

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	503	100.0%	1.0%	149	100.0%	0.6%	355	100.0%	1.3%	235	100.0%	1.4%
Sexe												
Homme	149	29.6%	0.6%	149	100.0%	0.6%	0	-	100.0%	79	33.4%	0.9%
Femme	355	70.4%	1.3%	0	-	100.0%	355	100.0%	1.3%	157	66.6%	2.0%
Age												
15 à 24 ans	32	6.4%	0.4%	11	7.5%	0.3%	21	5.9%	0.6%	11	4.7%	0.4%
25 à 34 ans	45	8.9%	0.6%	14	9.3%	0.4%	31	8.7%	0.8%	23	10.0%	0.7%
35 à 49 ans	153	30.5%	1.2%	52	35.1%	0.8%	101	28.5%	1.6%	112	47.6%	1.9%
50 à 64 ans	158	31.4%	1.3%	51	34.1%	0.9%	107	30.2%	1.7%	72	30.6%	1.7%
65 ans et plus	115	22.9%	1.1%	21	14.0%	0.5%	95	26.7%	1.5%	17	7.2%	7.1%
Individu												
Ménagère	328	65.2%	1.4%	0	-	100.0%	328	92.6%	1.4%	146	62.3%	2.2%
Personne de Référence	239	47.4%	0.9%	135	90.5%	0.7%	104	29.4%	1.3%	100	42.4%	1.2%
Responsable des achats	278	55.3%	1.2%	53	35.4%	0.7%	226	63.6%	1.4%	149	63.5%	1.8%
PCS Individu												
Agriculteurs	6	1.3%	1.2%	0	0.1%	0.1%	6	1.7%	3.4%	0	-	-
Petits patrons	38	7.5%	2.4%	24	16.3%	2.2%	13	3.8%	3.0%	35	15.1%	2.5%
Affaires et Cadres	78	15.5%	1.7%	25	17.1%	0.9%	52	14.8%	3.0%	76	32.1%	1.7%
Professions intermédiaires	70	13.8%	1.0%	20	13.6%	0.6%	49	13.9%	1.5%	57	24.2%	1.0%
Employés	64	12.8%	0.8%	15	10.2%	0.8%	49	13.9%	0.8%	21	8.8%	1.2%
Ouvriers	38	7.5%	0.6%	22	15.0%	0.4%	16	4.4%	1.1%	10	4.1%	2.8%
Retraités	136	26.9%	1.1%	30	20.3%	0.5%	105	29.7%	1.6%	16	6.6%	7.0%
Autres inactifs	74	14.7%	0.7%	11	7.4%	0.3%	63	17.8%	0.9%	21	9.1%	0.7%
PCS Personne de Référence												
Agriculteurs	6	1.3%	0.8%	0	0.1%	0.0%	6	1.8%	1.6%	0	-	100.0%
Petits patrons	53	10.5%	2.1%	24	16.3%	1.8%	29	8.1%	2.5%	53	22.5%	2.1%
Affaires et Cadres	115	22.8%	1.7%	25	17.1%	0.7%	89	25.1%	2.7%	115	48.7%	1.7%
Professions intermédiaires	68	13.4%	0.9%	29	19.4%	0.7%	39	10.9%	1.1%	68	28.8%	0.9%
Employés	51	10.2%	1.0%	14	9.4%	0.6%	37	10.5%	1.2%	0	-	100.0%
Ouvriers	48	9.5%	0.5%	18	12.1%	0.4%	30	8.4%	0.6%	0	-	100.0%
Retraités	145	28.9%	1.0%	31	20.6%	0.5%	115	32.3%	1.5%	0	-	100.0%
Autres inactifs	17	3.4%	0.5%	7	5.0%	0.5%	10	2.8%	0.4%	0	-	100.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	89	17.7%	1.0%	25	16.7%	0.6%	64	18.1%	1.2%	22	9.4%	1.3%
2 personnes	203	40.4%	1.1%	58	38.8%	0.7%	146	41.1%	1.6%	68	28.9%	1.6%
3 personnes	68	13.4%	0.7%	18	12.2%	0.4%	49	13.9%	1.0%	40	17.1%	1.1%
4 personnes	95	18.8%	1.0%	30	20.0%	0.6%	65	18.3%	1.4%	72	30.8%	1.6%
5 personnes et +	49	9.7%	0.9%	18	12.3%	0.7%	30	8.6%	1.1%	33	13.9%	1.3%
Présence d'enfants de moins de 15 ans												
Oui	164	32.5%	1.0%	50	33.8%	0.7%	113	32.0%	1.3%	111	47.3%	1.5%
Non	340	67.5%	1.0%	98	66.2%	0.6%	241	68.0%	1.3%	124	52.7%	1.3%
Habitat												
Communes rurales	81	16.0%	0.6%	23	15.7%	0.4%	57	16.1%	0.9%	28	11.9%	0.8%
Agglo. - 20 000 hab	79	15.7%	0.9%	30	20.0%	0.7%	49	13.9%	1.1%	32	13.6%	1.3%
Agglo. 20 000 à 100 000 hab	50	10.0%	0.8%	14	9.3%	0.4%	36	10.3%	1.1%	18	7.5%	0.9%
Agglo. + 100 000 hab	158	31.5%	1.1%	48	32.5%	0.7%	110	31.1%	1.5%	65	27.6%	1.3%
Agglo. Paris	135	26.8%	1.6%	34	22.5%	0.9%	102	28.6%	2.3%	93	39.4%	2.4%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	142	28.1%	1.5%	35	23.5%	0.8%	107	30.0%	2.2%	94	39.8%	2.2%
Nord-Pas-de-Calais	23	4.6%	0.7%	8	5.4%	0.5%	15	4.2%	0.9%	13	5.6%	1.5%
Lorraine	5	1.1%	0.3%	3	1.7%	0.3%	3	0.8%	0.3%	3	1.4%	0.6%
Alsace	14	2.7%	0.9%	1	0.8%	0.2%	13	3.5%	1.6%	6	2.3%	1.1%
Franche-Comté	7	1.4%	0.8%	2	1.5%	0.5%	5	1.4%	1.0%	4	1.7%	1.7%
Champagne-Ardenne	13	2.5%	1.2%	3	1.9%	0.5%	10	2.7%	1.7%	3	1.3%	1.1%
Picardie	24	4.7%	1.6%	13	9.0%	1.8%	10	2.9%	1.3%	7	3.1%	1.6%
Bourgogne	14	2.7%	1.0%	2	1.3%	0.3%	12	3.3%	1.6%	2	1.1%	0.7%
Haute-Normandie	3	0.7%	0.2%	1	0.6%	0.1%	2	0.7%	0.3%	1	0.4%	0.2%
Basse-Normandie	9	1.7%	0.7%	6	4.1%	1.1%	2	0.7%	0.4%	8	3.3%	2.5%
Centre	16	3.2%	0.8%	8	5.5%	0.8%	8	2.2%	0.7%	10	4.4%	1.7%
Pays de la Loire	12	2.3%	0.4%	5	3.1%	0.3%	7	2.0%	0.5%	6	2.5%	0.7%
Bretagne	18	3.6%	0.7%	8	5.2%	0.6%	11	3.0%	0.8%	3	1.3%	0.4%
Poitou-Charentes	13	2.5%	0.9%	2	1.7%	0.4%	10	2.8%	1.3%	4	1.9%	1.1%
Aquitaine	19	3.8%	0.7%	2	1.7%	0.2%	16	4.6%	1.2%	8	3.6%	1.0%
Midi-Pyrénées	31	6.1%	1.3%	7	5.0%	0.6%	23	6.5%	1.9%	11	4.9%	1.5%
Limousin	3	0.6%	0.5%	0	0.3%	0.2%	3	0.7%	0.8%	1	0.3%	0.4%
Auvergne	8	1.6%	0.7%	4	2.9%	0.8%	4	1.1%	0.7%	2	0.8%	0.6%
Rhône-Alpes	70	13.8%	1.4%	28	18.7%	1.2%	42	11.8%	1.6%	23	9.7%	1.3%
Languedoc-Roussillon	19	3.7%	0.9%	3	2.3%	0.3%	15	4.3%	1.3%	10	4.1%	1.5%
Provence-Alpes-Côte-d'Azur-Corse	43	8.5%	1.0%	5	3.6%	0.3%	37	10.6%	1.6%	15	6.6%	1.1%
Habitudes de connexion Internet												
Tous les jours	303	60.2%	1.1%	99	66.4%	0.7%	204	57.6%	1.6%	188	79.9%	1.5%
Presque tous les jours	43	8.5%	0.7%	9	5.9%	0.3%	34	9.6%	1.0%	21	8.7%	0.8%
1 à 2 fois par semaine	37	7.4%	1.2%	12	8.0%	0.8%	25	7.1%	1.4%	10	4.1%	1.1%
1 à 3 fois par mois	14	2.8%	1.6%	2	1.4%	0.5%	12	3.4%	2.6%	9	3.9%	4.8%
Moins souvent	12	2.4%	0.9%	2	1.0%	0.2%	11	3.0%	1.3%	0	-	-
Jamais	0	-	-	0	-	-	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	27	5.4%	1.1%	11	7.2%	1.1%	17	4.7%	1.1%	4	1.5%	1.8%
De 9 000 à moins de 12 000 euros par an	24	4.8%	0.7%	6	3.8%	0.5%	18	5.2%	0.8%	1	0.4%	0.3%
De 12 000 à moins de 18 000 euros par an	46	9.0%	0.7%	20	13.2%	0.7%	26	7.3%	0.7%	10	4.1%	1.2%
De 18 000 à moins de 24 000 euros par an	48	9.5%	0.7%	13	8.7%	0.4%	35	9.8%	0.9%	16	7.0%	1.0%
De 24 000 à moins de 36 000 euros par an	93	18.6%	0.8%	34	23.1%	0.6%	59	16.7%	1.1%	40	17.1%	1.1%
De 36 000 à moins de 45 000 euros par an	53	10.6%	0.8%	15	10.2%	0.5%	38	10.7%	1.3%	25	10.8%	0.9%
De 45 000 à moins de 65 000 euros par an	90	17.9%	1.6%	27	17.9%	0.8%	63	17.9%	2.5%	65	27.7%	1.9%
65 000 euros et plus	63	12.5%	2.2%	13	8.9%	0.8%	50	14.0%	4.4%	52	21.9%	2.3%
Refus	54	10.6%	1.4%	10	7.0%	0.7%	43	12.2%	2.0%	21	8.7%	1.6%
Ne sait pas	6	1.1%	0.4%	0	-	-	6	1.6%	0.7%	2	0.8%	0.4%