

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2313	100.0%	4.5%	1216	100.0%	5.0%	1097	100.0%	4.1%	942	100.0%	5.6%
Sexe												
Homme	1216	52.6%	5.0%	1216	100.0%	5.0%	0	-	-	520	55.2%	5.9%
Femme	1097	47.4%	4.1%	0	-	-	1097	100.0%	4.1%	422	44.8%	5.2%
Age												
15 à 24 ans	264	11.4%	3.6%	167	13.8%	4.5%	96	8.8%	2.6%	161	17.1%	5.1%
25 à 34 ans	237	10.3%	3.1%	133	11.0%	3.5%	104	9.5%	2.7%	129	13.7%	3.8%
35 à 49 ans	415	17.9%	3.3%	213	17.5%	3.4%	202	18.4%	3.1%	270	28.6%	4.4%
50 à 64 ans	699	30.2%	5.7%	383	31.5%	6.5%	317	28.9%	5.0%	352	37.4%	8.7%
65 ans et plus	698	30.2%	6.3%	320	26.3%	6.7%	378	34.4%	6.0%	29	3.1%	15.6%
Individu												
Ménagère	986	42.6%	4.2%	0	-	-	986	89.9%	4.2%	366	38.9%	5.4%
Personne de Référence	1367	59.1%	4.9%	1017	83.7%	5.0%	350	31.9%	4.4%	492	52.3%	5.9%
Responsable des achats	1548	66.9%	4.4%	587	48.3%	4.7%	961	87.6%	4.2%	588	62.5%	5.5%
PCS Individu												
Agriculteurs	14	0.6%	2.7%	10	0.8%	3.0%	4	0.4%	2.0%	0	-	-
Petits patrons	52	2.2%	3.1%	34	2.8%	2.9%	17	1.6%	3.6%	49	5.2%	3.3%
Affaires et Cadres	380	16.4%	8.0%	240	19.7%	8.2%	140	12.8%	7.6%	351	37.3%	8.1%
Professions intermédiaires	312	13.5%	4.6%	157	12.9%	4.5%	154	14.1%	4.7%	280	29.7%	5.0%
Employés	234	10.1%	2.8%	86	7.1%	4.1%	147	13.4%	2.3%	46	4.8%	2.5%
Ouvriers	121	5.2%	1.9%	99	8.1%	2.0%	22	2.0%	1.5%	13	1.3%	2.9%
Retraités	816	35.3%	6.5%	412	33.9%	6.9%	404	36.9%	6.2%	30	3.2%	12.9%
Autres inactifs	384	16.6%	3.8%	177	14.6%	5.1%	207	18.9%	3.2%	174	18.4%	5.6%
PCS Personne de Référence												
Agriculteurs	20	0.8%	2.4%	13	1.0%	3.3%	7	0.6%	1.7%	0	-	-
Petits patrons	90	3.9%	3.4%	53	4.4%	3.9%	36	3.3%	2.9%	90	9.5%	3.4%
Affaires et Cadres	508	22.0%	7.4%	293	24.1%	8.4%	215	19.6%	6.4%	508	53.9%	7.4%
Professions intermédiaires	344	14.9%	4.6%	173	14.2%	4.4%	171	15.6%	4.8%	344	36.5%	4.6%
Employés	170	7.4%	3.2%	93	7.6%	4.1%	78	7.1%	2.5%	0	-	-
Ouvriers	175	7.6%	1.8%	103	8.5%	2.1%	72	6.5%	1.6%	0	-	-
Retraités	904	39.1%	6.2%	433	35.6%	6.5%	471	42.9%	5.9%	0	-	-
Autres inactifs	103	4.4%	2.6%	55	4.5%	3.7%	48	4.3%	2.0%	0	-	-

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	453	19.6%	4.8%	187	15.4%	4.6%	266	24.2%	5.0%	120	12.8%	6.9%
2 personnes	991	42.9%	5.5%	529	43.5%	6.0%	463	42.2%	5.0%	318	33.7%	7.4%
3 personnes	395	17.1%	4.3%	213	17.5%	4.7%	183	16.6%	3.9%	190	20.2%	5.0%
4 personnes	297	12.8%	3.2%	184	15.2%	4.0%	113	10.3%	2.4%	205	21.7%	4.4%
5 personnes et +	176	7.6%	3.3%	103	8.5%	4.2%	73	6.6%	2.6%	109	11.6%	4.4%
Présence d'enfants de moins de 15 ans												
Oui	478	20.7%	3.0%	262	21.5%	3.6%	216	19.7%	2.6%	307	32.6%	4.0%
Non	1835	79.3%	5.2%	954	78.5%	5.6%	881	80.3%	4.8%	635	67.4%	6.8%
Habitat												
Communes rurales	416	18.0%	3.6%	242	19.9%	4.4%	174	15.9%	2.8%	161	17.1%	4.8%
Agglo. - 20 000 hab	321	13.9%	3.6%	176	14.4%	4.2%	146	13.3%	3.1%	103	10.9%	4.0%
Agglo. 20 000 à 100 000 hab	261	11.3%	3.8%	150	12.3%	4.3%	111	10.1%	3.3%	77	8.2%	3.9%
Agglo. + 100 000 hab	766	33.1%	5.0%	370	30.5%	5.1%	396	36.1%	5.0%	327	34.8%	6.3%
Agglo. Paris	548	23.7%	6.5%	278	22.9%	6.9%	270	24.6%	6.1%	274	29.1%	7.1%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	587	25.4%	6.2%	298	24.5%	6.6%	288	26.3%	5.8%	295	31.3%	6.8%
Nord-Pas-de-Calais	87	3.8%	2.7%	45	3.7%	2.9%	42	3.9%	2.5%	28	3.0%	3.1%
Lorraine	61	2.6%	3.1%	35	2.9%	3.7%	26	2.4%	2.6%	25	2.7%	4.6%
Alsace	64	2.8%	4.2%	33	2.7%	4.4%	31	2.8%	4.0%	33	3.5%	6.7%
Franche-Comté	32	1.4%	3.3%	16	1.4%	3.5%	15	1.4%	3.1%	11	1.2%	4.3%
Champagne-Ardenne	39	1.7%	3.5%	20	1.7%	3.8%	18	1.7%	3.3%	8	0.9%	2.6%
Picardie	41	1.8%	2.7%	19	1.6%	2.6%	22	2.0%	2.7%	12	1.2%	2.7%
Bourgogne	72	3.1%	5.3%	38	3.2%	5.9%	34	3.1%	4.8%	26	2.8%	7.2%
Haute-Normandie	62	2.7%	4.2%	36	2.9%	5.1%	26	2.3%	3.3%	19	2.0%	4.5%
Basse-Normandie	38	1.6%	3.2%	15	1.2%	2.6%	23	2.1%	3.7%	8	0.8%	2.4%
Centre	79	3.4%	3.8%	44	3.6%	4.4%	35	3.2%	3.2%	23	2.4%	3.6%
Pays de la Loire	123	5.3%	4.3%	65	5.3%	4.7%	58	5.3%	3.9%	44	4.6%	5.3%
Bretagne	103	4.4%	3.9%	66	5.4%	5.3%	37	3.4%	2.7%	47	5.0%	6.1%
Poitou-Charentes	80	3.5%	5.5%	51	4.2%	7.3%	29	2.7%	3.8%	29	3.1%	7.7%
Aquitaine	104	4.5%	3.9%	53	4.4%	4.2%	51	4.6%	3.6%	47	5.0%	5.8%
Midi-Pyrénées	130	5.6%	5.4%	68	5.6%	5.9%	62	5.6%	5.0%	54	5.7%	6.7%
Limousin	42	1.8%	6.7%	22	1.8%	7.3%	20	1.9%	6.2%	12	1.3%	7.5%
Auvergne	42	1.8%	3.7%	17	1.4%	3.1%	26	2.3%	4.4%	18	1.9%	5.9%
Rhône-Alpes	223	9.6%	4.4%	116	9.5%	4.8%	107	9.7%	4.1%	83	8.8%	4.7%
Languedoc-Roussillon	98	4.2%	4.5%	54	4.4%	5.2%	44	4.0%	3.8%	34	3.6%	5.3%
Provence-Alpes-Côte-d'Azur-Corse	209	9.0%	4.8%	106	8.7%	5.2%	103	9.4%	4.5%	87	9.3%	6.1%
Habitudes de connexion Internet												
Tous les jours	1434	62.0%	5.2%	802	65.9%	5.7%	632	57.6%	4.7%	737	78.2%	5.7%
Presque tous les jours	288	12.5%	4.7%	135	11.1%	4.7%	153	14.0%	4.7%	112	11.9%	4.8%
1 à 2 fois par semaine	153	6.6%	4.7%	68	5.6%	4.6%	85	7.7%	4.8%	57	6.1%	6.1%
1 à 3 fois par mois	35	1.5%	4.1%	15	1.2%	4.4%	20	1.8%	3.9%	7	0.7%	4.6%
Moins souvent	50	2.2%	3.7%	22	1.8%	3.5%	27	2.5%	3.9%	8	0.9%	6.3%
Jamais	1	0.0%	0.7%	0	0.0%	0.4%	1	0.1%	1.2%	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	45	1.9%	2.1%	22	1.8%	2.6%	23	2.1%	1.8%	11	1.1%	5.8%
De 9 000 à moins de 12 000 euros par an	74	3.2%	2.2%	24	2.0%	2.1%	50	4.5%	2.3%	7	0.8%	2.9%
De 12 000 à moins de 18 000 euros par an	173	7.5%	2.7%	58	4.8%	2.1%	115	10.5%	3.1%	23	2.4%	3.0%
De 18 000 à moins de 24 000 euros par an	238	10.3%	3.2%	111	9.1%	3.1%	128	11.6%	3.2%	64	6.8%	4.0%
De 24 000 à moins de 36 000 euros par an	475	20.5%	4.1%	237	19.5%	4.3%	239	21.7%	3.9%	170	18.0%	4.6%
De 36 000 à moins de 45 000 euros par an	354	15.3%	5.4%	200	16.4%	5.6%	155	14.1%	5.2%	128	13.5%	4.3%
De 45 000 à moins de 65 000 euros par an	480	20.8%	8.0%	295	24.3%	8.9%	185	16.8%	7.0%	246	26.1%	6.9%
De 65 000 à moins de 80 000 euros par an	136	5.9%	8.9%	85	7.0%	9.2%	51	4.7%	8.3%	92	9.8%	8.3%
De 80 000 à moins de 115 000 euros par an	103	4.5%	10.6%	67	5.5%	11.3%	36	3.2%	9.4%	83	8.8%	10.4%
115 000 euros et plus par an	54	2.4%	11.9%	30	2.4%	10.8%	25	2.3%	13.4%	44	4.6%	11.4%
Refus	130	5.6%	4.1%	60	4.9%	4.5%	70	6.4%	3.7%	56	5.9%	4.9%
Ne sait pas	49	2.1%	3.4%	27	2.2%	4.3%	22	2.0%	2.7%	19	2.1%	4.0%