

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2129	100.0%	4.2%	1171	100.0%	4.8%	958	100.0%	3.6%	809	100.0%	4.8%
Sexe												
Homme	1171	55.0%	4.8%	1171	100.0%	4.8%	0	-	-	472	58.4%	5.4%
Femme	958	45.0%	3.6%	0	-	-	958	100.0%	3.6%	337	41.6%	4.1%
Age												
15 à 24 ans	219	10.3%	3.0%	136	11.7%	3.7%	83	8.6%	2.3%	105	13.0%	3.3%
25 à 34 ans	207	9.7%	2.7%	124	10.6%	3.3%	83	8.7%	2.1%	107	13.2%	3.1%
35 à 49 ans	482	22.6%	3.8%	253	21.6%	4.0%	229	23.9%	3.6%	298	36.9%	4.8%
50 à 64 ans	610	28.7%	5.0%	324	27.7%	5.5%	286	29.9%	4.5%	276	34.1%	6.8%
65 ans et plus	611	28.7%	5.5%	334	28.5%	7.0%	277	28.9%	4.4%	23	2.9%	12.4%
Individu												
Ménagère	859	40.3%	3.7%	0	-	-	859	89.6%	3.7%	308	38.1%	4.5%
Personne de Référence	1229	57.7%	4.4%	1003	85.7%	5.0%	226	23.6%	2.9%	456	56.4%	5.4%
Responsable des achats	1424	66.9%	4.0%	595	50.8%	4.8%	829	86.5%	3.6%	521	64.4%	4.9%
PCS Individu												
Agriculteurs	8	0.4%	1.5%	4	0.3%	1.1%	4	0.5%	2.2%	0	-	-
Petits patrons	103	4.8%	6.2%	72	6.1%	6.2%	31	3.2%	6.3%	91	11.2%	6.2%
Affaires et Cadres	316	14.8%	6.6%	214	18.3%	7.3%	102	10.6%	5.6%	298	36.8%	6.9%
Professions intermédiaires	261	12.3%	3.9%	131	11.2%	3.8%	130	13.6%	4.0%	233	28.9%	4.2%
Employés	210	9.8%	2.5%	85	7.3%	4.1%	124	13.0%	2.0%	29	3.6%	1.6%
Ouvriers	150	7.0%	2.3%	120	10.2%	2.4%	30	3.1%	2.0%	12	1.5%	2.9%
Retraités	702	33.0%	5.6%	402	34.3%	6.7%	301	31.4%	4.6%	20	2.5%	8.6%
Autres inactifs	379	17.8%	3.8%	144	12.3%	4.1%	235	24.6%	3.6%	126	15.5%	4.1%
PCS Personne de Référence												
Agriculteurs	15	0.7%	1.9%	4	0.3%	0.9%	11	1.2%	2.7%	0	-	-
Petits patrons	122	5.7%	4.6%	78	6.7%	5.7%	44	4.6%	3.5%	122	15.1%	4.6%
Affaires et Cadres	417	19.6%	6.1%	247	21.1%	7.1%	171	17.8%	5.1%	417	51.6%	6.1%
Professions intermédiaires	269	12.7%	3.6%	147	12.6%	3.8%	122	12.7%	3.4%	269	33.3%	3.6%
Employés	161	7.6%	3.0%	89	7.6%	4.0%	72	7.5%	2.4%	0	-	-
Ouvriers	210	9.9%	2.2%	117	10.0%	2.4%	93	9.7%	2.0%	0	-	-
Retraités	816	38.3%	5.6%	428	36.6%	6.4%	387	40.4%	4.8%	0	-	-
Autres inactifs	119	5.6%	3.1%	61	5.2%	4.1%	58	6.0%	2.4%	0	-	-

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	332	15.6%	3.5%	177	15.2%	4.4%	155	16.1%	2.9%	77	9.5%	4.4%
2 personnes	883	41.5%	4.9%	467	39.9%	5.3%	416	43.4%	4.5%	227	28.1%	5.3%
3 personnes	364	17.1%	3.9%	211	18.0%	4.6%	154	16.0%	3.3%	179	22.2%	4.7%
4 personnes	324	15.2%	3.5%	195	16.7%	4.3%	129	13.5%	2.8%	206	25.5%	4.4%
5 personnes et +	225	10.6%	4.3%	120	10.2%	4.9%	105	11.0%	3.8%	120	14.8%	4.8%
Présence d'enfants de moins de 15 ans												
Oui	578	27.2%	3.7%	323	27.6%	4.4%	255	26.6%	3.0%	349	43.1%	4.5%
Non	1551	72.8%	4.4%	847	72.4%	4.9%	703	73.4%	3.9%	460	56.9%	5.0%
Habitat												
Communes rurales	365	17.1%	3.1%	202	17.3%	3.6%	162	16.9%	2.6%	108	13.4%	3.2%
Agglo. - 20 000 hab	307	14.4%	3.4%	180	15.4%	4.3%	127	13.2%	2.7%	85	10.5%	3.3%
Agglo. 20 000 à 100 000 hab	293	13.8%	4.3%	163	13.9%	4.7%	130	13.6%	3.8%	106	13.1%	5.3%
Agglo. + 100 000 hab	648	30.4%	4.3%	348	29.7%	4.8%	300	31.4%	3.8%	241	29.8%	4.6%
Agglo. Paris	516	24.3%	6.1%	277	23.7%	6.9%	239	24.9%	5.4%	268	33.2%	6.9%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	543	25.5%	5.7%	289	24.7%	6.4%	254	26.5%	5.1%	279	34.4%	6.4%
Nord-Pas-de-Calais	83	3.9%	2.6%	51	4.3%	3.3%	32	3.4%	1.9%	23	2.9%	2.5%
Lorraine	61	2.9%	3.2%	37	3.1%	3.9%	24	2.6%	2.4%	17	2.1%	3.1%
Alsace	48	2.2%	3.2%	30	2.6%	4.1%	18	1.8%	2.3%	19	2.3%	3.8%
Franche-Comté	33	1.6%	3.5%	19	1.6%	4.1%	14	1.5%	2.9%	14	1.8%	5.4%
Champagne-Ardenne	49	2.3%	4.5%	29	2.5%	5.5%	20	2.1%	3.6%	15	1.9%	4.8%
Picardie	50	2.4%	3.3%	24	2.0%	3.2%	26	2.7%	3.3%	20	2.4%	4.5%
Bourgogne	50	2.3%	3.6%	30	2.5%	4.5%	20	2.1%	2.8%	17	2.1%	4.7%
Haute-Normandie	44	2.1%	3.0%	24	2.0%	3.3%	20	2.1%	2.6%	12	1.5%	2.8%
Basse-Normandie	41	1.9%	3.4%	21	1.8%	3.6%	20	2.1%	3.2%	10	1.3%	3.1%
Centre	81	3.8%	3.9%	47	4.0%	4.7%	34	3.5%	3.1%	37	4.6%	5.9%
Pays de la Loire	117	5.5%	4.1%	52	4.4%	3.8%	65	6.7%	4.3%	36	4.5%	4.4%
Bretagne	103	4.8%	4.0%	61	5.2%	4.8%	42	4.4%	3.1%	31	3.8%	4.0%
Poitou-Charentes	62	2.9%	4.2%	33	2.9%	4.7%	29	3.0%	3.7%	17	2.1%	4.6%
Aquitaine	138	6.5%	5.1%	89	7.6%	7.0%	49	5.1%	3.5%	51	6.3%	6.3%
Midi-Pyrénées	96	4.5%	4.0%	62	5.3%	5.4%	34	3.5%	2.7%	29	3.6%	3.6%
Limousin	32	1.5%	5.2%	19	1.6%	6.2%	14	1.4%	4.2%	6	0.8%	3.9%
Auvergne	47	2.2%	4.2%	14	1.2%	2.6%	33	3.5%	5.7%	15	1.9%	5.1%
Rhône-Alpes	195	9.2%	3.9%	104	8.9%	4.3%	91	9.5%	3.5%	69	8.5%	3.8%
Languedoc-Roussillon	94	4.4%	4.3%	51	4.3%	4.9%	43	4.5%	3.8%	28	3.5%	4.3%
Provence-Alpes-Côte-d'Azur-Corse	163	7.7%	3.8%	87	7.4%	4.3%	76	7.9%	3.3%	64	7.9%	4.5%
Habitudes de connexion Internet												
Tous les jours	1355	63.7%	4.9%	773	66.0%	5.5%	582	60.8%	4.3%	664	82.1%	5.1%
Presque tous les jours	227	10.7%	3.7%	114	9.8%	4.0%	113	11.8%	3.5%	78	9.6%	3.3%
1 à 2 fois par semaine	101	4.7%	3.1%	53	4.5%	3.6%	48	5.0%	2.7%	38	4.7%	4.1%
1 à 3 fois par mois	20	0.9%	2.3%	10	0.8%	3.0%	10	1.0%	1.9%	5	0.6%	3.2%
Moins souvent	52	2.5%	3.9%	31	2.7%	4.9%	21	2.2%	3.0%	6	0.7%	4.4%
Jamais	4	0.2%	3.1%	4	0.4%	5.0%	0	-	-	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	67	3.1%	3.1%	41	3.5%	4.7%	26	2.7%	2.1%	6	0.7%	3.2%
De 9 000 à moins de 12 000 euros par an	77	3.6%	2.3%	41	3.5%	3.6%	35	3.7%	1.6%	6	0.7%	2.4%
De 12 000 à moins de 18 000 euros par an	145	6.8%	2.2%	59	5.0%	2.1%	86	9.0%	2.3%	17	2.1%	2.2%
De 18 000 à moins de 24 000 euros par an	276	12.9%	3.7%	143	12.2%	4.0%	133	13.9%	3.4%	60	7.4%	3.8%
De 24 000 à moins de 36 000 euros par an	428	20.1%	3.7%	215	18.4%	3.9%	213	22.2%	3.5%	151	18.7%	4.1%
De 36 000 à moins de 45 000 euros par an	293	13.7%	4.5%	182	15.6%	5.1%	110	11.5%	3.7%	84	10.4%	2.8%
De 45 000 à moins de 65 000 euros par an	368	17.3%	6.2%	204	17.4%	6.1%	164	17.1%	6.2%	193	23.9%	5.4%
De 65 000 à moins de 80 000 euros par an	144	6.7%	9.4%	96	8.2%	10.5%	48	5.0%	7.7%	100	12.4%	9.0%
De 80 000 à moins de 115 000 euros par an	90	4.2%	9.2%	58	5.0%	9.8%	32	3.3%	8.3%	65	8.0%	8.1%
115 000 euros et plus par an	64	3.0%	14.1%	40	3.4%	14.7%	24	2.5%	13.1%	51	6.3%	13.4%
Refus	128	6.0%	4.0%	62	5.3%	4.7%	66	6.9%	3.5%	56	7.0%	5.0%
Ne sait pas	50	2.4%	3.5%	29	2.5%	4.6%	21	2.2%	2.6%	19	2.4%	4.0%