

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1977	100.0%	3.9%	1088	100.0%	4.4%	889	100.0%	3.3%	770	100.0%	4.5%
Sexe												
Homme	1088	55.0%	4.4%	1088	100.0%	4.4%	0	-	-	437	56.7%	5.0%
Femme	889	45.0%	3.3%	0	-	-	889	100.0%	3.3%	333	43.3%	4.1%
Age												
15 à 24 ans	219	11.1%	3.0%	136	12.5%	3.7%	82	9.2%	2.2%	119	15.5%	3.9%
25 à 34 ans	190	9.6%	2.5%	114	10.5%	3.0%	76	8.6%	1.9%	102	13.2%	3.0%
35 à 49 ans	379	19.2%	3.0%	206	18.9%	3.3%	174	19.5%	2.7%	251	32.6%	4.1%
50 à 64 ans	515	26.1%	4.2%	288	26.4%	4.8%	228	25.6%	3.6%	276	35.9%	6.7%
65 ans et plus	674	34.1%	6.1%	345	31.7%	7.2%	329	37.0%	5.2%	21	2.8%	9.2%
Individu												
Ménagère	794	40.2%	3.4%	0	-	-	794	89.4%	3.4%	287	37.3%	4.2%
Personne de Référence	1190	60.2%	4.2%	939	86.3%	4.6%	251	28.2%	3.2%	416	54.0%	4.9%
Responsable des achats	1311	66.3%	3.7%	539	49.6%	4.4%	772	86.8%	3.4%	449	58.3%	4.2%
PCS Individu												
Agriculteurs	9	0.4%	1.6%	9	0.8%	2.5%	0	-	-	0	-	-
Petits patrons	78	3.9%	4.7%	64	5.9%	5.4%	13	1.5%	2.8%	72	9.4%	4.8%
Affaires et Cadres	336	17.0%	7.1%	217	19.9%	7.3%	119	13.4%	6.6%	307	39.9%	7.0%
Professions intermédiaires	195	9.9%	2.9%	97	8.9%	2.8%	99	11.1%	3.0%	170	22.1%	3.1%
Employés	198	10.0%	2.4%	76	7.0%	3.7%	123	13.8%	1.9%	35	4.6%	1.9%
Ouvriers	114	5.8%	1.8%	106	9.8%	2.1%	8	0.9%	0.6%	25	3.2%	6.6%
Retraités	717	36.3%	5.7%	410	37.7%	6.8%	308	34.6%	4.7%	18	2.3%	7.1%
Autres inactifs	330	16.7%	3.3%	111	10.2%	3.2%	219	24.7%	3.3%	143	18.5%	4.7%
PCS Personne de Référence												
Agriculteurs	15	0.8%	1.9%	10	0.9%	2.6%	6	0.6%	1.3%	0	-	-
Petits patrons	109	5.5%	4.1%	74	6.8%	5.2%	34	3.9%	2.9%	109	14.1%	4.1%
Affaires et Cadres	461	23.3%	6.7%	243	22.4%	7.0%	218	24.5%	6.4%	461	59.9%	6.7%
Professions intermédiaires	200	10.1%	2.7%	119	10.9%	3.1%	81	9.1%	2.2%	200	25.9%	2.7%
Employés	141	7.1%	2.7%	78	7.2%	3.5%	62	7.0%	2.0%	0	-	-
Ouvriers	139	7.0%	1.5%	97	8.9%	2.0%	42	4.8%	0.9%	0	-	-
Retraités	820	41.5%	5.6%	427	39.2%	6.4%	393	44.2%	4.9%	0	-	-
Autres inactifs	91	4.6%	2.3%	39	3.6%	2.7%	52	5.9%	2.1%	0	-	-

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	356	18.0%	3.8%	159	14.6%	4.0%	196	22.1%	3.7%	81	10.5%	4.7%
2 personnes	842	42.6%	4.7%	488	44.8%	5.5%	355	39.9%	3.9%	186	24.2%	4.2%
3 personnes	283	14.3%	3.0%	160	14.7%	3.5%	123	13.8%	2.6%	159	20.7%	4.3%
4 personnes	304	15.4%	3.3%	185	17.0%	4.0%	119	13.4%	2.6%	205	26.7%	4.4%
5 personnes et +	192	9.7%	3.7%	96	8.8%	3.9%	96	10.8%	3.4%	139	18.0%	5.5%
Présence d'enfants de moins de 15 ans												
Oui	462	23.4%	2.9%	265	24.4%	3.7%	197	22.2%	2.3%	328	42.7%	4.3%
Non	1515	76.6%	4.3%	823	75.6%	4.8%	692	77.8%	3.8%	441	57.3%	4.7%
Habitat												
Communes rurales	281	14.2%	2.4%	178	16.4%	3.2%	102	11.5%	1.7%	109	14.1%	3.2%
Agglo. - 20 000 hab	276	14.0%	3.1%	174	15.9%	4.1%	103	11.6%	2.2%	88	11.5%	3.4%
Agglo. 20 000 à 100 000 hab	235	11.9%	3.4%	134	12.3%	4.0%	102	11.5%	2.9%	74	9.6%	3.7%
Agglo. + 100 000 hab	651	32.9%	4.3%	345	31.8%	4.8%	305	34.3%	3.8%	229	29.7%	4.4%
Agglo. Paris	533	27.0%	6.3%	257	23.6%	6.4%	276	31.1%	6.2%	270	35.1%	7.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	571	28.9%	6.0%	285	26.2%	6.3%	286	32.2%	5.8%	293	38.1%	6.8%
Nord-Pas-de-Calais	70	3.6%	2.2%	47	4.3%	3.1%	23	2.6%	1.4%	32	4.2%	3.5%
Lorraine	49	2.5%	2.6%	22	2.0%	2.3%	28	3.1%	2.8%	16	2.0%	2.8%
Alsace	57	2.9%	3.8%	32	2.9%	4.3%	26	2.9%	3.3%	17	2.2%	3.4%
Franche-Comté	34	1.7%	3.5%	15	1.4%	3.2%	19	2.1%	3.9%	10	1.3%	4.1%
Champagne-Ardenne	26	1.3%	2.4%	17	1.6%	3.2%	9	1.0%	1.6%	10	1.3%	3.2%
Picardie	39	2.0%	2.5%	24	2.2%	3.2%	15	1.7%	1.9%	13	1.6%	2.8%
Bourgogne	35	1.7%	2.5%	24	2.2%	3.7%	11	1.2%	1.5%	6	0.7%	1.6%
Haute-Normandie	51	2.6%	3.5%	27	2.4%	3.8%	24	2.7%	3.2%	15	1.9%	3.4%
Basse-Normandie	27	1.4%	2.2%	15	1.4%	2.7%	12	1.3%	1.9%	10	1.4%	3.1%
Centre	66	3.3%	3.2%	35	3.2%	3.5%	30	3.4%	2.8%	28	3.6%	4.3%
Pays de la Loire	86	4.3%	3.0%	45	4.2%	3.3%	41	4.6%	2.7%	23	3.0%	2.8%
Bretagne	83	4.2%	3.2%	47	4.4%	3.8%	35	4.0%	2.6%	27	3.5%	3.4%
Poitou-Charentes	44	2.2%	3.0%	23	2.1%	3.3%	21	2.4%	2.8%	18	2.3%	4.6%
Aquitaine	102	5.2%	3.8%	67	6.1%	5.2%	35	3.9%	2.5%	43	5.6%	5.2%
Midi-Pyrénées	85	4.3%	3.5%	54	5.0%	4.7%	30	3.4%	2.4%	24	3.1%	3.1%
Limousin	26	1.3%	4.2%	13	1.2%	4.4%	13	1.4%	3.9%	4	0.5%	2.6%
Auvergne	32	1.6%	2.9%	10	1.0%	1.9%	22	2.4%	3.7%	10	1.3%	3.4%
Rhône-Alpes	178	9.0%	3.5%	96	8.8%	4.0%	82	9.3%	3.2%	63	8.2%	3.6%
Languedoc-Roussillon	97	4.9%	4.5%	62	5.7%	6.0%	35	3.9%	3.1%	33	4.3%	5.2%
Provence-Alpes-Côte-d'Azur-Corse	219	11.1%	5.1%	128	11.8%	6.3%	91	10.3%	4.0%	76	9.8%	5.2%
Habitudes de connexion Internet												
Tous les jours	1206	61.0%	4.4%	712	65.4%	5.1%	494	55.6%	3.6%	616	80.0%	4.8%
Presque tous les jours	224	11.3%	3.7%	105	9.6%	3.6%	119	13.4%	3.8%	84	11.0%	3.5%
1 à 2 fois par semaine	105	5.3%	3.2%	50	4.6%	3.5%	55	6.2%	3.1%	36	4.6%	3.9%
1 à 3 fois par mois	36	1.8%	4.1%	8	0.7%	2.2%	27	3.1%	5.6%	10	1.2%	4.9%
Moins souvent	41	2.1%	3.1%	18	1.6%	3.0%	23	2.6%	3.1%	10	1.3%	7.6%
Jamais	9	0.5%	4.5%	8	0.8%	6.2%	1	0.1%	1.7%	0	0.1%	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	45	2.3%	1.9%	28	2.6%	3.0%	16	1.9%	1.2%	5	0.6%	2.4%
De 9 000 à moins de 12 000 euros par an	76	3.9%	2.3%	37	3.4%	3.4%	39	4.4%	1.8%	6	0.8%	2.5%
De 12 000 à moins de 18 000 euros par an	151	7.6%	2.2%	65	6.0%	2.2%	86	9.7%	2.3%	24	3.2%	3.0%
De 18 000 à moins de 24 000 euros par an	198	10.0%	2.7%	105	9.6%	3.0%	93	10.5%	2.4%	38	4.9%	2.3%
De 24 000 à moins de 36 000 euros par an	397	20.1%	3.5%	222	20.4%	4.0%	175	19.7%	3.0%	125	16.2%	3.3%
De 36 000 à moins de 45 000 euros par an	265	13.4%	4.1%	172	15.8%	5.0%	93	10.5%	3.1%	97	12.6%	3.4%
De 45 000 à moins de 65 000 euros par an	331	16.7%	5.7%	196	18.0%	6.2%	135	15.1%	5.2%	165	21.4%	4.7%
De 65 000 à moins de 80 000 euros par an	132	6.7%	8.5%	88	8.1%	9.2%	45	5.0%	7.5%	78	10.2%	7.1%
De 80 000 à moins de 115 000 euros par an	110	5.6%	11.0%	63	5.8%	10.4%	47	5.3%	11.8%	90	11.7%	11.1%
115 000 euros et plus par an	85	4.3%	17.3%	50	4.6%	18.1%	34	3.9%	16.1%	70	9.1%	16.9%
Refus	147	7.4%	4.4%	50	4.6%	3.7%	97	11.0%	5.0%	53	6.9%	4.6%
Ne sait pas	39	2.0%	2.5%	12	1.1%	1.8%	27	3.0%	3.0%	19	2.4%	3.4%