

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1956	100.0%	3.8%	359	100.0%	1.5%	1598	100.0%	6.0%	791	100.0%	4.7%
Sexe												
Homme	359	18.3%	1.5%	359	100.0%	1.5%	0	-	-	163	20.7%	1.9%
Femme	1598	81.7%	6.0%	0	-	-	1598	100.0%	6.0%	627	79.3%	7.7%
Age												
15 à 24 ans	92	4.7%	1.2%	8	2.2%	0.2%	84	5.3%	2.3%	48	6.1%	1.6%
25 à 34 ans	208	10.6%	2.7%	42	11.6%	1.1%	166	10.4%	4.2%	108	13.7%	3.2%
35 à 49 ans	638	32.6%	5.0%	129	35.9%	2.1%	509	31.9%	7.9%	380	48.1%	6.2%
50 à 64 ans	665	34.0%	5.4%	132	36.8%	2.2%	533	33.4%	8.4%	242	30.6%	5.9%
65 ans et plus	353	18.0%	3.2%	48	13.5%	1.0%	305	19.1%	4.8%	12	1.5%	5.2%
Individu												
Ménagère	1525	77.9%	6.5%	0	-	-	1525	95.4%	6.5%	590	74.7%	8.6%
Personne de Référence	800	40.9%	2.8%	341	95.0%	1.7%	460	28.8%	5.8%	273	34.6%	3.2%
Responsable des achats	1656	84.6%	4.7%	191	53.3%	1.6%	1465	91.7%	6.4%	649	82.1%	6.1%
PCS Individu												
Agriculteurs	15	0.8%	2.9%	6	1.6%	1.7%	10	0.6%	4.8%	0	-	-
Petits patrons	90	4.6%	5.5%	38	10.7%	3.2%	52	3.3%	11.1%	67	8.5%	4.5%
Affaires et Cadres	258	13.2%	5.4%	65	18.1%	2.2%	193	12.1%	10.7%	231	29.2%	5.2%
Professions intermédiaires	301	15.4%	4.5%	59	16.4%	1.7%	242	15.1%	7.3%	241	30.4%	4.3%
Employés	377	19.3%	4.5%	25	7.0%	1.2%	352	22.0%	5.5%	104	13.2%	5.7%
Ouvriers	140	7.2%	2.2%	62	17.4%	1.2%	78	4.9%	5.6%	6	0.7%	1.5%
Retraités	451	23.1%	3.6%	80	22.4%	1.3%	371	23.2%	5.6%	24	3.0%	9.6%
Autres inactifs	324	16.6%	3.2%	23	6.5%	0.7%	301	18.8%	4.6%	118	15.0%	3.9%
PCS Personne de Référence												
Agriculteurs	31	1.6%	3.8%	6	1.6%	1.5%	25	1.6%	5.9%	0	-	-
Petits patrons	125	6.4%	4.7%	39	10.9%	2.7%	86	5.4%	7.2%	125	15.8%	4.7%
Affaires et Cadres	382	19.5%	5.6%	70	19.6%	2.0%	312	19.5%	9.2%	382	48.4%	5.6%
Professions intermédiaires	283	14.5%	3.8%	54	15.0%	1.4%	230	14.4%	6.4%	283	35.9%	3.8%
Employés	215	11.0%	4.0%	27	7.6%	1.2%	187	11.7%	6.1%	0	-	-
Ouvriers	266	13.6%	2.8%	59	16.4%	1.2%	208	13.0%	4.6%	0	-	-
Retraités	528	27.0%	3.6%	86	24.1%	1.3%	442	27.7%	5.5%	0	-	-
Autres inactifs	126	6.4%	3.2%	17	4.8%	1.2%	109	6.8%	4.5%	0	-	-

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	356	18.2%	3.8%	48	13.4%	1.2%	307	19.2%	5.7%	87	11.1%	5.1%
2 personnes	735	37.6%	4.1%	120	33.5%	1.4%	615	38.5%	6.7%	200	25.2%	4.5%
3 personnes	291	14.9%	3.1%	63	17.5%	1.4%	229	14.3%	4.9%	142	17.9%	3.8%
4 personnes	384	19.6%	4.2%	84	23.4%	1.8%	300	18.8%	6.5%	242	30.6%	5.2%
5 personnes et +	190	9.7%	3.6%	44	12.2%	1.8%	146	9.2%	5.2%	120	15.2%	4.8%
Présence d'enfants de moins de 15 ans												
Oui	669	34.2%	4.3%	147	40.9%	2.0%	522	32.7%	6.2%	406	51.3%	5.4%
Non	1288	65.8%	3.6%	212	59.1%	1.2%	1076	67.3%	5.9%	385	48.7%	4.1%
Habitat												
Communes rurales	416	21.3%	3.6%	58	16.3%	1.0%	358	22.4%	5.9%	139	17.5%	4.1%
Agglo. - 20 000 hab	337	17.2%	3.8%	72	20.2%	1.7%	265	16.6%	5.7%	116	14.7%	4.5%
Agglo. 20 000 à 100 000 hab	266	13.6%	3.9%	48	13.5%	1.4%	218	13.6%	6.2%	79	9.9%	3.9%
Agglo. + 100 000 hab	591	30.2%	3.9%	119	33.2%	1.6%	472	29.5%	5.9%	248	31.3%	4.8%
Agglo. Paris	346	17.7%	4.1%	60	16.8%	1.5%	286	17.9%	6.4%	209	26.5%	5.4%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	388	19.8%	4.1%	66	18.4%	1.5%	322	20.1%	6.5%	224	28.3%	5.2%
Nord-Pas-de-Calais	112	5.7%	3.5%	30	8.4%	2.0%	82	5.1%	4.8%	37	4.7%	4.0%
Lorraine	48	2.5%	2.5%	10	2.9%	1.1%	38	2.4%	3.8%	17	2.1%	3.0%
Alsace	50	2.5%	3.3%	3	0.8%	0.4%	47	2.9%	6.0%	22	2.8%	4.5%
Franche-Comté	42	2.1%	4.4%	11	3.1%	2.4%	30	1.9%	6.2%	12	1.5%	4.6%
Champagne-Ardenne	31	1.6%	2.8%	7	1.9%	1.3%	24	1.5%	4.2%	8	1.0%	2.7%
Picardie	55	2.8%	3.6%	19	5.3%	2.5%	36	2.3%	4.6%	13	1.7%	2.9%
Bourgogne	61	3.1%	4.5%	9	2.5%	1.4%	52	3.3%	7.4%	14	1.8%	4.0%
Haute-Normandie	38	1.9%	2.5%	7	1.9%	1.0%	31	1.9%	4.0%	12	1.5%	2.7%
Basse-Normandie	32	1.6%	2.6%	3	0.8%	0.5%	29	1.8%	4.6%	9	1.2%	2.7%
Centre	78	4.0%	3.7%	22	6.3%	2.2%	55	3.5%	5.1%	35	4.4%	5.4%
Pays de la Loire	105	5.4%	3.7%	16	4.4%	1.1%	89	5.6%	6.0%	47	5.9%	5.7%
Bretagne	114	5.8%	4.4%	24	6.6%	1.9%	90	5.6%	6.7%	36	4.6%	4.6%
Poitou-Charentes	65	3.3%	4.4%	11	3.0%	1.6%	54	3.4%	7.0%	25	3.1%	6.2%
Aquitaine	118	6.0%	4.4%	16	4.5%	1.3%	101	6.3%	7.2%	54	6.8%	6.5%
Midi-Pyrénées	100	5.1%	4.2%	28	7.8%	2.4%	72	4.5%	5.8%	40	5.1%	5.1%
Limousin	28	1.4%	4.5%	2	0.4%	0.5%	27	1.7%	8.1%	8	1.0%	4.9%
Auvergne	44	2.3%	3.9%	4	1.2%	0.8%	40	2.5%	6.8%	13	1.6%	4.2%
Rhône-Alpes	189	9.7%	3.8%	27	7.5%	1.1%	162	10.1%	6.2%	85	10.7%	4.9%
Languedoc-Roussillon	91	4.7%	4.2%	20	5.5%	1.9%	71	4.5%	6.2%	36	4.6%	5.7%
Provence-Alpes-Côte-d'Azur-Corse	169	8.6%	3.9%	24	6.8%	1.2%	145	9.1%	6.3%	45	5.7%	3.1%
Habitudes de connexion Internet												
Tous les jours	1163	59.5%	4.2%	250	69.8%	1.8%	913	57.1%	6.7%	603	76.3%	4.7%
Presque tous les jours	228	11.7%	3.8%	29	8.1%	1.0%	199	12.5%	6.3%	110	13.9%	4.5%
1 à 2 fois par semaine	153	7.8%	4.7%	28	7.8%	1.9%	125	7.8%	7.0%	43	5.5%	4.8%
1 à 3 fois par mois	26	1.3%	3.0%	5	1.5%	1.4%	21	1.3%	4.3%	10	1.3%	5.3%
Moins souvent	61	3.1%	4.6%	1	0.3%	0.2%	60	3.7%	8.2%	8	1.0%	6.4%
Jamais	10	0.5%	4.8%	4	1.0%	2.7%	6	0.4%	8.1%	2	0.2%	8.7%

	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	90	4.6%	3.9%	18	5.1%	2.0%	72	4.5%	5.1%	11	1.3%	5.4%
De 9 000 à moins de 12 000 euros par an	118	6.0%	3.6%	6	1.8%	0.6%	112	7.0%	5.2%	12	1.6%	5.0%
De 12 000 à moins de 18 000 euros par an	198	10.1%	2.9%	28	7.7%	0.9%	170	10.6%	4.5%	31	3.9%	3.7%
De 18 000 à moins de 24 000 euros par an	237	12.1%	3.2%	46	12.8%	1.3%	191	12.0%	5.0%	48	6.1%	3.0%
De 24 000 à moins de 36 000 euros par an	452	23.1%	4.0%	94	26.2%	1.7%	358	22.4%	6.2%	157	19.9%	4.2%
De 36 000 à moins de 45 000 euros par an	234	12.0%	3.7%	45	12.5%	1.3%	189	11.8%	6.4%	116	14.7%	4.1%
De 45 000 à moins de 65 000 euros par an	273	14.0%	4.7%	55	15.4%	1.7%	218	13.7%	8.5%	185	23.4%	5.3%
De 65 000 à moins de 80 000 euros par an	80	4.1%	5.2%	20	5.6%	2.1%	60	3.8%	10.0%	63	7.9%	5.7%
De 80 000 à moins de 115 000 euros par an	59	3.0%	5.8%	14	3.9%	2.3%	45	2.8%	11.1%	52	6.6%	6.4%
115 000 euros et plus par an	30	1.5%	6.2%	11	3.1%	4.0%	19	1.2%	9.0%	27	3.4%	6.5%
Refus	153	7.8%	4.6%	19	5.2%	1.4%	135	8.4%	6.9%	69	8.7%	6.1%
Ne sait pas	31	1.6%	2.0%	3	0.8%	0.4%	28	1.8%	3.1%	20	2.5%	3.6%