

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1800	100.0%	3.5%	887	100.0%	3.6%	913	100.0%	3.4%	613	100.0%	3.6%
Sexe												
Homme	887	49.3%	3.6%	887	100.0%	3.6%	0	-	-	337	55.0%	3.8%
Femme	913	50.7%	3.4%	0	-	-	913	100.0%	3.4%	275	45.0%	3.4%
Age												
15 à 24 ans	198	11.0%	2.7%	135	15.2%	3.6%	63	6.9%	1.7%	99	16.2%	3.2%
25 à 34 ans	159	8.8%	2.1%	92	10.4%	2.4%	66	7.3%	1.7%	70	11.5%	2.1%
35 à 49 ans	306	17.0%	2.4%	158	17.8%	2.5%	148	16.2%	2.3%	182	29.7%	3.0%
50 à 64 ans	470	26.1%	3.8%	214	24.1%	3.6%	257	28.1%	4.1%	224	36.6%	5.5%
65 ans et plus	667	37.0%	6.0%	288	32.5%	6.0%	378	41.5%	6.0%	37	6.0%	19.6%
Individu												
Ménagère	846	47.0%	3.6%	0	-	-	846	92.7%	3.6%	250	40.8%	3.7%
Personne de Référence	1005	55.9%	3.6%	736	83.0%	3.6%	270	29.5%	3.4%	308	50.3%	3.7%
Responsable des achats	1233	68.5%	3.5%	422	47.6%	3.4%	812	88.9%	3.5%	383	62.5%	3.6%
PCS Individu												
Agriculteurs	7	0.4%	1.3%	7	0.8%	2.1%	0	-	-	0	-	-
Petits patrons	83	4.6%	5.0%	54	6.1%	4.6%	29	3.2%	6.0%	75	12.2%	5.1%
Affaires et Cadres	220	12.2%	4.6%	143	16.2%	4.9%	77	8.5%	4.2%	206	33.6%	4.8%
Professions intermédiaires	175	9.7%	2.6%	85	9.6%	2.4%	89	9.8%	2.7%	149	24.4%	2.7%
Employés	189	10.5%	2.3%	78	8.7%	3.7%	111	12.2%	1.8%	35	5.7%	1.9%
Ouvriers	99	5.5%	1.5%	82	9.3%	1.6%	17	1.9%	1.2%	2	0.3%	0.5%
Retraités	664	36.9%	5.3%	305	34.4%	5.1%	359	39.3%	5.5%	24	3.9%	10.2%
Autres inactifs	362	20.1%	3.6%	132	14.9%	3.8%	230	25.1%	3.5%	122	19.9%	3.9%
PCS Personne de Référence												
Agriculteurs	12	0.7%	1.5%	9	1.0%	2.2%	3	0.4%	0.8%	0	-	-
Petits patrons	103	5.7%	3.9%	62	7.0%	4.5%	41	4.5%	3.3%	103	16.8%	3.9%
Affaires et Cadres	346	19.2%	5.1%	179	20.2%	5.1%	167	18.3%	5.0%	346	56.5%	5.1%
Professions intermédiaires	163	9.1%	2.2%	96	10.8%	2.5%	67	7.4%	1.9%	163	26.7%	2.2%
Employés	126	7.0%	2.4%	73	8.2%	3.3%	53	5.8%	1.7%	0	-	-
Ouvriers	142	7.9%	1.5%	82	9.3%	1.7%	60	6.6%	1.3%	0	-	-
Retraités	789	43.9%	5.4%	337	38.0%	5.0%	453	49.6%	5.7%	0	-	-
Autres inactifs	118	6.5%	3.0%	49	5.6%	3.3%	69	7.5%	2.8%	0	-	-

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	355	19.7%	3.8%	128	14.5%	3.2%	227	24.9%	4.2%	66	10.7%	3.8%
2 personnes	794	44.1%	4.4%	380	42.9%	4.3%	414	45.3%	4.5%	199	32.4%	4.6%
3 personnes	272	15.1%	2.9%	172	19.4%	3.8%	100	10.9%	2.1%	130	21.2%	3.4%
4 personnes	209	11.6%	2.3%	119	13.5%	2.6%	90	9.8%	1.9%	123	20.1%	2.7%
5 personnes et +	170	9.4%	3.2%	87	9.8%	3.5%	83	9.1%	3.0%	95	15.6%	3.9%
Présence d'enfants de moins de 15 ans												
Oui	382	21.2%	2.4%	214	24.2%	2.9%	167	18.3%	2.0%	215	35.1%	2.8%
Non	1418	78.8%	4.0%	673	75.8%	3.9%	745	81.7%	4.1%	398	64.9%	4.3%
Habitat												
Communes rurales	252	14.0%	2.1%	128	14.5%	2.3%	123	13.5%	2.0%	75	12.3%	2.2%
Agglo. - 20 000 hab	258	14.3%	2.9%	136	15.3%	3.2%	122	13.4%	2.6%	74	12.0%	2.9%
Agglo. 20 000 à 100 000 hab	230	12.8%	3.4%	114	12.9%	3.3%	115	12.6%	3.4%	83	13.5%	4.1%
Agglo. + 100 000 hab	530	29.5%	3.5%	257	29.0%	3.6%	273	29.9%	3.4%	161	26.2%	3.1%
Agglo. Paris	530	29.5%	6.3%	252	28.4%	6.3%	279	30.5%	6.3%	221	36.0%	5.7%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	553	30.7%	5.9%	264	29.8%	5.9%	289	31.7%	5.8%	226	36.9%	5.2%
Nord-Pas-de-Calais	60	3.3%	1.9%	34	3.8%	2.2%	27	2.9%	1.6%	18	3.0%	2.0%
Lorraine	51	2.9%	2.6%	30	3.3%	3.2%	22	2.4%	2.2%	20	3.2%	3.6%
Alsace	25	1.4%	1.6%	9	1.1%	1.3%	16	1.7%	2.0%	12	2.0%	2.5%
Franche-Comté	19	1.0%	2.0%	11	1.2%	2.3%	8	0.9%	1.6%	5	0.8%	1.9%
Champagne-Ardenne	39	2.2%	3.6%	23	2.6%	4.4%	16	1.7%	2.8%	12	1.9%	3.6%
Picardie	45	2.5%	2.9%	24	2.7%	3.2%	21	2.3%	2.7%	13	2.1%	3.0%
Bourgogne	47	2.6%	3.5%	20	2.2%	3.0%	27	3.0%	3.9%	19	3.1%	5.2%
Haute-Normandie	57	3.2%	3.8%	18	2.0%	2.5%	39	4.3%	5.1%	11	1.8%	2.6%
Basse-Normandie	32	1.8%	2.7%	17	2.0%	3.0%	15	1.6%	2.3%	13	2.1%	3.8%
Centre	70	3.9%	3.4%	34	3.8%	3.4%	36	4.0%	3.4%	26	4.3%	4.2%
Pays de la Loire	92	5.1%	3.2%	38	4.3%	2.7%	54	5.9%	3.6%	22	3.6%	2.7%
Bretagne	53	2.9%	2.0%	32	3.6%	2.5%	21	2.3%	1.5%	14	2.3%	1.8%
Poitou-Charentes	40	2.2%	2.7%	24	2.7%	3.4%	16	1.8%	2.1%	10	1.7%	2.8%
Aquitaine	97	5.4%	3.6%	57	6.4%	4.5%	40	4.4%	2.9%	36	5.9%	4.5%
Midi-Pyrénées	86	4.8%	3.6%	48	5.4%	4.1%	38	4.1%	3.0%	27	4.4%	3.4%
Limousin	17	1.0%	2.7%	10	1.1%	3.2%	8	0.8%	2.3%	3	0.5%	2.1%
Auvergne	22	1.2%	2.0%	8	0.9%	1.5%	14	1.5%	2.4%	4	0.7%	1.5%
Rhône-Alpes	139	7.7%	2.8%	78	8.8%	3.2%	60	6.6%	2.3%	53	8.7%	3.0%
Languedoc-Roussillon	69	3.9%	3.2%	30	3.3%	2.9%	40	4.4%	3.5%	16	2.6%	2.5%
Provence-Alpes-Côte-d'Azur-Corse	186	10.3%	4.3%	79	8.9%	3.9%	107	11.7%	4.7%	52	8.5%	3.6%
Habitudes de connexion Internet												
Tous les jours	1055	58.6%	3.8%	567	63.9%	4.0%	488	53.5%	3.6%	498	81.2%	3.8%
Presque tous les jours	209	11.6%	3.4%	91	10.3%	3.1%	118	12.9%	3.6%	75	12.2%	3.2%
1 à 2 fois par semaine	83	4.6%	2.6%	30	3.4%	2.0%	53	5.8%	3.0%	25	4.0%	2.6%
1 à 3 fois par mois	28	1.5%	3.3%	20	2.3%	6.1%	7	0.8%	1.5%	2	0.4%	1.5%
Moins souvent	48	2.6%	3.6%	25	2.8%	4.0%	22	2.5%	3.2%	6	1.0%	4.8%
Jamais	5	0.3%	3.8%	5	0.6%	6.2%	0	-	-	3	0.5%	20.6%

	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	52	2.9%	2.4%	26	2.9%	3.0%	26	2.9%	2.1%	0	-	-
De 9 000 à moins de 12 000 euros par an	73	4.0%	2.2%	29	3.3%	2.5%	44	4.8%	2.0%	6	0.9%	2.3%
De 12 000 à moins de 18 000 euros par an	111	6.2%	1.7%	45	5.1%	1.6%	66	7.2%	1.8%	14	2.3%	1.8%
De 18 000 à moins de 24 000 euros par an	204	11.3%	2.7%	98	11.1%	2.8%	106	11.6%	2.7%	33	5.3%	2.1%
De 24 000 à moins de 36 000 euros par an	358	19.9%	3.1%	140	15.8%	2.5%	217	23.8%	3.6%	82	13.4%	2.2%
De 36 000 à moins de 45 000 euros par an	214	11.9%	3.3%	122	13.7%	3.4%	92	10.1%	3.1%	96	15.6%	3.2%
De 45 000 à moins de 65 000 euros par an	295	16.4%	4.9%	151	17.1%	4.5%	143	15.7%	5.5%	129	21.0%	3.6%
De 65 000 à moins de 80 000 euros par an	115	6.4%	7.5%	62	7.0%	6.7%	53	5.9%	8.7%	60	9.7%	5.4%
De 80 000 à moins de 115 000 euros par an	113	6.3%	11.6%	80	9.0%	13.5%	33	3.6%	8.7%	71	11.5%	8.9%
115 000 euros et plus par an	59	3.3%	12.8%	41	4.6%	15.0%	17	1.9%	9.5%	40	6.6%	10.6%
Refus	150	8.3%	4.7%	71	8.1%	5.3%	78	8.6%	4.2%	58	9.5%	5.1%
Ne sait pas	57	3.2%	3.9%	22	2.4%	3.4%	35	3.9%	4.3%	25	4.0%	5.2%