

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2145	100.0%	4.2%	481	100.0%	2.0%	1664	100.0%	6.2%	420	100.0%	2.5%
Sexe												
Homme	481	22.4%	2.0%	481	100.0%	2.0%	0	-	-	88	21.0%	1.0%
Femme	1664	77.6%	6.2%	0	-	-	1664	100.0%	6.2%	332	79.0%	4.1%
Age												
15 à 24 ans	136	6.3%	1.8%	30	6.2%	0.8%	106	6.4%	2.9%	26	6.1%	0.8%
25 à 34 ans	174	8.1%	2.3%	33	6.8%	0.9%	141	8.5%	3.6%	40	9.4%	1.2%
35 à 49 ans	628	29.3%	5.0%	116	24.1%	1.9%	512	30.8%	8.0%	222	52.9%	3.6%
50 à 64 ans	723	33.7%	5.9%	163	33.8%	2.7%	560	33.7%	8.9%	127	30.2%	3.1%
65 ans et plus	484	22.6%	4.4%	140	29.2%	2.9%	344	20.7%	5.4%	6	1.4%	2.5%
Individu												
Ménagère	1532	71.4%	6.5%	0	-	-	1532	92.1%	6.5%	309	73.6%	4.5%
Personne de Référence	941	43.9%	3.3%	438	91.0%	2.2%	504	30.3%	6.4%	133	31.6%	1.6%
Responsable des achats	1743	81.3%	5.0%	221	45.9%	1.8%	1522	91.5%	6.6%	345	82.1%	3.2%
PCS Individu												
Agriculteurs	22	1.0%	4.1%	5	1.0%	1.5%	17	1.0%	8.6%	2	0.5%	11.0%
Petits patrons	67	3.1%	4.1%	31	6.5%	2.6%	36	2.1%	7.6%	49	11.6%	3.3%
Affaires et Cadres	45	2.1%	0.9%	16	3.4%	0.5%	29	1.7%	1.6%	34	8.0%	0.8%
Professions intermédiaires	171	8.0%	2.5%	43	8.8%	1.2%	129	7.8%	3.9%	125	29.7%	2.2%
Employés	572	26.7%	6.8%	29	6.0%	1.4%	543	32.6%	8.5%	123	29.2%	6.7%
Ouvriers	270	12.6%	4.2%	132	27.4%	2.6%	138	8.3%	9.9%	10	2.3%	2.6%
Retraités	611	28.5%	4.9%	185	38.5%	3.1%	426	25.6%	6.5%	15	3.5%	5.8%
Autres inactifs	386	18.0%	3.9%	41	8.5%	1.2%	346	20.8%	5.3%	64	15.3%	2.1%
PCS Personne de Référence												
Agriculteurs	28	1.3%	3.5%	3	0.7%	0.9%	25	1.5%	5.9%	0	-	-
Petits patrons	98	4.5%	3.7%	28	5.8%	1.9%	70	4.2%	5.8%	98	23.2%	3.7%
Affaires et Cadres	115	5.4%	1.7%	15	3.1%	0.4%	100	6.0%	3.0%	115	27.4%	1.7%
Professions intermédiaires	207	9.7%	2.8%	45	9.4%	1.2%	162	9.7%	4.5%	207	49.3%	2.8%
Employés	272	12.7%	5.1%	31	6.5%	1.4%	241	14.5%	7.8%	0	-	-
Ouvriers	474	22.1%	5.0%	133	27.7%	2.7%	341	20.5%	7.6%	0	-	-
Retraités	781	36.4%	5.3%	192	39.9%	2.9%	589	35.4%	7.3%	0	-	-
Autres inactifs	170	7.9%	4.4%	33	6.9%	2.3%	137	8.2%	5.6%	0	-	-

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	368	17.1%	3.9%	48	10.1%	1.2%	319	19.2%	5.9%	37	8.8%	2.1%
2 personnes	893	41.6%	5.0%	240	50.0%	2.7%	653	39.2%	7.1%	115	27.3%	2.6%
3 personnes	351	16.4%	3.8%	81	16.8%	1.8%	271	16.3%	5.8%	80	19.1%	2.2%
4 personnes	382	17.8%	4.2%	84	17.4%	1.8%	298	17.9%	6.5%	128	30.4%	2.8%
5 personnes et +	151	7.0%	2.9%	28	5.7%	1.1%	123	7.4%	4.4%	60	14.3%	2.4%
Présence d'enfants de moins de 15 ans												
Oui	616	28.7%	3.9%	117	24.3%	1.6%	500	30.0%	5.9%	202	48.2%	2.7%
Non	1528	71.3%	4.3%	364	75.7%	2.1%	1164	70.0%	6.4%	218	51.8%	2.3%
Habitat												
Communes rurales	585	27.3%	5.0%	110	22.9%	2.0%	474	28.5%	7.8%	112	26.6%	3.3%
Agglo. - 20 000 hab	428	20.0%	4.8%	107	22.2%	2.5%	321	19.3%	6.9%	85	20.3%	3.3%
Agglo. 20 000 à 100 000 hab	302	14.1%	4.4%	58	12.1%	1.7%	243	14.6%	7.0%	60	14.3%	3.0%
Agglo. + 100 000 hab	636	29.7%	4.2%	169	35.2%	2.3%	467	28.1%	5.9%	107	25.6%	2.1%
Agglo. Paris	194	9.1%	2.3%	37	7.6%	0.9%	158	9.5%	3.6%	55	13.2%	1.4%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	231	10.8%	2.4%	47	9.7%	1.0%	184	11.0%	3.7%	67	16.1%	1.6%
Nord-Pas-de-Calais	183	8.6%	5.7%	52	10.7%	3.4%	132	7.9%	7.8%	22	5.3%	2.4%
Lorraine	137	6.4%	7.1%	33	6.9%	3.6%	103	6.2%	10.3%	26	6.2%	4.6%
Alsace	97	4.5%	6.4%	32	6.6%	4.3%	65	3.9%	8.3%	26	6.2%	5.2%
Franche-Comté	40	1.9%	4.2%	9	1.9%	2.0%	31	1.9%	6.3%	5	1.2%	2.0%
Champagne-Ardenne	48	2.2%	4.4%	8	1.7%	1.5%	40	2.4%	7.0%	10	2.4%	3.3%
Picardie	72	3.3%	4.7%	14	3.0%	1.9%	57	3.4%	7.2%	13	3.0%	2.8%
Bourgogne	72	3.3%	5.3%	9	1.8%	1.3%	63	3.8%	8.9%	8	1.9%	2.2%
Haute-Normandie	55	2.6%	3.7%	12	2.5%	1.7%	43	2.6%	5.6%	9	2.0%	2.0%
Basse-Normandie	72	3.4%	6.0%	17	3.5%	2.9%	55	3.3%	8.8%	10	2.5%	3.1%
Centre	94	4.4%	4.5%	24	5.1%	2.4%	70	4.2%	6.5%	8	1.9%	1.2%
Pays de la Loire	125	5.8%	4.4%	29	5.9%	2.1%	96	5.8%	6.5%	27	6.4%	3.3%
Bretagne	126	5.9%	4.9%	27	5.7%	2.2%	99	6.0%	7.3%	21	4.9%	2.6%
Poitou-Charentes	66	3.1%	4.5%	10	2.1%	1.4%	56	3.4%	7.3%	5	1.3%	1.4%
Aquitaine	124	5.8%	4.6%	27	5.7%	2.2%	96	5.8%	6.8%	26	6.3%	3.2%
Midi-Pyrénées	75	3.5%	3.1%	14	2.8%	1.2%	61	3.7%	4.9%	16	3.8%	2.0%
Limousin	38	1.8%	6.0%	12	2.5%	4.0%	26	1.6%	7.8%	6	1.4%	3.7%
Auvergne	60	2.8%	5.3%	14	3.0%	2.6%	45	2.7%	7.8%	5	1.1%	1.5%
Rhône-Alpes	176	8.2%	3.5%	38	7.8%	1.6%	138	8.3%	5.3%	34	8.2%	2.0%
Languedoc-Roussillon	94	4.4%	4.3%	21	4.3%	2.0%	73	4.4%	6.4%	35	8.4%	5.6%
Provence-Alpes-Côte-d'Azur-Corse	161	7.5%	3.7%	32	6.7%	1.6%	129	7.7%	5.6%	40	9.6%	2.8%
Habitudes de connexion Internet												
Tous les jours	929	43.3%	3.4%	208	43.2%	1.5%	721	43.4%	5.3%	280	66.6%	2.2%
Presque tous les jours	256	11.9%	4.2%	68	14.1%	2.3%	188	11.3%	6.0%	60	14.2%	2.5%
1 à 2 fois par semaine	198	9.2%	6.1%	47	9.7%	3.3%	151	9.1%	8.4%	58	13.7%	6.4%
1 à 3 fois par mois	40	1.9%	4.7%	8	1.8%	2.3%	32	1.9%	6.5%	7	1.6%	3.5%
Moins souvent	60	2.8%	4.5%	6	1.3%	1.1%	53	3.2%	7.3%	0	-	-
Jamais	12	0.5%	5.5%	2	0.4%	1.6%	9	0.6%	12.0%	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	134	6.2%	5.7%	20	4.2%	2.2%	114	6.8%	8.1%	5	1.1%	2.4%
De 9 000 à moins de 12 000 euros par an	168	7.8%	5.1%	21	4.3%	1.9%	147	8.9%	6.8%	13	3.1%	5.3%
De 12 000 à moins de 18 000 euros par an	323	15.1%	4.8%	59	12.3%	2.0%	264	15.9%	6.9%	30	7.0%	3.6%
De 18 000 à moins de 24 000 euros par an	379	17.7%	5.2%	88	18.2%	2.5%	291	17.5%	7.6%	67	15.9%	4.2%
De 24 000 à moins de 36 000 euros par an	555	25.9%	4.9%	149	30.9%	2.7%	406	24.4%	7.0%	98	23.3%	2.6%
De 36 000 à moins de 45 000 euros par an	234	10.9%	3.7%	68	14.2%	2.0%	166	10.0%	5.6%	75	17.8%	2.6%
De 45 000 à moins de 65 000 euros par an	145	6.8%	2.5%	37	7.8%	1.2%	108	6.5%	4.2%	86	20.5%	2.5%
De 65 000 à moins de 80 000 euros par an	17	0.8%	1.1%	10	2.0%	1.0%	7	0.4%	1.2%	11	2.7%	1.0%
De 80 000 à moins de 115 000 euros par an	11	0.5%	1.1%	4	0.8%	0.7%	7	0.4%	1.7%	7	1.7%	0.9%
115 000 euros et plus par an	1	0.1%	0.3%	0	-	-	1	0.1%	0.6%	0	-	-
Refus	135	6.3%	4.1%	16	3.4%	1.2%	119	7.2%	6.1%	21	5.0%	1.8%
Ne sait pas	42	1.9%	2.6%	9	1.9%	1.3%	33	2.0%	3.6%	7	1.7%	1.3%