

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1927	100.0%	3.8%	269	100.0%	1.1%	1659	100.0%	6.2%	804	100.0%	4.7%
Sexe												
Homme	269	13.9%	1.1%	269	100.0%	1.1%	0	-	-	112	13.9%	1.3%
Femme	1659	86.1%	6.2%	0	-	-	1659	100.0%	6.2%	692	86.1%	8.5%
Age												
15 à 24 ans	108	5.6%	1.5%	9	3.5%	0.3%	98	5.9%	2.7%	49	6.1%	1.6%
25 à 34 ans	213	11.0%	2.8%	25	9.2%	0.7%	188	11.3%	4.8%	132	16.5%	3.9%
35 à 49 ans	622	32.3%	4.9%	93	34.4%	1.5%	529	31.9%	8.3%	387	48.1%	6.3%
50 à 64 ans	614	31.9%	5.0%	98	36.6%	1.7%	516	31.1%	8.1%	227	28.2%	5.5%
65 ans et plus	371	19.3%	3.3%	44	16.3%	0.9%	327	19.7%	5.2%	9	1.1%	3.9%
Individu												
Ménagère	1567	81.3%	6.7%	0	-	-	1567	94.5%	6.7%	644	80.1%	9.4%
Personne de Référence	740	38.4%	2.6%	253	94.3%	1.2%	487	29.3%	6.2%	237	29.5%	2.8%
Responsable des achats	1651	85.7%	4.7%	143	53.0%	1.2%	1508	91.0%	6.6%	666	82.9%	6.3%
PCS Individu												
Agriculteurs	22	1.1%	4.0%	4	1.6%	1.3%	17	1.0%	8.6%	2	0.2%	11.0%
Petits patrons	79	4.1%	4.8%	27	10.0%	2.3%	52	3.1%	11.0%	66	8.2%	4.4%
Affaires et Cadres	215	11.1%	4.5%	35	13.0%	1.2%	179	10.8%	9.9%	191	23.8%	4.3%
Professions intermédiaires	315	16.3%	4.7%	51	18.9%	1.5%	264	15.9%	8.0%	262	32.6%	4.7%
Employés	358	18.6%	4.3%	15	5.4%	0.7%	343	20.7%	5.4%	119	14.9%	6.6%
Ouvriers	126	6.5%	2.0%	60	22.4%	1.2%	66	4.0%	4.7%	8	1.0%	2.2%
Retraités	448	23.2%	3.6%	63	23.3%	1.0%	385	23.2%	5.8%	28	3.5%	11.3%
Autres inactifs	366	19.0%	3.7%	15	5.4%	0.4%	352	21.2%	5.4%	127	15.8%	4.1%
PCS Personne de Référence												
Agriculteurs	35	1.8%	4.3%	4	1.6%	1.1%	30	1.8%	7.2%	0	-	-
Petits patrons	115	5.9%	4.4%	27	10.0%	1.9%	88	5.3%	7.4%	115	14.3%	4.4%
Affaires et Cadres	380	19.7%	5.6%	37	13.7%	1.1%	343	20.7%	10.1%	380	47.3%	5.6%
Professions intermédiaires	309	16.0%	4.1%	48	17.9%	1.2%	261	15.7%	7.3%	309	38.5%	4.1%
Employés	167	8.7%	3.2%	15	5.6%	0.7%	152	9.2%	4.9%	0	-	-
Ouvriers	274	14.2%	2.9%	62	22.9%	1.2%	212	12.8%	4.7%	0	-	-
Retraités	501	26.0%	3.4%	66	24.7%	1.0%	434	26.2%	5.4%	0	-	-
Autres inactifs	147	7.6%	3.8%	10	3.5%	0.7%	137	8.3%	5.6%	0	-	-

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	365	18.9%	3.9%	29	10.8%	0.7%	336	20.3%	6.2%	75	9.4%	4.4%
2 personnes	693	36.0%	3.9%	95	35.2%	1.1%	599	36.1%	6.5%	217	27.0%	4.9%
3 personnes	298	15.5%	3.2%	56	20.8%	1.2%	242	14.6%	5.2%	149	18.6%	4.0%
4 personnes	362	18.8%	3.9%	48	17.8%	1.0%	314	18.9%	6.8%	233	29.0%	5.0%
5 personnes et +	209	10.8%	4.0%	41	15.4%	1.7%	168	10.1%	6.0%	129	16.0%	5.2%
Présence d'enfants de moins de 15 ans												
Oui	652	33.8%	4.2%	105	39.1%	1.5%	546	32.9%	6.5%	405	50.4%	5.4%
Non	1276	66.2%	3.6%	164	60.9%	0.9%	1112	67.1%	6.1%	399	49.6%	4.2%
Habitat												
Communes rurales	435	22.6%	3.7%	56	21.0%	1.0%	378	22.8%	6.2%	180	22.4%	5.3%
Agglo. - 20 000 hab	347	18.0%	3.9%	60	22.3%	1.4%	287	17.3%	6.2%	126	15.7%	4.9%
Agglo. 20 000 à 100 000 hab	274	14.2%	4.0%	30	11.2%	0.9%	244	14.7%	7.0%	79	9.8%	3.9%
Agglo. + 100 000 hab	588	30.5%	3.9%	91	34.0%	1.3%	497	30.0%	6.2%	255	31.8%	5.0%
Agglo. Paris	283	14.7%	3.4%	31	11.4%	0.8%	252	15.2%	5.7%	164	20.3%	4.2%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	313	16.2%	3.3%	38	14.1%	0.8%	275	16.6%	5.6%	173	21.5%	4.0%
Nord-Pas-de-Calais	110	5.7%	3.4%	29	10.7%	1.9%	81	4.9%	4.8%	37	4.6%	4.1%
Lorraine	70	3.6%	3.6%	13	4.9%	1.4%	56	3.4%	5.6%	29	3.6%	5.1%
Alsace	42	2.2%	2.7%	8	2.9%	1.1%	34	2.0%	4.3%	21	2.6%	4.1%
Franche-Comté	33	1.7%	3.5%	6	2.4%	1.4%	27	1.6%	5.4%	15	1.8%	5.8%
Champagne-Ardenne	38	2.0%	3.5%	4	1.5%	0.8%	34	2.1%	6.0%	11	1.3%	3.6%
Picardie	59	3.0%	3.8%	12	4.5%	1.6%	47	2.8%	5.9%	16	2.0%	3.5%
Bourgogne	41	2.1%	3.0%	3	1.2%	0.5%	38	2.3%	5.3%	11	1.4%	3.1%
Haute-Normandie	39	2.0%	2.7%	13	4.8%	1.8%	26	1.6%	3.4%	14	1.7%	3.2%
Basse-Normandie	41	2.1%	3.4%	6	2.4%	1.1%	34	2.1%	5.5%	18	2.3%	5.5%
Centre	95	4.9%	4.6%	25	9.5%	2.5%	70	4.2%	6.5%	45	5.6%	7.0%
Pays de la Loire	122	6.3%	4.3%	16	6.0%	1.2%	106	6.4%	7.1%	41	5.1%	5.0%
Bretagne	127	6.6%	4.9%	9	3.4%	0.7%	118	7.1%	8.7%	42	5.2%	5.3%
Poitou-Charentes	56	2.9%	3.8%	5	1.8%	0.7%	51	3.1%	6.7%	18	2.3%	4.7%
Aquitaine	126	6.6%	4.7%	7	2.5%	0.5%	120	7.2%	8.5%	56	7.0%	6.8%
Midi-Pyrénées	96	5.0%	4.0%	19	7.0%	1.6%	77	4.6%	6.2%	46	5.7%	5.8%
Limousin	28	1.4%	4.4%	3	1.0%	0.9%	25	1.5%	7.7%	9	1.1%	5.5%
Auvergne	29	1.5%	2.5%	2	0.8%	0.4%	26	1.6%	4.5%	10	1.2%	3.2%
Rhône-Alpes	209	10.9%	4.2%	22	8.3%	0.9%	187	11.3%	7.2%	103	12.8%	5.9%
Languedoc-Roussillon	90	4.7%	4.1%	12	4.5%	1.2%	78	4.7%	6.8%	32	3.9%	5.0%
Provence-Alpes-Côte-d'Azur-Corse	165	8.6%	3.8%	16	5.8%	0.8%	150	9.0%	6.5%	58	7.2%	4.0%
Habitudes de connexion Internet												
Tous les jours	1127	58.5%	4.1%	167	62.2%	1.2%	960	57.9%	7.1%	622	77.4%	4.8%
Presque tous les jours	249	12.9%	4.1%	24	9.0%	0.8%	225	13.6%	7.1%	115	14.2%	4.7%
1 à 2 fois par semaine	160	8.3%	5.0%	31	11.5%	2.2%	129	7.8%	7.2%	38	4.7%	4.2%
1 à 3 fois par mois	27	1.4%	3.1%	5	2.0%	1.4%	22	1.3%	4.4%	8	1.0%	4.0%
Moins souvent	38	2.0%	2.9%	3	1.0%	0.4%	36	2.1%	4.9%	7	0.8%	5.4%
Jamais	8	0.4%	4.0%	0	-	-	8	0.5%	10.7%	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	79	4.1%	3.4%	11	4.0%	1.1%	69	4.1%	4.9%	8	1.0%	4.2%
De 9 000 à moins de 12 000 euros par an	117	6.0%	3.6%	12	4.3%	1.1%	105	6.3%	4.9%	6	0.8%	2.5%
De 12 000 à moins de 18 000 euros par an	218	11.3%	3.2%	25	9.3%	0.9%	193	11.6%	5.1%	25	3.1%	3.1%
De 18 000 à moins de 24 000 euros par an	247	12.8%	3.4%	41	15.1%	1.2%	206	12.4%	5.3%	72	8.9%	4.4%
De 24 000 à moins de 36 000 euros par an	397	20.6%	3.5%	59	22.1%	1.1%	337	20.3%	5.8%	168	20.9%	4.5%
De 36 000 à moins de 45 000 euros par an	261	13.5%	4.1%	38	14.1%	1.1%	223	13.4%	7.5%	122	15.2%	4.3%
De 45 000 à moins de 65 000 euros par an	296	15.4%	5.1%	33	12.2%	1.0%	264	15.9%	10.2%	201	25.0%	5.8%
De 65 000 à moins de 80 000 euros par an	77	4.0%	4.9%	23	8.6%	2.4%	53	3.2%	8.9%	58	7.3%	5.3%
De 80 000 à moins de 115 000 euros par an	53	2.7%	5.2%	8	3.1%	1.4%	44	2.7%	11.0%	43	5.3%	5.3%
115 000 euros et plus par an	17	0.9%	3.4%	6	2.1%	2.0%	11	0.7%	5.3%	16	2.0%	3.9%
Refus	130	6.7%	3.9%	13	4.7%	0.9%	117	7.1%	6.0%	63	7.9%	5.6%
Ne sait pas	37	1.9%	2.4%	1	0.4%	0.1%	36	2.2%	4.0%	20	2.5%	3.7%