

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2144	100.0%	4.2%	1192	100.0%	4.9%	952	100.0%	3.6%	844	100.0%	5.0%
Sexe												
Homme	1192	55.6%	4.9%	1192	100.0%	4.9%	0	-	-	479	56.7%	5.4%
Femme	952	44.4%	3.6%	0	-	-	952	100.0%	3.6%	365	43.3%	4.5%
Age												
15 à 24 ans	234	10.9%	3.2%	140	11.7%	3.7%	95	9.9%	2.6%	112	13.3%	3.6%
25 à 34 ans	201	9.4%	2.6%	125	10.5%	3.3%	76	8.0%	1.9%	101	12.0%	2.9%
35 à 49 ans	526	24.5%	4.2%	278	23.3%	4.5%	248	26.0%	3.9%	339	40.2%	5.6%
50 à 64 ans	567	26.5%	4.6%	300	25.2%	5.1%	267	28.1%	4.2%	265	31.4%	6.4%
65 ans et plus	615	28.7%	5.5%	349	29.3%	7.3%	266	28.0%	4.2%	27	3.2%	11.7%
Individu												
Ménagère	826	38.5%	3.5%	0	-	-	826	86.8%	3.5%	315	37.4%	4.6%
Personne de Référence	1304	60.8%	4.6%	1037	87.0%	5.1%	267	28.0%	3.4%	483	57.2%	5.7%
Responsable des achats	1398	65.2%	4.0%	575	48.2%	4.7%	823	86.5%	3.6%	525	62.3%	4.9%
PCS Individu												
Agriculteurs	14	0.7%	2.6%	8	0.7%	2.4%	6	0.6%	3.0%	0	-	-
Petits patrons	86	4.0%	5.2%	65	5.4%	5.5%	22	2.3%	4.6%	81	9.6%	5.4%
Affaires et Cadres	368	17.1%	7.7%	246	20.6%	8.3%	122	12.8%	6.7%	343	40.6%	7.8%
Professions intermédiaires	258	12.0%	3.8%	125	10.5%	3.6%	133	13.9%	4.0%	224	26.6%	4.0%
Employés	243	11.3%	2.9%	111	9.3%	5.5%	132	13.9%	2.1%	38	4.5%	2.1%
Ouvriers	125	5.8%	1.9%	101	8.4%	2.0%	24	2.6%	1.7%	4	0.5%	1.2%
Retraités	682	31.8%	5.4%	399	33.4%	6.7%	283	29.7%	4.3%	20	2.4%	8.0%
Autres inactifs	369	17.2%	3.7%	138	11.6%	4.0%	231	24.2%	3.5%	134	15.9%	4.4%
PCS Personne de Référence												
Agriculteurs	19	0.9%	2.4%	8	0.7%	2.2%	11	1.1%	2.5%	0	-	-
Petits patrons	121	5.6%	4.6%	70	5.9%	4.9%	50	5.3%	4.2%	121	14.3%	4.6%
Affaires et Cadres	467	21.8%	6.8%	267	22.4%	7.7%	200	21.0%	5.9%	467	55.3%	6.8%
Professions intermédiaires	257	12.0%	3.4%	142	11.9%	3.7%	115	12.1%	3.2%	257	30.4%	3.4%
Employés	208	9.7%	3.9%	114	9.6%	5.1%	93	9.8%	3.0%	0	-	-
Ouvriers	173	8.1%	1.8%	102	8.5%	2.0%	72	7.5%	1.6%	0	-	-
Retraités	764	35.6%	5.2%	422	35.4%	6.3%	341	35.9%	4.2%	0	-	-
Autres inactifs	137	6.4%	3.5%	67	5.6%	4.6%	70	7.3%	2.8%	0	-	-

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	370	17.2%	3.9%	176	14.8%	4.4%	194	20.3%	3.6%	84	9.9%	4.9%
2 personnes	847	39.5%	4.7%	495	41.5%	5.6%	352	37.0%	3.8%	216	25.6%	4.9%
3 personnes	364	17.0%	3.9%	210	17.6%	4.5%	154	16.2%	3.3%	161	19.1%	4.3%
4 personnes	343	16.0%	3.7%	204	17.1%	4.5%	139	14.6%	3.0%	234	27.7%	5.1%
5 personnes et +	221	10.3%	4.2%	108	9.0%	4.4%	113	11.9%	4.0%	149	17.7%	6.0%
Présence d'enfants de moins de 15 ans												
Oui	603	28.1%	3.8%	337	28.2%	4.7%	267	28.0%	3.1%	393	46.5%	5.2%
Non	1541	71.9%	4.3%	856	71.8%	5.0%	686	72.0%	3.8%	451	53.5%	4.8%
Habitat												
Communes rurales	329	15.4%	2.8%	187	15.7%	3.3%	143	15.0%	2.3%	114	13.5%	3.4%
Agglo. - 20 000 hab	319	14.9%	3.6%	197	16.5%	4.6%	122	12.8%	2.6%	105	12.4%	4.1%
Agglo. 20 000 à 100 000 hab	297	13.8%	4.3%	169	14.2%	5.0%	128	13.4%	3.7%	109	12.9%	5.5%
Agglo. + 100 000 hab	637	29.7%	4.2%	346	29.0%	4.8%	292	30.6%	3.7%	223	26.4%	4.3%
Agglo. Paris	562	26.2%	6.7%	294	24.6%	7.4%	268	28.1%	6.0%	293	34.7%	7.5%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	593	27.7%	6.3%	308	25.8%	6.8%	286	30.0%	5.8%	313	37.1%	7.2%
Nord-Pas-de-Calais	68	3.2%	2.1%	48	4.0%	3.1%	20	2.1%	1.2%	23	2.7%	2.5%
Lorraine	50	2.3%	2.6%	31	2.6%	3.3%	19	2.0%	1.9%	17	2.0%	3.0%
Alsace	51	2.4%	3.4%	35	3.0%	4.8%	16	1.7%	2.0%	17	2.0%	3.5%
Franche-Comté	23	1.1%	2.4%	15	1.2%	3.2%	8	0.9%	1.7%	10	1.2%	3.9%
Champagne-Ardenne	54	2.5%	5.0%	29	2.4%	5.5%	25	2.7%	4.5%	20	2.3%	6.4%
Picardie	39	1.8%	2.5%	26	2.2%	3.5%	12	1.3%	1.6%	18	2.1%	3.9%
Bourgogne	49	2.3%	3.6%	35	2.9%	5.4%	14	1.4%	1.9%	14	1.6%	3.9%
Haute-Normandie	40	1.9%	2.7%	20	1.7%	2.8%	20	2.1%	2.6%	9	1.1%	2.1%
Basse-Normandie	28	1.3%	2.4%	14	1.1%	2.3%	15	1.6%	2.4%	11	1.3%	3.2%
Centre	76	3.5%	3.7%	43	3.6%	4.3%	33	3.5%	3.1%	36	4.2%	5.5%
Pays de la Loire	104	4.9%	3.6%	51	4.3%	3.7%	54	5.6%	3.6%	43	5.1%	5.2%
Bretagne	97	4.5%	3.7%	54	4.5%	4.3%	43	4.5%	3.2%	29	3.4%	3.6%
Poitou-Charentes	48	2.3%	3.3%	27	2.3%	3.8%	21	2.2%	2.8%	13	1.6%	3.3%
Aquitaine	129	6.0%	4.8%	71	5.9%	5.6%	59	6.2%	4.2%	41	4.9%	5.0%
Midi-Pyrénées	103	4.8%	4.3%	65	5.5%	5.7%	37	3.9%	3.0%	27	3.2%	3.4%
Limousin	20	0.9%	3.1%	12	1.0%	4.1%	7	0.8%	2.2%	3	0.4%	2.0%
Auvergne	50	2.3%	4.4%	21	1.8%	3.9%	29	3.0%	4.9%	21	2.4%	6.7%
Rhône-Alpes	211	9.9%	4.2%	118	9.9%	4.9%	94	9.8%	3.6%	74	8.8%	4.3%
Languedoc-Roussillon	113	5.2%	5.2%	62	5.2%	6.0%	51	5.3%	4.4%	39	4.7%	6.2%
Provence-Alpes-Côte-d'Azur-Corse	198	9.2%	4.6%	108	9.1%	5.3%	90	9.4%	3.9%	67	8.0%	4.6%
Habitudes de connexion Internet												
Tous les jours	1365	63.6%	4.9%	767	64.4%	5.5%	598	62.8%	4.4%	683	80.9%	5.3%
Presque tous les jours	243	11.3%	4.0%	136	11.4%	4.6%	108	11.3%	3.4%	107	12.7%	4.4%
1 à 2 fois par semaine	109	5.1%	3.4%	59	4.9%	4.1%	50	5.3%	2.8%	26	3.1%	2.9%
1 à 3 fois par mois	35	1.6%	4.1%	9	0.7%	2.3%	27	2.8%	5.4%	7	0.9%	3.8%
Moins souvent	39	1.8%	2.9%	16	1.3%	2.7%	23	2.4%	3.1%	8	0.9%	6.2%
Jamais	6	0.3%	3.0%	6	0.5%	4.5%	0	0.0%	0.6%	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	72	3.3%	3.1%	44	3.7%	4.7%	27	2.9%	1.9%	15	1.7%	7.5%
De 9 000 à moins de 12 000 euros par an	62	2.9%	1.9%	23	1.9%	2.1%	39	4.1%	1.8%	4	0.5%	1.6%
De 12 000 à moins de 18 000 euros par an	172	8.0%	2.5%	83	7.0%	2.8%	88	9.3%	2.3%	22	2.6%	2.6%
De 18 000 à moins de 24 000 euros par an	266	12.4%	3.6%	139	11.6%	4.0%	127	13.3%	3.3%	58	6.9%	3.6%
De 24 000 à moins de 36 000 euros par an	422	19.7%	3.7%	226	19.0%	4.1%	196	20.6%	3.4%	134	15.8%	3.6%
De 36 000 à moins de 45 000 euros par an	268	12.5%	4.2%	160	13.4%	4.7%	108	11.4%	3.6%	100	11.9%	3.5%
De 45 000 à moins de 65 000 euros par an	364	17.0%	6.3%	216	18.1%	6.8%	148	15.5%	5.7%	205	24.3%	5.9%
De 65 000 à moins de 80 000 euros par an	147	6.9%	9.5%	103	8.6%	10.8%	44	4.7%	7.4%	92	10.9%	8.4%
De 80 000 à moins de 115 000 euros par an	85	4.0%	8.5%	53	4.4%	8.7%	33	3.4%	8.1%	66	7.8%	8.1%
115 000 euros et plus par an	82	3.8%	16.7%	51	4.3%	18.5%	31	3.2%	14.4%	73	8.6%	17.5%
Refus	149	6.9%	4.5%	73	6.1%	5.4%	76	8.0%	3.9%	58	6.8%	5.1%
Ne sait pas	56	2.6%	3.6%	21	1.8%	3.2%	35	3.7%	3.9%	18	2.2%	3.3%