

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1986	100.0%	3.9%	256	100.0%	1.0%	1730	100.0%	6.5%	573	100.0%	3.4%
Sexe												
Homme	256	12.9%	1.0%	256	100.0%	1.0%	0	-	-	68	11.8%	0.8%
Femme	1730	87.1%	6.5%	0	-	-	1730	100.0%	6.5%	506	88.2%	6.2%
Age												
15 à 24 ans	74	3.7%	1.0%	13	5.3%	0.4%	61	3.5%	1.7%	23	4.0%	0.8%
25 à 34 ans	152	7.7%	2.0%	32	12.6%	0.9%	120	6.9%	3.1%	70	12.2%	2.0%
35 à 49 ans	528	26.6%	4.2%	57	22.2%	0.9%	472	27.3%	7.4%	266	46.3%	4.4%
50 à 64 ans	686	34.6%	5.6%	78	30.3%	1.3%	609	35.2%	9.6%	201	35.1%	4.9%
65 ans et plus	545	27.4%	4.9%	76	29.6%	1.6%	469	27.1%	7.4%	13	2.3%	5.7%
Individu												
Ménagère	1649	83.0%	7.0%	0	-	-	1649	95.3%	7.0%	481	83.9%	7.0%
Personne de Référence	772	38.9%	2.7%	240	93.7%	1.2%	532	30.8%	6.7%	158	27.6%	1.9%
Responsable des achats	1734	87.3%	4.9%	118	46.2%	1.0%	1616	93.4%	7.0%	498	86.9%	4.7%
PCS Individu												
Agriculteurs	11	0.5%	2.0%	1	0.6%	0.4%	9	0.5%	4.6%	0	-	-
Petits patrons	63	3.2%	3.8%	17	6.5%	1.4%	47	2.7%	10.0%	40	6.9%	2.7%
Affaires et Cadres	125	6.3%	2.6%	17	6.8%	0.6%	108	6.2%	6.0%	102	17.8%	2.3%
Professions intermédiaires	273	13.8%	4.1%	34	13.4%	1.0%	239	13.8%	7.3%	207	36.2%	3.7%
Employés	436	21.9%	5.2%	22	8.8%	1.1%	413	23.9%	6.5%	115	20.0%	6.3%
Ouvriers	126	6.3%	1.9%	48	18.9%	1.0%	78	4.5%	5.6%	5	0.9%	1.4%
Retraités	639	32.2%	5.1%	97	37.9%	1.6%	542	31.3%	8.2%	22	3.8%	8.6%
Autres inactifs	312	15.7%	3.1%	19	7.3%	0.5%	294	17.0%	4.5%	82	14.3%	2.7%
PCS Personne de Référence												
Agriculteurs	37	1.9%	4.7%	1	0.6%	0.4%	36	2.1%	8.5%	0	-	-
Petits patrons	67	3.4%	2.5%	19	7.3%	1.3%	48	2.8%	4.0%	67	11.7%	2.5%
Affaires et Cadres	235	11.8%	3.4%	17	6.5%	0.5%	218	12.6%	6.4%	235	40.9%	3.4%
Professions intermédiaires	272	13.7%	3.6%	32	12.6%	0.8%	240	13.8%	6.7%	272	47.4%	3.6%
Employés	203	10.2%	3.8%	25	9.8%	1.1%	178	10.3%	5.8%	0	-	-
Ouvriers	291	14.7%	3.1%	46	18.0%	0.9%	245	14.2%	5.4%	0	-	-
Retraités	777	39.1%	5.3%	99	38.8%	1.5%	678	39.2%	8.4%	0	-	-
Autres inactifs	104	5.2%	2.7%	16	6.4%	1.1%	87	5.0%	3.6%	0	-	-

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	385	19.4%	4.1%	15	5.8%	0.4%	370	21.4%	6.9%	53	9.2%	3.1%
2 personnes	823	41.4%	4.6%	134	52.5%	1.5%	688	39.8%	7.5%	166	28.9%	3.8%
3 personnes	340	17.1%	3.7%	44	17.1%	1.0%	296	17.1%	6.3%	133	23.2%	3.6%
4 personnes	310	15.6%	3.4%	51	20.1%	1.1%	259	15.0%	5.6%	166	28.9%	3.6%
5 personnes et +	129	6.5%	2.5%	12	4.5%	0.5%	117	6.8%	4.2%	56	9.8%	2.2%
Présence d'enfants de moins de 15 ans												
Oui	529	26.6%	3.4%	66	25.9%	0.9%	463	26.7%	5.5%	256	44.6%	3.4%
Non	1457	73.4%	4.1%	190	74.1%	1.1%	1267	73.3%	7.0%	317	55.4%	3.4%
Habitat												
Communes rurales	438	22.1%	3.7%	48	18.6%	0.9%	390	22.6%	6.4%	122	21.3%	3.6%
Agglo. - 20 000 hab	400	20.1%	4.5%	84	32.8%	2.0%	316	18.3%	6.8%	91	15.8%	3.5%
Agglo. 20 000 à 100 000 hab	334	16.8%	4.9%	39	15.3%	1.2%	295	17.0%	8.5%	81	14.1%	4.1%
Agglo. + 100 000 hab	596	30.0%	3.9%	64	25.2%	0.9%	532	30.7%	6.7%	193	33.7%	3.8%
Agglo. Paris	218	11.0%	2.6%	21	8.1%	0.5%	197	11.4%	4.4%	86	15.1%	2.2%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	249	12.5%	2.6%	28	11.0%	0.6%	221	12.8%	4.5%	95	16.6%	2.2%
Nord-Pas-de-Calais	131	6.6%	4.1%	10	3.9%	0.7%	121	7.0%	7.2%	38	6.6%	4.2%
Lorraine	69	3.5%	3.6%	4	1.7%	0.5%	65	3.8%	6.5%	19	3.3%	3.3%
Alsace	37	1.9%	2.5%	8	3.0%	1.0%	30	1.7%	3.8%	10	1.7%	2.0%
Franche-Comté	47	2.4%	5.0%	12	4.7%	2.6%	35	2.0%	7.2%	14	2.5%	5.6%
Champagne-Ardenne	47	2.4%	4.3%	6	2.5%	1.2%	41	2.4%	7.2%	11	2.0%	3.7%
Picardie	65	3.3%	4.3%	14	5.3%	1.8%	52	3.0%	6.6%	24	4.2%	5.4%
Bourgogne	69	3.5%	5.1%	7	2.9%	1.1%	62	3.6%	8.8%	16	2.8%	4.5%
Haute-Normandie	54	2.7%	3.6%	10	3.9%	1.4%	44	2.5%	5.7%	12	2.1%	2.7%
Basse-Normandie	35	1.8%	2.9%	8	3.1%	1.4%	27	1.6%	4.3%	7	1.3%	2.3%
Centre	95	4.8%	4.6%	17	6.5%	1.6%	79	4.6%	7.3%	23	4.1%	3.6%
Pays de la Loire	117	5.9%	4.1%	15	5.7%	1.1%	102	5.9%	6.9%	40	7.1%	4.9%
Bretagne	108	5.4%	4.1%	10	4.0%	0.8%	98	5.7%	7.2%	28	4.9%	3.6%
Poitou-Charentes	71	3.6%	4.9%	14	5.5%	2.0%	57	3.3%	7.5%	15	2.7%	3.9%
Aquitaine	117	5.9%	4.4%	12	4.8%	1.0%	105	6.0%	7.4%	42	7.3%	5.1%
Midi-Pyrénées	132	6.6%	5.5%	22	8.6%	1.9%	110	6.4%	8.9%	42	7.4%	5.4%
Limousin	24	1.2%	3.9%	4	1.6%	1.3%	20	1.2%	6.2%	5	0.9%	3.2%
Auvergne	68	3.4%	6.0%	10	4.0%	1.9%	57	3.3%	9.8%	12	2.2%	4.0%
Rhône-Alpes	169	8.5%	3.4%	15	6.0%	0.6%	154	8.9%	5.9%	42	7.3%	2.4%
Languedoc-Roussillon	81	4.1%	3.7%	13	5.0%	1.2%	69	4.0%	6.0%	24	4.2%	3.8%
Provence-Alpes-Côte-d'Azur-Corse	198	10.0%	4.6%	17	6.5%	0.8%	182	10.5%	7.9%	51	8.9%	3.5%
Habitudes de connexion Internet												
Tous les jours	1049	52.8%	3.8%	146	56.9%	1.0%	904	52.2%	6.7%	426	74.4%	3.3%
Presque tous les jours	240	12.1%	4.0%	30	11.9%	1.0%	210	12.1%	6.6%	95	16.5%	3.9%
1 à 2 fois par semaine	163	8.2%	5.1%	33	13.0%	2.3%	130	7.5%	7.2%	36	6.3%	4.0%
1 à 3 fois par mois	35	1.8%	4.0%	7	2.9%	2.0%	27	1.6%	5.6%	6	1.0%	3.1%
Moins souvent	45	2.3%	3.4%	0	-	-	45	2.6%	6.2%	3	0.6%	2.5%
Jamais	5	0.2%	2.3%	2	0.7%	1.4%	3	0.2%	3.9%	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	60	3.0%	2.6%	8	3.0%	0.8%	52	3.0%	3.7%	1	0.2%	0.7%
De 9 000 à moins de 12 000 euros par an	142	7.1%	4.3%	7	2.8%	0.7%	134	7.8%	6.2%	4	0.7%	1.5%
De 12 000 à moins de 18 000 euros par an	251	12.7%	3.7%	19	7.3%	0.6%	232	13.4%	6.1%	17	2.9%	2.0%
De 18 000 à moins de 24 000 euros par an	292	14.7%	4.0%	30	11.5%	0.8%	263	15.2%	6.8%	67	11.8%	4.2%
De 24 000 à moins de 36 000 euros par an	484	24.4%	4.3%	82	32.1%	1.5%	402	23.2%	6.9%	134	23.4%	3.6%
De 36 000 à moins de 45 000 euros par an	286	14.4%	4.5%	44	17.4%	1.3%	242	14.0%	8.1%	109	19.0%	3.8%
De 45 000 à moins de 65 000 euros par an	216	10.9%	3.7%	40	15.7%	1.3%	176	10.2%	6.8%	131	22.9%	3.8%
De 65 000 à moins de 80 000 euros par an	39	2.0%	2.5%	7	2.7%	0.7%	32	1.8%	5.3%	22	3.8%	2.0%
De 80 000 à moins de 115 000 euros par an	39	2.0%	3.9%	6	2.4%	1.0%	33	1.9%	8.2%	27	4.8%	3.3%
115 000 euros et plus par an	17	0.8%	3.4%	1	0.6%	0.5%	15	0.9%	7.2%	13	2.3%	3.2%
Refus	120	6.1%	3.6%	4	1.6%	0.3%	116	6.7%	5.9%	33	5.7%	2.9%
Ne sait pas	40	2.0%	2.5%	7	2.8%	1.1%	33	1.9%	3.6%	14	2.5%	2.6%