

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	770	100.0%	1.5%	98	100.0%	0.4%	672	100.0%	2.5%	278	100.0%	1.6%
Sexe												
Homme	98	12.7%	0.4%	98	100.0%	0.4%	0	-	-	28	10.2%	0.3%
Femme	672	87.3%	2.5%	0	-	-	672	100.0%	2.5%	249	89.8%	3.0%
Age												
15 à 24 ans	15	2.0%	0.2%	0	0.5%	0.0%	15	2.2%	0.4%	1	0.3%	0.0%
25 à 34 ans	60	7.7%	0.8%	12	12.2%	0.3%	48	7.1%	1.2%	25	9.2%	0.7%
35 à 49 ans	240	31.2%	1.9%	26	26.6%	0.4%	214	31.9%	3.3%	143	51.6%	2.3%
50 à 64 ans	299	38.8%	2.4%	36	37.1%	0.6%	263	39.1%	4.1%	104	37.4%	2.5%
65 ans et plus	156	20.3%	1.4%	23	23.6%	0.5%	133	19.8%	2.1%	4	1.5%	1.8%
Individu												
Ménagère	657	85.4%	2.8%	0	-	-	657	97.8%	2.8%	248	89.5%	3.6%
Personne de Référence	286	37.1%	1.0%	95	97.1%	0.5%	191	28.4%	2.4%	71	25.4%	0.8%
Responsable des achats	692	89.9%	2.0%	50	51.2%	0.4%	642	95.5%	2.8%	247	89.0%	2.3%
PCS Individu												
Agriculteurs	4	0.6%	0.8%	3	2.7%	0.8%	2	0.3%	0.9%	0	-	-
Petits patrons	30	3.8%	1.8%	3	3.5%	0.3%	26	3.9%	5.6%	17	6.2%	1.1%
Affaires et Cadres	65	8.5%	1.4%	8	8.7%	0.3%	57	8.5%	3.2%	55	19.7%	1.2%
Professions intermédiaires	123	15.9%	1.8%	18	18.7%	0.5%	104	15.5%	3.2%	95	34.4%	1.7%
Employés	161	21.0%	1.9%	8	7.9%	0.4%	154	22.9%	2.4%	49	17.6%	2.7%
Ouvriers	52	6.8%	0.8%	18	18.8%	0.4%	34	5.1%	2.4%	8	2.9%	2.1%
Retraités	196	25.5%	1.6%	34	34.9%	0.6%	162	24.2%	2.5%	11	3.8%	4.2%
Autres inactifs	137	17.8%	1.4%	5	4.9%	0.1%	133	19.7%	2.0%	43	15.5%	1.4%
PCS Personne de Référence												
Agriculteurs	16	2.1%	2.0%	3	2.7%	0.7%	14	2.0%	3.2%	0	-	-
Petits patrons	36	4.7%	1.4%	3	3.5%	0.2%	32	4.8%	2.7%	36	12.9%	1.4%
Affaires et Cadres	116	15.1%	1.7%	8	8.7%	0.2%	107	16.0%	3.2%	116	41.7%	1.7%
Professions intermédiaires	126	16.3%	1.7%	17	16.9%	0.4%	109	16.3%	3.0%	126	45.3%	1.7%
Employés	81	10.6%	1.5%	8	8.4%	0.4%	73	10.9%	2.4%	0	-	-
Ouvriers	104	13.5%	1.1%	18	18.1%	0.4%	87	12.9%	1.9%	0	-	-
Retraités	238	31.0%	1.6%	35	35.6%	0.5%	204	30.3%	2.5%	0	-	-
Autres inactifs	52	6.7%	1.3%	6	6.1%	0.4%	46	6.8%	1.9%	0	-	-

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	140	18.1%	1.5%	13	13.0%	0.3%	127	18.9%	2.4%	20	7.2%	1.2%
2 personnes	329	42.8%	1.8%	49	50.6%	0.6%	280	41.7%	3.0%	91	32.8%	2.1%
3 personnes	127	16.5%	1.4%	19	19.9%	0.4%	108	16.0%	2.3%	57	20.6%	1.5%
4 personnes	119	15.5%	1.3%	12	11.9%	0.3%	107	16.0%	2.3%	78	28.1%	1.7%
5 personnes et +	55	7.1%	1.0%	5	4.6%	0.2%	50	7.5%	1.8%	31	11.2%	1.2%
Présence d'enfants de moins de 15 ans												
Oui	215	28.0%	1.4%	21	21.2%	0.3%	195	29.0%	2.3%	123	44.3%	1.6%
Non	554	72.0%	1.6%	77	78.8%	0.4%	477	71.0%	2.6%	155	55.7%	1.6%
Habitat												
Communes rurales	196	25.4%	1.7%	23	23.3%	0.4%	173	25.8%	2.8%	65	23.4%	1.9%
Agglo. - 20 000 hab	158	20.5%	1.8%	21	21.6%	0.5%	137	20.3%	2.9%	48	17.5%	1.9%
Agglo. 20 000 à 100 000 hab	113	14.6%	1.6%	16	16.6%	0.5%	96	14.3%	2.8%	35	12.7%	1.8%
Agglo. + 100 000 hab	216	28.1%	1.4%	28	29.1%	0.4%	188	27.9%	2.4%	93	33.6%	1.8%
Agglo. Paris	87	11.4%	1.0%	9	9.3%	0.2%	78	11.7%	1.8%	36	12.9%	0.9%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	94	12.3%	1.0%	9	9.3%	0.2%	85	12.7%	1.7%	40	14.3%	0.9%
Nord-Pas-de-Calais	62	8.0%	1.9%	4	4.6%	0.3%	57	8.6%	3.4%	29	10.3%	3.1%
Lorraine	22	2.9%	1.1%	2	2.2%	0.2%	20	3.0%	2.0%	4	1.6%	0.8%
Alsace	19	2.5%	1.3%	3	2.9%	0.4%	16	2.4%	2.1%	6	2.2%	1.2%
Franche-Comté	21	2.7%	2.2%	5	5.0%	1.1%	16	2.3%	3.2%	8	2.8%	3.1%
Champagne-Ardenne	14	1.9%	1.3%	3	3.5%	0.6%	11	1.6%	2.0%	5	1.8%	1.7%
Picardie	34	4.4%	2.2%	7	7.5%	1.0%	26	3.9%	3.3%	9	3.1%	1.9%
Bourgogne	29	3.8%	2.1%	1	1.4%	0.2%	28	4.1%	3.9%	8	3.0%	2.4%
Haute-Normandie	25	3.2%	1.7%	3	2.8%	0.4%	22	3.3%	2.9%	7	2.5%	1.6%
Basse-Normandie	9	1.2%	0.8%	3	3.5%	0.6%	6	0.9%	0.9%	3	1.1%	0.9%
Centre	40	5.2%	1.9%	5	4.7%	0.5%	35	5.2%	3.3%	15	5.3%	2.3%
Pays de la Loire	45	5.8%	1.6%	9	9.0%	0.6%	36	5.3%	2.4%	17	6.1%	2.1%
Bretagne	49	6.4%	1.9%	4	4.1%	0.3%	45	6.7%	3.3%	14	5.2%	1.8%
Poitou-Charentes	22	2.9%	1.5%	3	3.0%	0.4%	19	2.9%	2.5%	3	1.1%	0.7%
Aquitaine	48	6.2%	1.8%	7	6.9%	0.5%	41	6.1%	2.9%	20	7.2%	2.4%
Midi-Pyrénées	40	5.1%	1.7%	9	9.0%	0.8%	31	4.6%	2.5%	18	6.3%	2.2%
Limousin	14	1.8%	2.2%	1	1.1%	0.4%	13	1.9%	4.0%	5	1.6%	2.8%
Auvergne	21	2.8%	1.9%	0	0.4%	0.1%	21	3.1%	3.6%	7	2.6%	2.4%
Rhône-Alpes	65	8.4%	1.3%	6	6.6%	0.3%	58	8.7%	2.2%	28	9.9%	1.6%
Languedoc-Roussillon	32	4.2%	1.5%	4	4.5%	0.4%	28	4.2%	2.4%	11	4.1%	1.8%
Provence-Alpes-Côte-d'Azur-Corse	65	8.4%	1.5%	8	8.0%	0.4%	57	8.5%	2.5%	22	7.9%	1.5%
Habitudes de connexion Internet												
Tous les jours	394	51.2%	1.4%	57	58.7%	0.4%	337	50.1%	2.5%	173	62.4%	1.3%
Presque tous les jours	122	15.8%	2.0%	10	10.0%	0.3%	112	16.7%	3.5%	69	24.7%	2.8%
1 à 2 fois par semaine	64	8.4%	2.0%	9	9.0%	0.6%	56	8.3%	3.1%	15	5.6%	1.7%
1 à 3 fois par mois	19	2.5%	2.2%	1	1.4%	0.4%	18	2.7%	3.6%	9	3.4%	4.9%
Moins souvent	16	2.1%	1.2%	2	2.2%	0.4%	14	2.1%	2.0%	3	1.1%	2.5%
Jamais	5	0.6%	2.3%	2	1.8%	1.4%	3	0.5%	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	36	4.6%	1.5%	4	4.5%	0.5%	31	4.6%	2.2%	1	0.3%	0.4%
De 9 000 à moins de 12 000 euros par an	65	8.4%	2.0%	5	4.8%	0.4%	60	8.9%	2.8%	2	0.6%	0.7%
De 12 000 à moins de 18 000 euros par an	72	9.3%	1.1%	14	14.3%	0.5%	58	8.6%	1.5%	8	2.8%	0.9%
De 18 000 à moins de 24 000 euros par an	124	16.1%	1.7%	15	15.6%	0.4%	109	16.2%	2.8%	33	12.0%	2.1%
De 24 000 à moins de 36 000 euros par an	154	20.0%	1.4%	19	19.6%	0.3%	135	20.0%	2.3%	49	17.6%	1.3%
De 36 000 à moins de 45 000 euros par an	108	14.1%	1.7%	18	18.3%	0.5%	90	13.4%	3.0%	55	20.0%	2.0%
De 45 000 à moins de 65 000 euros par an	106	13.8%	1.8%	11	11.3%	0.3%	95	14.1%	3.7%	67	24.0%	1.9%
De 65 000 à moins de 80 000 euros par an	20	2.6%	1.3%	6	5.7%	0.6%	14	2.1%	2.4%	15	5.4%	1.4%
De 80 000 à moins de 115 000 euros par an	20	2.6%	2.0%	4	3.7%	0.6%	16	2.4%	4.1%	16	5.9%	2.0%
115 000 euros et plus par an	5	0.7%	1.0%	0	-	-	5	0.8%	2.4%	3	1.1%	0.7%
Refus	40	5.2%	1.2%	2	2.2%	0.2%	38	5.6%	1.9%	14	4.9%	1.2%
Ne sait pas	21	2.7%	1.3%	0	-	-	21	3.1%	2.3%	15	5.5%	2.8%