

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1172	100.0%	2.3%	456	100.0%	1.9%	716	100.0%	2.7%	211	100.0%	1.2%
Sexe												
Homme	456	38.9%	1.9%	456	100.0%	1.9%	0	-	-	77	36.7%	0.9%
Femme	716	61.1%	2.7%	0	-	-	716	100.0%	2.7%	134	63.3%	1.6%
Age												
15 à 24 ans	29	2.5%	0.4%	15	3.2%	0.4%	14	2.0%	0.4%	12	5.7%	0.4%
25 à 34 ans	51	4.3%	0.7%	24	5.2%	0.6%	27	3.8%	0.7%	20	9.5%	0.6%
35 à 49 ans	219	18.7%	1.7%	84	18.5%	1.4%	135	18.8%	2.1%	92	43.4%	1.5%
50 à 64 ans	428	36.5%	3.5%	162	35.6%	2.7%	265	37.0%	4.2%	85	40.0%	2.1%
65 ans et plus	446	38.0%	4.0%	171	37.5%	3.6%	275	38.3%	4.3%	3	1.4%	1.3%
Individu												
Ménagère	686	58.5%	2.9%	0	-	-	686	95.7%	2.9%	128	60.4%	1.9%
Personne de Référence	600	51.2%	2.1%	424	93.0%	2.1%	176	24.5%	2.2%	83	39.4%	1.0%
Responsable des achats	879	75.0%	2.5%	202	44.4%	1.7%	677	94.5%	2.9%	155	73.4%	1.5%
PCS Individu												
Agriculteurs	15	1.3%	2.8%	7	1.5%	2.0%	8	1.2%	4.2%	0	-	-
Petits patrons	32	2.7%	1.9%	13	2.8%	1.1%	19	2.7%	4.1%	19	8.9%	1.3%
Affaires et Cadres	57	4.9%	1.2%	29	6.3%	1.0%	29	4.0%	1.6%	48	22.8%	1.1%
Professions intermédiaires	84	7.2%	1.2%	32	6.9%	0.9%	52	7.3%	1.6%	63	29.8%	1.1%
Employés	168	14.3%	2.0%	26	5.7%	1.3%	141	19.7%	2.2%	43	20.4%	2.4%
Ouvriers	127	10.8%	2.0%	84	18.5%	1.7%	42	5.9%	3.0%	11	5.3%	3.0%
Retraités	541	46.2%	4.3%	228	50.0%	3.8%	313	43.7%	4.8%	9	4.1%	3.4%
Autres inactifs	148	12.7%	1.5%	38	8.2%	1.1%	111	15.5%	1.7%	18	8.7%	0.6%
PCS Personne de Référence												
Agriculteurs	25	2.1%	3.1%	7	1.6%	1.9%	18	2.5%	4.2%	0	-	-
Petits patrons	37	3.1%	1.4%	16	3.5%	1.1%	21	2.9%	1.7%	37	17.3%	1.4%
Affaires et Cadres	82	7.0%	1.2%	34	7.4%	1.0%	48	6.8%	1.4%	82	38.8%	1.2%
Professions intermédiaires	93	7.9%	1.2%	28	6.2%	0.7%	65	9.0%	1.8%	93	43.9%	1.2%
Employés	75	6.4%	1.4%	29	6.4%	1.3%	46	6.4%	1.5%	0	-	-
Ouvriers	160	13.7%	1.7%	79	17.3%	1.6%	82	11.4%	1.8%	0	-	-
Retraités	626	53.4%	4.3%	230	50.4%	3.5%	396	55.3%	4.9%	0	-	-
Autres inactifs	75	6.4%	1.9%	34	7.4%	2.3%	41	5.8%	1.7%	0	-	-

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	204	17.4%	2.2%	62	13.6%	1.5%	142	19.9%	2.6%	17	7.9%	1.0%
2 personnes	637	54.4%	3.5%	277	60.8%	3.1%	360	50.3%	3.9%	72	34.2%	1.6%
3 personnes	143	12.2%	1.5%	61	13.4%	1.3%	82	11.4%	1.7%	44	20.9%	1.2%
4 personnes	143	12.2%	1.6%	43	9.4%	0.9%	101	14.0%	2.2%	56	26.6%	1.2%
5 personnes et +	44	3.8%	0.8%	13	2.8%	0.5%	32	4.4%	1.1%	22	10.4%	0.9%
Présence d'enfants de moins de 15 ans												
Oui	179	15.3%	1.1%	73	16.1%	1.0%	105	14.7%	1.2%	79	37.6%	1.0%
Non	993	84.7%	2.8%	382	83.9%	2.2%	611	85.3%	3.4%	132	62.4%	1.4%
Habitat												
Communes rurales	476	40.6%	4.1%	182	39.9%	3.2%	294	41.1%	4.8%	82	38.9%	2.4%
Agglo. - 20 000 hab	244	20.8%	2.7%	90	19.8%	2.1%	154	21.5%	3.3%	36	17.1%	1.4%
Agglo. 20 000 à 100 000 hab	172	14.7%	2.5%	68	14.8%	2.0%	104	14.6%	3.0%	27	12.7%	1.3%
Agglo. + 100 000 hab	204	17.4%	1.3%	84	18.5%	1.2%	120	16.8%	1.5%	33	15.5%	0.6%
Agglo. Paris	76	6.5%	0.9%	32	7.1%	0.8%	44	6.1%	1.0%	33	15.7%	0.9%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	100	8.5%	1.1%	38	8.4%	0.9%	62	8.6%	1.2%	40	19.0%	0.9%
Nord-Pas-de-Calais	41	3.5%	1.3%	21	4.5%	1.3%	21	2.9%	1.2%	9	4.3%	1.0%
Lorraine	35	3.0%	1.8%	19	4.1%	2.0%	17	2.4%	1.7%	9	4.0%	1.5%
Alsace	28	2.4%	1.9%	9	2.0%	1.3%	19	2.7%	2.4%	9	4.1%	1.7%
Franche-Comté	38	3.3%	4.0%	18	3.9%	3.8%	20	2.9%	4.2%	3	1.6%	1.4%
Champagne-Ardenne	43	3.7%	3.9%	15	3.4%	2.9%	28	3.9%	4.9%	4	1.8%	1.2%
Picardie	36	3.1%	2.4%	15	3.3%	2.0%	21	3.0%	2.7%	8	3.7%	1.7%
Bourgogne	60	5.1%	4.4%	25	5.5%	3.9%	34	4.8%	4.9%	8	3.6%	2.1%
Haute-Normandie	37	3.1%	2.5%	12	2.6%	1.7%	25	3.4%	3.2%	5	2.2%	1.0%
Basse-Normandie	37	3.1%	3.0%	6	1.2%	1.0%	31	4.4%	5.0%	3	1.5%	0.9%
Centre	66	5.6%	3.2%	22	4.8%	2.2%	44	6.2%	4.1%	18	8.3%	2.7%
Pays de la Loire	84	7.2%	2.9%	36	7.9%	2.6%	48	6.7%	3.2%	10	4.9%	1.2%
Bretagne	64	5.4%	2.4%	29	6.3%	2.3%	35	4.9%	2.6%	12	5.6%	1.5%
Poitou-Charentes	79	6.7%	5.3%	30	6.5%	4.2%	49	6.8%	6.4%	11	5.3%	2.8%
Aquitaine	73	6.2%	2.7%	21	4.7%	1.7%	52	7.2%	3.7%	11	5.2%	1.3%
Midi-Pyrénées	72	6.2%	3.0%	30	6.6%	2.6%	42	5.9%	3.4%	14	6.6%	1.8%
Limousin	27	2.3%	4.3%	14	3.1%	4.6%	13	1.8%	4.0%	2	1.0%	1.4%
Auvergne	32	2.7%	2.8%	16	3.6%	3.0%	15	2.2%	2.6%	5	2.2%	1.5%
Rhône-Alpes	129	11.0%	2.6%	44	9.6%	1.8%	85	11.9%	3.3%	20	9.3%	1.1%
Languedoc-Roussillon	29	2.5%	1.3%	9	2.0%	0.9%	20	2.8%	1.7%	2	0.9%	0.3%
Provence-Alpes-Côte-d'Azur-Corse	62	5.3%	1.4%	28	6.0%	1.4%	34	4.8%	1.5%	11	5.0%	0.7%
Habitudes de connexion Internet												
Tous les jours	469	40.0%	1.7%	202	44.3%	1.4%	266	37.2%	2.0%	141	66.9%	1.1%
Presque tous les jours	147	12.6%	2.4%	60	13.3%	2.1%	87	12.1%	2.7%	39	18.5%	1.6%
1 à 2 fois par semaine	95	8.1%	2.9%	30	6.6%	2.1%	65	9.0%	3.6%	21	10.0%	2.4%
1 à 3 fois par mois	34	2.9%	3.9%	14	3.0%	3.6%	20	2.8%	4.1%	2	1.1%	1.2%
Moins souvent	17	1.5%	1.3%	6	1.2%	1.0%	12	1.6%	1.6%	2	1.1%	1.8%
Jamais	4	0.3%	1.7%	4	0.8%	2.8%	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	32	2.8%	1.4%	5	1.2%	0.6%	27	3.8%	1.9%	2	0.8%	0.9%
De 9 000 à moins de 12 000 euros par an	93	7.9%	2.8%	25	5.5%	2.3%	67	9.4%	3.1%	3	1.4%	1.2%
De 12 000 à moins de 18 000 euros par an	186	15.8%	2.7%	70	15.4%	2.4%	116	16.1%	3.0%	6	2.8%	0.7%
De 18 000 à moins de 24 000 euros par an	171	14.6%	2.3%	77	16.8%	2.2%	94	13.2%	2.5%	18	8.6%	1.1%
De 24 000 à moins de 36 000 euros par an	292	25.0%	2.6%	124	27.3%	2.2%	168	23.5%	2.9%	53	25.3%	1.4%
De 36 000 à moins de 45 000 euros par an	147	12.5%	2.3%	49	10.8%	1.4%	97	13.6%	3.3%	48	22.6%	1.7%
De 45 000 à moins de 65 000 euros par an	116	9.9%	2.0%	57	12.5%	1.8%	59	8.2%	2.3%	46	21.8%	1.3%
De 65 000 à moins de 80 000 euros par an	22	1.8%	1.4%	9	2.0%	1.0%	12	1.7%	2.1%	9	4.4%	0.9%
De 80 000 à moins de 115 000 euros par an	12	1.0%	1.2%	9	1.9%	1.4%	3	0.5%	0.9%	11	5.1%	1.3%
115 000 euros et plus par an	1	0.1%	0.2%	0	-	-	1	0.2%	0.6%	1	0.6%	0.3%
Refus	77	6.6%	2.3%	21	4.5%	1.5%	56	7.8%	2.9%	11	5.0%	0.9%
Ne sait pas	24	2.0%	1.5%	10	2.1%	1.4%	14	2.0%	1.6%	3	1.6%	0.6%