

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1312	100.0%	2.6%	423	100.0%	1.7%	889	100.0%	3.3%	471	100.0%	2.8%
Sexe												
Homme	423	32.3%	1.7%	423	100.0%	1.7%	0	-	-	163	34.5%	1.8%
Femme	889	67.7%	3.3%	0	-	-	889	100.0%	3.3%	308	65.5%	3.8%
Age												
15 à 24 ans	71	5.4%	1.0%	21	4.9%	0.6%	50	5.6%	1.4%	38	8.1%	1.2%
25 à 34 ans	86	6.5%	1.1%	23	5.3%	0.6%	63	7.1%	1.6%	44	9.2%	1.3%
35 à 49 ans	254	19.3%	2.0%	73	17.1%	1.2%	181	20.4%	2.8%	173	36.8%	2.8%
50 à 64 ans	389	29.7%	3.2%	116	27.5%	2.0%	273	30.7%	4.3%	177	37.5%	4.3%
65 ans et plus	513	39.1%	4.6%	191	45.1%	4.0%	322	36.2%	5.1%	39	8.3%	16.8%
Individu												
Ménagère	829	63.2%	3.5%	0	-	-	829	93.2%	3.5%	278	59.0%	4.1%
Personne de Référence	644	49.1%	2.3%	392	92.6%	1.9%	252	28.4%	3.2%	201	42.7%	2.4%
Responsable des achats	1009	76.9%	2.9%	192	45.2%	1.6%	817	91.9%	3.6%	339	71.9%	3.2%
PCS Individu												
Agriculteurs	10	0.7%	1.8%	4	1.0%	1.3%	5	0.6%	2.7%	5	1.1%	29.9%
Petits patrons	53	4.0%	3.2%	32	7.6%	2.7%	21	2.3%	4.4%	48	10.3%	3.2%
Affaires et Cadres	203	15.5%	4.3%	97	22.8%	3.3%	107	12.0%	5.9%	181	38.4%	4.1%
Professions intermédiaires	117	8.9%	1.7%	33	7.8%	1.0%	84	9.4%	2.5%	94	20.1%	1.7%
Employés	143	10.9%	1.7%	12	2.9%	0.6%	131	14.7%	2.1%	32	6.8%	1.8%
Ouvriers	48	3.7%	0.7%	26	6.1%	0.5%	22	2.5%	1.6%	0	-	-
Retraités	500	38.1%	4.0%	195	46.1%	3.3%	304	34.3%	4.6%	23	5.0%	9.4%
Autres inactifs	238	18.1%	2.4%	23	5.5%	0.7%	215	24.1%	3.3%	86	18.3%	2.8%
PCS Personne de Référence												
Agriculteurs	8	0.6%	1.0%	5	1.1%	1.3%	3	0.3%	0.7%	0	-	-
Petits patrons	77	5.9%	2.9%	33	7.7%	2.3%	44	5.0%	3.7%	77	16.4%	2.9%
Affaires et Cadres	296	22.6%	4.3%	100	23.7%	2.9%	196	22.0%	5.8%	296	62.9%	4.3%
Professions intermédiaires	98	7.4%	1.3%	29	6.9%	0.8%	68	7.7%	1.9%	98	20.8%	1.3%
Employés	68	5.1%	1.3%	12	2.9%	0.6%	55	6.2%	1.8%	0	-	-
Ouvriers	103	7.9%	1.1%	29	6.8%	0.6%	75	8.4%	1.7%	0	-	-
Retraités	607	46.3%	4.1%	207	48.9%	3.1%	400	45.0%	5.0%	0	-	-
Autres inactifs	55	4.2%	1.4%	8	1.9%	0.5%	47	5.3%	1.9%	0	-	-

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	271	20.7%	2.9%	57	13.4%	1.4%	214	24.1%	4.0%	49	10.5%	2.9%
2 personnes	609	46.4%	3.4%	234	55.3%	2.7%	374	42.1%	4.1%	166	35.4%	3.8%
3 personnes	173	13.2%	1.9%	55	13.0%	1.2%	118	13.3%	2.5%	81	17.2%	2.2%
4 personnes	159	12.1%	1.7%	54	12.8%	1.2%	105	11.8%	2.3%	103	21.9%	2.2%
5 personnes et +	101	7.7%	1.9%	23	5.5%	0.9%	78	8.7%	2.8%	71	15.0%	2.8%
Présence d'enfants de moins de 15 ans												
Oui	274	20.9%	1.7%	76	18.0%	1.1%	198	22.3%	2.3%	179	38.0%	2.4%
Non	1038	79.1%	2.9%	347	82.0%	2.0%	691	77.7%	3.8%	292	62.0%	3.1%
Habitat												
Communes rurales	166	12.7%	1.4%	51	12.1%	0.9%	115	13.0%	1.9%	56	12.0%	1.7%
Agglo. - 20 000 hab	182	13.9%	2.0%	71	16.7%	1.7%	112	12.6%	2.4%	40	8.4%	1.5%
Agglo. 20 000 à 100 000 hab	156	11.9%	2.3%	49	11.5%	1.4%	107	12.1%	3.1%	48	10.2%	2.4%
Agglo. + 100 000 hab	375	28.6%	2.5%	88	20.8%	1.2%	287	32.2%	3.6%	131	27.8%	2.5%
Agglo. Paris	433	33.0%	5.1%	165	38.9%	4.1%	268	30.2%	6.0%	196	41.6%	5.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	453	34.5%	4.8%	177	41.7%	3.9%	276	31.0%	5.6%	200	42.5%	4.6%
Nord-Pas-de-Calais	28	2.1%	0.9%	8	1.8%	0.5%	20	2.3%	1.2%	3	0.6%	0.3%
Lorraine	39	2.9%	2.0%	10	2.3%	1.0%	29	3.3%	2.9%	13	2.8%	2.3%
Alsace	14	1.1%	0.9%	2	0.5%	0.3%	12	1.4%	1.6%	9	1.9%	1.8%
Franche-Comté	13	1.0%	1.4%	8	2.0%	1.8%	5	0.5%	0.9%	2	0.4%	0.8%
Champagne-Ardenne	19	1.5%	1.8%	6	1.4%	1.1%	13	1.5%	2.4%	6	1.2%	1.8%
Picardie	32	2.4%	2.1%	14	3.4%	1.9%	17	2.0%	2.2%	8	1.8%	1.9%
Bourgogne	31	2.4%	2.3%	8	1.9%	1.2%	24	2.6%	3.3%	8	1.7%	2.3%
Haute-Normandie	41	3.1%	2.8%	5	1.3%	0.8%	36	4.0%	4.6%	8	1.8%	2.0%
Basse-Normandie	17	1.3%	1.4%	4	1.0%	0.8%	12	1.4%	2.0%	8	1.6%	2.3%
Centre	58	4.5%	2.8%	18	4.2%	1.8%	41	4.6%	3.8%	20	4.2%	3.1%
Pays de la Loire	54	4.1%	1.9%	11	2.6%	0.8%	44	4.9%	2.9%	16	3.4%	2.0%
Bretagne	46	3.5%	1.8%	10	2.4%	0.8%	36	4.0%	2.7%	10	2.1%	1.2%
Poitou-Charentes	24	1.8%	1.6%	7	1.7%	1.0%	17	1.9%	2.2%	5	1.1%	1.3%
Aquitaine	74	5.6%	2.8%	24	5.6%	1.9%	50	5.6%	3.6%	18	3.9%	2.2%
Midi-Pyrénées	57	4.4%	2.4%	21	4.9%	1.8%	37	4.1%	3.0%	21	4.5%	2.7%
Limousin	13	1.0%	2.1%	5	1.2%	1.7%	8	0.9%	2.5%	2	0.5%	1.4%
Auvergne	19	1.5%	1.7%	7	1.8%	1.4%	12	1.3%	2.0%	11	2.2%	3.4%
Rhône-Alpes	109	8.3%	2.2%	41	9.7%	1.7%	68	7.6%	2.6%	46	9.8%	2.7%
Languedoc-Roussillon	48	3.6%	2.2%	10	2.3%	0.9%	38	4.3%	3.3%	8	1.7%	1.3%
Provence-Alpes-Côte-d'Azur-Corse	122	9.3%	2.8%	28	6.5%	1.4%	95	10.7%	4.1%	49	10.4%	3.4%
Habitudes de connexion Internet												
Tous les jours	776	59.1%	2.8%	268	63.4%	1.9%	507	57.1%	3.7%	377	80.1%	2.9%
Presque tous les jours	149	11.4%	2.5%	43	10.2%	1.5%	106	11.9%	3.3%	50	10.6%	2.0%
1 à 2 fois par semaine	64	4.9%	2.0%	9	2.1%	0.6%	55	6.2%	3.1%	18	3.8%	2.0%
1 à 3 fois par mois	24	1.8%	2.8%	8	1.8%	2.0%	17	1.9%	3.4%	7	1.4%	3.5%
Moins souvent	29	2.2%	2.2%	10	2.4%	1.7%	18	2.1%	2.5%	8	1.8%	6.6%
Jamais	4	0.3%	1.8%	3	0.8%	2.5%	0	0.1%	0.6%	4	0.8%	18.0%

	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	23	1.8%	1.0%	3	0.7%	0.3%	20	2.2%	1.4%	0	-	-
De 9 000 à moins de 12 000 euros par an	33	2.5%	1.0%	5	1.2%	0.5%	28	3.2%	1.3%	1	0.2%	0.3%
De 12 000 à moins de 18 000 euros par an	78	5.9%	1.2%	11	2.7%	0.4%	67	7.5%	1.7%	6	1.4%	0.8%
De 18 000 à moins de 24 000 euros par an	135	10.3%	1.8%	33	7.8%	0.9%	102	11.5%	2.6%	26	5.4%	1.6%
De 24 000 à moins de 36 000 euros par an	226	17.2%	2.0%	70	16.5%	1.3%	156	17.6%	2.7%	56	11.8%	1.5%
De 36 000 à moins de 45 000 euros par an	155	11.8%	2.4%	55	13.1%	1.6%	100	11.3%	3.4%	51	10.8%	1.8%
De 45 000 à moins de 65 000 euros par an	200	15.2%	3.5%	70	16.5%	2.2%	130	14.6%	5.0%	97	20.5%	2.8%
De 65 000 à moins de 80 000 euros par an	91	6.9%	5.9%	38	8.9%	4.0%	53	6.0%	8.9%	41	8.7%	3.7%
De 80 000 à moins de 115 000 euros par an	102	7.8%	10.2%	57	13.5%	9.4%	45	5.1%	11.2%	67	14.2%	8.2%
115 000 euros et plus par an	83	6.4%	17.0%	49	11.5%	17.5%	35	3.9%	16.3%	56	11.9%	13.5%
Refus	140	10.6%	4.2%	28	6.6%	2.1%	112	12.6%	5.7%	58	12.3%	5.1%
Ne sait pas	46	3.5%	2.9%	5	1.2%	0.8%	41	4.6%	4.5%	13	2.8%	2.4%