifs	114	4.7%	2.9%	66	5.1%	4.5%	48	4.3%	2.0%	0	-	-

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	446	18.4%	4.7%	182	14.1%	4.5%	264	23.3%	4.9%	111	11.2%	6.4%
2 personnes	1057	43.7%	5.9%	563	43.8%	6.4%	494	43.7%	5.4%	310	31.3%	7.0%
3 personnes	410	17.0%	4.4%	246	19.1%	5.3%	164	14.5%	3.5%	206	20.8%	5.5%
4 personnes	333	13.8%	3.6%	205	16.0%	4.5%	128	11.3%	2.8%	244	24.7%	5.3%
5 personnes et +	171	7.1%	3.3%	91	7.0%	3.7%	81	7.1%	2.9%	118	11.9%	4.7%
Présence d'enfants de moins de 15 ans												
Oui	502	20.8%	3.2%	280	21.8%	3.9%	221	19.6%	2.6%	338	34.2%	4.5%
Non	1916	79.2%	5.4%	1006	78.2%	5.8%	910	80.4%	5.0%	650	65.8%	6.9%
Habitat												
Communes rurales	424	17.5%	3.6%	231	17.9%	4.1%	193	17.1%	3.2%	144	14.5%	4.2%
Agglo. - 20 000 hab	364	15.1%	4.1%	225	17.5%	5.3%	140	12.3%	3.0%	135	13.7%	5.3%
Agglo. 20 000 à 100 000 hab	284	11.7%	4.1%	164	12.7%	4.9%	120	10.6%	3.4%	104	10.6%	5.2%
Agglo. + 100 000 hab	819	33.8%	5.4%	400	31.1%	5.5%	419	37.0%	5.3%	327	33.1%	6.4%
Agglo. Paris	527	21.8%	6.3%	268	20.8%	6.7%	260	23.0%	5.9%	278	28.1%	7.2%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	572	23.6%	6.0%	289	22.5%	6.4%	283	25.0%	5.7%	299	30.2%	6.9%
Nord-Pas-de-Calais	101	4.2%	3.1%	54	4.2%	3.5%	47	4.2%	2.8%	35	3.6%	3.9%
Lorraine	48	2.0%	2.5%	23	1.8%	2.5%	25	2.2%	2.5%	21	2.2%	3.8%
Alsace	64	2.6%	4.2%	34	2.6%	4.6%	30	2.6%	3.8%	38	3.8%	7.5%
Franche-Comté	38	1.6%	4.0%	16	1.3%	3.5%	22	1.9%	4.4%	14	1.4%	5.4%
Champagne-Ardenne	36	1.5%	3.3%	15	1.2%	2.9%	21	1.8%	3.6%	9	0.9%	3.1%
Picardie	44	1.8%	2.9%	26	2.0%	3.5%	18	1.6%	2.3%	20	2.1%	4.5%
Bourgogne	67	2.8%	4.9%	47	3.7%	7.2%	20	1.7%	2.8%	21	2.1%	5.8%
Haute-Normandie	60	2.5%	4.0%	33	2.6%	4.7%	26	2.3%	3.4%	22	2.2%	5.0%
Basse-Normandie	39	1.6%	3.2%	19	1.5%	3.3%	20	1.7%	3.2%	8	0.8%	2.3%
Centre	88	3.7%	4.3%	61	4.8%	6.1%	27	2.4%	2.5%	28	2.8%	4.3%
Pays de la Loire	117	4.8%	4.1%	63	4.9%	4.5%	55	4.8%	3.7%	48	4.8%	5.8%
Bretagne	122	5.1%	4.7%	76	5.9%	6.1%	46	4.1%	3.4%	48	4.8%	6.1%
Poitou-Charentes	67	2.8%	4.6%	35	2.7%	5.0%	32	2.8%	4.2%	26	2.6%	6.5%
Aquitaine	125	5.2%	4.7%	62	4.8%	4.9%	63	5.5%	4.5%	41	4.2%	5.0%
Midi-Pyrénées	134	5.5%	5.6%	63	4.9%	5.4%	71	6.3%	5.7%	46	4.7%	5.8%
Limousin	41	1.7%	6.6%	21	1.6%	6.8%	21	1.8%	6.4%	8	0.8%	5.2%
Auvergne	50	2.1%	4.4%	28	2.2%	5.2%	22	1.9%	3.7%	20	2.0%	6.6%
Rhône-Alpes	263	10.9%	5.2%	150	11.6%	6.2%	113	10.0%	4.3%	101	10.2%	5.8%
Languedoc-Roussillon	125	5.2%	5.8%	65	5.0%	6.3%	60	5.3%	5.3%	44	4.5%	6.9%
Provence-Alpes-Côte-d'Azur-Corse	217	9.0%	5.0%	107	8.3%	5.2%	111	9.8%	4.9%	93	9.4%	6.4%
Habitudes de connexion Internet												
Tous les jours	1490	61.6%	5.4%	835	64.9%	5.9%	655	57.9%	4.8%	761	77.0%	5.9%
Presque tous les jours	318	13.1%	5.2%	158	12.3%	5.4%	160	14.1%	5.1%	141	14.3%	5.8%
1 à 2 fois par semaine	141	5.8%	4.4%	60	4.7%	4.2%	81	7.1%	4.5%	49	5.0%	5.5%
1 à 3 fois par mois	29	1.2%	3.3%	7	0.5%	1.9%	22	1.9%	4.5%	10	1.0%	5.0%
Moins souvent	55	2.3%	4.2%	24	1.8%	4.0%	31	2.8%	4.3%	9	0.9%	7.1%
Jamais	4	0.2%	2.0%	4	0.3%	2.8%	0	0.0%	0.6%	0	0.0%	2.3%

	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	50	2.1%	2.1%	26	2.0%	2.8%	23	2.1%	1.7%	14	1.4%	7.1%
De 9 000 à moins de 12 000 euros par an	63	2.6%	1.9%	28	2.2%	2.5%	35	3.1%	1.6%	7	0.7%	2.8%
De 12 000 à moins de 18 000 euros par an	206	8.5%	3.1%	78	6.1%	2.7%	128	11.3%	3.4%	23	2.4%	2.8%
De 18 000 à moins de 24 000 euros par an	244	10.1%	3.3%	114	8.9%	3.3%	130	11.5%	3.4%	63	6.3%	3.9%
De 24 000 à moins de 36 000 euros par an	486	20.1%	4.3%	260	20.2%	4.7%	226	20.0%	3.9%	168	17.0%	4.5%
De 36 000 à moins de 45 000 euros par an	373	15.4%	5.8%	212	16.5%	6.2%	161	14.2%	5.4%	136	13.8%	4.8%
De 45 000 à moins de 65 000 euros par an	474	19.6%	8.2%	285	22.1%	9.0%	189	16.7%	7.3%	247	25.0%	7.1%
De 65 000 à moins de 80 000 euros par an	153	6.3%	9.9%	94	7.3%	9.9%	59	5.2%	9.9%	99	10.1%	9.1%
De 80 000 à moins de 115 000 euros par an	112	4.6%	11.1%	61	4.8%	10.1%	51	4.5%	12.6%	90	9.1%	11.1%
115 000 euros et plus par an	64	2.7%	13.1%	44	3.4%	15.8%	20	1.8%	9.6%	55	5.6%	13.2%
Refus	152	6.3%	4.6%	67	5.2%	5.0%	85	7.6%	4.4%	67	6.8%	5.9%
Ne sait pas	40	1.7%	2.6%	17	1.4%	2.6%	23	2.0%	2.5%	18	1.8%	3.3%