

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	3766	100.0%	7.4%	1468	100.0%	6.0%	2297	100.0%	8.6%	1141	100.0%	6.7%
Sexe												
Homme	1468	39.0%	6.0%	1468	100.0%	6.0%	0	-	-	463	40.6%	5.3%
Femme	2297	61.0%	8.6%	0	-	-	2297	100.0%	8.6%	678	59.4%	8.3%
Age												
15 à 24 ans	249	6.6%	3.4%	138	9.4%	3.7%	112	4.9%	3.1%	126	11.0%	4.1%
25 à 34 ans	318	8.4%	4.1%	130	8.9%	3.4%	187	8.2%	4.8%	132	11.6%	3.8%
35 à 49 ans	891	23.7%	7.0%	334	22.7%	5.3%	558	24.3%	8.7%	458	40.1%	7.5%
50 à 64 ans	1137	30.2%	9.3%	445	30.3%	7.5%	692	30.1%	10.9%	388	34.0%	9.4%
65 ans et plus	1171	31.1%	10.5%	422	28.7%	8.9%	749	32.6%	11.8%	37	3.3%	16.0%
Individu												
Ménagère	2168	57.6%	9.3%	0	-	-	2168	94.4%	9.3%	632	55.4%	9.2%
Personne de Référence	2022	53.7%	7.2%	1292	88.0%	6.3%	730	31.8%	9.2%	495	43.4%	5.8%
Responsable des achats	2791	74.1%	7.9%	686	46.7%	5.6%	2105	91.6%	9.2%	794	69.6%	7.4%
PCS Individu												
Agriculteurs	38	1.0%	7.1%	14	1.0%	4.2%	24	1.0%	11.9%	4	0.3%	21.1%
Petits patrons	155	4.1%	9.4%	98	6.7%	8.3%	58	2.5%	12.3%	133	11.7%	8.9%
Affaires et Cadres	330	8.8%	6.9%	171	11.6%	5.8%	160	7.0%	8.9%	303	26.6%	6.9%
Professions intermédiaires	416	11.1%	6.2%	144	9.8%	4.2%	272	11.8%	8.3%	330	28.9%	6.0%
Employés	632	16.8%	7.5%	124	8.5%	6.2%	508	22.1%	8.0%	137	12.0%	7.5%
Ouvriers	318	8.5%	4.9%	248	16.9%	4.9%	71	3.1%	5.1%	19	1.6%	5.1%
Retraités	1315	34.9%	10.5%	510	34.7%	8.5%	805	35.0%	12.2%	43	3.8%	17.1%
Autres inactifs	561	14.9%	5.6%	160	10.9%	4.6%	401	17.4%	6.1%	172	15.1%	5.6%
PCS Personne de Référence												
Agriculteurs	46	1.2%	5.8%	14	1.0%	3.8%	32	1.4%	7.6%	0	-	-
Petits patrons	210	5.6%	8.0%	101	6.8%	7.0%	109	4.8%	9.2%	210	18.4%	8.0%
Affaires et Cadres	541	14.4%	7.9%	202	13.8%	5.8%	338	14.7%	10.0%	541	47.4%	7.9%
Professions intermédiaires	391	10.4%	5.2%	160	10.9%	4.1%	231	10.0%	6.4%	391	34.2%	5.2%
Employés	366	9.7%	6.9%	117	8.0%	5.3%	249	10.8%	8.1%	0	-	-
Ouvriers	471	12.5%	5.0%	247	16.8%	5.0%	225	9.8%	5.0%	0	-	-
Retraités	1514	40.2%	10.3%	530	36.1%	8.0%	984	42.8%	12.2%	0	-	-
Autres inactifs	227	6.0%	5.8%	97	6.6%	6.6%	130	5.7%	5.3%	0	-	-

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	723	19.2%	7.7%	198	13.5%	4.9%	526	22.9%	9.8%	109	9.5%	6.3%
2 personnes	1586	42.1%	8.8%	641	43.7%	7.3%	944	41.1%	10.3%	332	29.1%	7.5%
3 personnes	578	15.3%	6.2%	214	14.6%	4.7%	364	15.8%	7.8%	252	22.1%	6.8%
4 personnes	555	14.7%	6.0%	264	18.0%	5.8%	291	12.7%	6.3%	266	23.3%	5.7%
5 personnes et +	324	8.6%	6.2%	151	10.3%	6.2%	173	7.5%	6.2%	183	16.1%	7.3%
Présence d'enfants de moins de 15 ans												
Oui	994	26.4%	6.3%	420	28.6%	5.8%	574	25.0%	6.8%	515	45.1%	6.8%
Non	2772	73.6%	7.8%	1049	71.4%	6.1%	1724	75.0%	9.5%	626	54.9%	6.7%
Habitat												
Communes rurales	775	20.6%	6.6%	307	20.9%	5.5%	468	20.4%	7.7%	213	18.6%	6.3%
Agglo. - 20 000 hab	590	15.7%	6.6%	260	17.7%	6.1%	330	14.4%	7.1%	166	14.6%	6.5%
Agglo. 20 000 à 100 000 hab	514	13.7%	7.5%	200	13.6%	6.0%	314	13.7%	9.0%	128	11.2%	6.4%
Agglo. + 100 000 hab	1177	31.3%	7.7%	436	29.7%	6.0%	742	32.3%	9.3%	322	28.2%	6.3%
Agglo. Paris	710	18.8%	8.4%	266	18.1%	6.7%	444	19.3%	10.0%	312	27.4%	8.1%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	758	20.1%	8.0%	288	19.6%	6.4%	470	20.5%	9.5%	338	29.6%	7.8%
Nord-Pas-de-Calais	168	4.5%	5.2%	61	4.1%	4.0%	108	4.7%	6.4%	27	2.4%	2.9%
Lorraine	137	3.6%	7.1%	55	3.8%	5.9%	82	3.6%	8.2%	37	3.3%	6.6%
Alsace	137	3.6%	9.0%	55	3.8%	7.6%	81	3.5%	10.4%	26	2.3%	5.2%
Franche-Comté	77	2.0%	8.1%	31	2.1%	6.7%	46	2.0%	9.3%	20	1.7%	7.8%
Champagne-Ardenne	65	1.7%	5.9%	28	1.9%	5.4%	36	1.6%	6.4%	13	1.1%	4.3%
Picardie	73	1.9%	4.8%	27	1.8%	3.6%	47	2.0%	5.9%	22	1.9%	4.8%
Bourgogne	118	3.1%	8.7%	55	3.8%	8.4%	63	2.8%	8.9%	24	2.1%	6.6%
Haute-Normandie	92	2.4%	6.2%	36	2.5%	5.1%	56	2.4%	7.2%	30	2.6%	6.8%
Basse-Normandie	68	1.8%	5.6%	34	2.3%	5.8%	34	1.5%	5.4%	16	1.4%	4.9%
Centre	128	3.4%	6.1%	57	3.9%	5.7%	71	3.1%	6.6%	35	3.0%	5.4%
Pays de la Loire	173	4.6%	6.0%	60	4.1%	4.3%	112	4.9%	7.6%	43	3.8%	5.2%
Bretagne	189	5.0%	7.3%	74	5.0%	5.9%	116	5.0%	8.5%	62	5.4%	7.9%
Poitou-Charentes	112	3.0%	7.6%	38	2.6%	5.4%	74	3.2%	9.7%	30	2.6%	7.6%
Aquitaine	234	6.2%	8.7%	88	6.0%	6.9%	146	6.3%	10.4%	66	5.8%	8.0%
Midi-Pyrénées	188	5.0%	7.9%	79	5.4%	6.9%	109	4.8%	8.8%	44	3.9%	5.6%
Limousin	52	1.4%	8.3%	24	1.6%	7.8%	29	1.3%	8.8%	8	0.7%	5.1%
Auvergne	101	2.7%	9.0%	39	2.6%	7.2%	62	2.7%	10.7%	18	1.6%	6.0%
Rhône-Alpes	369	9.8%	7.3%	152	10.3%	6.3%	217	9.5%	8.3%	124	10.9%	7.2%
Languedoc-Roussillon	179	4.8%	8.2%	53	3.6%	5.2%	126	5.5%	11.0%	44	3.9%	7.0%
Provence-Alpes-Côte-d'Azur-Corse	347	9.2%	8.0%	135	9.2%	6.6%	212	9.2%	9.3%	113	9.9%	7.8%
Habitudes de connexion Internet												
Tous les jours	1916	50.9%	6.9%	818	55.7%	5.8%	1098	47.8%	8.1%	850	74.5%	6.6%
Presque tous les jours	428	11.4%	7.0%	166	11.3%	5.7%	263	11.4%	8.3%	143	12.6%	5.9%
1 à 2 fois par semaine	262	7.0%	8.1%	80	5.5%	5.6%	182	7.9%	10.1%	73	6.4%	8.2%
1 à 3 fois par mois	61	1.6%	7.1%	27	1.9%	7.3%	34	1.5%	6.9%	17	1.5%	8.9%
Moins souvent	86	2.3%	6.5%	30	2.0%	5.0%	57	2.5%	7.7%	7	0.6%	5.2%
Jamais	23	0.6%	11.2%	12	0.8%	9.1%	11	0.5%	14.6%	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	107	2.8%	4.6%	37	2.5%	3.9%	70	3.0%	5.0%	12	1.1%	6.1%
De 9 000 à moins de 12 000 euros par an	213	5.7%	6.5%	51	3.5%	4.7%	162	7.0%	7.5%	22	1.9%	8.8%
De 12 000 à moins de 18 000 euros par an	441	11.7%	6.5%	156	10.6%	5.3%	285	12.4%	7.5%	35	3.0%	4.2%
De 18 000 à moins de 24 000 euros par an	514	13.7%	7.0%	192	13.1%	5.5%	322	14.0%	8.4%	92	8.1%	5.7%
De 24 000 à moins de 36 000 euros par an	807	21.4%	7.1%	342	23.3%	6.2%	465	20.2%	8.0%	235	20.5%	6.3%
De 36 000 à moins de 45 000 euros par an	477	12.7%	7.5%	201	13.7%	5.9%	275	12.0%	9.2%	173	15.2%	6.1%
De 45 000 à moins de 65 000 euros par an	483	12.8%	8.4%	201	13.7%	6.3%	281	12.2%	10.9%	237	20.8%	6.8%
De 65 000 à moins de 80 000 euros par an	134	3.6%	8.6%	55	3.8%	5.8%	79	3.4%	13.2%	74	6.5%	6.8%
De 80 000 à moins de 115 000 euros par an	114	3.0%	11.3%	56	3.8%	9.3%	58	2.5%	14.3%	90	7.9%	11.0%
115 000 euros et plus par an	77	2.0%	15.7%	60	4.1%	21.6%	17	0.7%	8.0%	53	4.6%	12.7%
Refus	307	8.2%	9.3%	85	5.8%	6.3%	222	9.7%	11.3%	86	7.6%	7.6%
Ne sait pas	92	2.4%	5.8%	31	2.1%	4.5%	61	2.7%	6.8%	32	2.8%	5.8%