

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1360	100.0%	2.7%	450	100.0%	1.8%	910	100.0%	3.4%	457	100.0%	2.7%
Sexe												
Homme	450	33.1%	1.8%	450	100.0%	1.8%	0	-	-	155	33.9%	1.8%
Femme	910	66.9%	3.4%	0	-	-	910	100.0%	3.4%	302	66.1%	3.7%
Age												
15 à 24 ans	82	6.0%	1.1%	29	6.4%	0.8%	54	5.9%	1.5%	32	7.1%	1.0%
25 à 34 ans	100	7.4%	1.3%	24	5.3%	0.6%	76	8.4%	1.9%	53	11.7%	1.6%
35 à 49 ans	254	18.7%	2.0%	65	14.5%	1.0%	189	20.7%	2.9%	167	36.6%	2.7%
50 à 64 ans	381	28.0%	3.1%	130	28.9%	2.2%	251	27.6%	4.0%	171	37.5%	4.2%
65 ans et plus	542	39.9%	4.9%	202	44.9%	4.2%	340	37.4%	5.4%	33	7.2%	17.5%
Individu												
Ménagère	861	63.3%	3.7%	0	-	-	861	94.6%	3.7%	280	61.3%	4.1%
Personne de Référence	674	49.6%	2.4%	404	90.0%	2.0%	270	29.6%	3.4%	189	41.3%	2.2%
Responsable des achats	1062	78.1%	3.0%	226	50.3%	1.8%	836	91.9%	3.6%	357	78.2%	3.3%
PCS Individu												
Agriculteurs	12	0.9%	2.3%	7	1.5%	2.0%	6	0.6%	2.7%	3	0.7%	13.6%
Petits patrons	61	4.5%	3.7%	27	6.0%	2.3%	34	3.7%	7.0%	50	11.1%	3.4%
Affaires et Cadres	159	11.7%	3.3%	72	16.0%	2.5%	87	9.5%	4.7%	142	31.0%	3.3%
Professions intermédiaires	142	10.4%	2.1%	48	10.7%	1.4%	94	10.3%	2.9%	122	26.8%	2.2%
Employés	142	10.4%	1.7%	19	4.1%	0.9%	123	13.5%	2.0%	38	8.4%	2.1%
Ouvriers	48	3.5%	0.7%	23	5.1%	0.5%	25	2.7%	1.7%	4	1.0%	1.0%
Retraités	522	38.4%	4.2%	211	46.9%	3.5%	312	34.2%	4.7%	21	4.6%	8.9%
Autres inactifs	274	20.2%	2.7%	44	9.7%	1.2%	230	25.3%	3.5%	75	16.5%	2.4%
PCS Personne de Référence												
Agriculteurs	15	1.1%	1.9%	7	1.5%	1.7%	8	0.9%	2.0%	0	-	-
Petits patrons	69	5.0%	2.6%	26	5.8%	1.9%	43	4.7%	3.4%	69	15.0%	2.6%
Affaires et Cadres	271	19.9%	4.0%	78	17.3%	2.2%	193	21.2%	5.7%	271	59.3%	4.0%
Professions intermédiaires	117	8.6%	1.6%	51	11.4%	1.3%	66	7.3%	1.8%	117	25.7%	1.6%
Employés	78	5.7%	1.5%	19	4.1%	0.8%	60	6.5%	1.9%	0	-	-
Ouvriers	96	7.1%	1.0%	25	5.6%	0.5%	71	7.8%	1.6%	0	-	-
Retraités	624	45.9%	4.2%	226	50.2%	3.4%	398	43.8%	5.0%	0	-	-
Autres inactifs	90	6.6%	2.3%	18	4.1%	1.2%	71	7.8%	3.0%	0	-	-

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	277	20.3%	2.9%	62	13.8%	1.5%	215	23.6%	4.0%	50	10.9%	2.9%
2 personnes	636	46.8%	3.5%	246	54.8%	2.8%	390	42.8%	4.2%	170	37.3%	4.0%
3 personnes	199	14.6%	2.1%	69	15.3%	1.5%	130	14.3%	2.8%	88	19.3%	2.3%
4 personnes	141	10.4%	1.5%	44	9.7%	1.0%	97	10.7%	2.1%	84	18.4%	1.8%
5 personnes et +	107	7.8%	2.0%	29	6.4%	1.2%	78	8.6%	2.8%	65	14.2%	2.6%
Présence d'enfants de moins de 15 ans												
Oui	285	21.0%	1.8%	77	17.0%	1.1%	208	22.9%	2.5%	175	38.2%	2.3%
Non	1075	79.0%	3.0%	373	83.0%	2.2%	702	77.1%	3.9%	282	61.8%	3.0%
Habitat												
Communes rurales	201	14.8%	1.7%	73	16.3%	1.3%	128	14.1%	2.1%	57	12.5%	1.7%
Agglo. - 20 000 hab	204	15.0%	2.3%	70	15.7%	1.7%	134	14.7%	2.8%	53	11.5%	2.1%
Agglo. 20 000 à 100 000 hab	149	11.0%	2.2%	45	9.9%	1.3%	104	11.5%	3.1%	48	10.4%	2.4%
Agglo. + 100 000 hab	387	28.4%	2.5%	114	25.4%	1.6%	272	29.9%	3.4%	113	24.8%	2.2%
Agglo. Paris	419	30.8%	5.0%	147	32.8%	3.7%	272	29.9%	6.1%	186	40.8%	4.8%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	440	32.4%	4.7%	154	34.3%	3.4%	286	31.4%	5.8%	195	42.7%	4.5%
Nord-Pas-de-Calais	48	3.5%	1.5%	16	3.5%	1.0%	32	3.5%	1.9%	10	2.2%	1.1%
Lorraine	41	3.0%	2.1%	12	2.6%	1.3%	29	3.2%	2.9%	13	3.0%	2.5%
Alsace	18	1.4%	1.2%	4	1.0%	0.6%	14	1.5%	1.8%	9	1.9%	1.8%
Franche-Comté	16	1.2%	1.7%	9	2.0%	2.0%	7	0.8%	1.4%	3	0.6%	1.0%
Champagne-Ardenne	24	1.7%	2.2%	8	1.8%	1.6%	15	1.7%	2.7%	5	1.2%	1.7%
Picardie	34	2.5%	2.2%	17	3.8%	2.3%	16	1.8%	2.1%	6	1.4%	1.5%
Bourgogne	37	2.7%	2.7%	11	2.5%	1.7%	26	2.8%	3.6%	12	2.5%	3.2%
Haute-Normandie	39	2.9%	2.6%	10	2.2%	1.4%	29	3.2%	3.8%	11	2.5%	2.6%
Basse-Normandie	24	1.7%	2.0%	12	2.6%	2.0%	12	1.3%	1.9%	9	2.1%	2.8%
Centre	50	3.7%	2.4%	17	3.8%	1.7%	33	3.6%	3.1%	16	3.4%	2.5%
Pays de la Loire	52	3.8%	1.8%	16	3.6%	1.2%	36	3.9%	2.4%	11	2.4%	1.3%
Bretagne	43	3.1%	1.6%	13	2.9%	1.0%	30	3.3%	2.2%	7	1.6%	1.0%
Poitou-Charentes	30	2.2%	2.0%	12	2.7%	1.7%	18	2.0%	2.3%	9	1.9%	2.3%
Aquitaine	74	5.4%	2.8%	27	6.1%	2.2%	46	5.1%	3.3%	22	4.8%	2.7%
Midi-Pyrénées	58	4.2%	2.4%	25	5.6%	2.2%	33	3.6%	2.6%	22	4.8%	2.7%
Limousin	16	1.2%	2.5%	8	1.8%	2.7%	8	0.8%	2.3%	3	0.6%	1.8%
Auvergne	14	1.1%	1.3%	3	0.7%	0.6%	11	1.2%	1.9%	3	0.6%	0.9%
Rhône-Alpes	112	8.2%	2.2%	34	7.6%	1.4%	78	8.6%	3.0%	41	9.0%	2.3%
Languedoc-Roussillon	55	4.1%	2.5%	13	3.0%	1.3%	42	4.6%	3.7%	10	2.1%	1.5%
Provence-Alpes-Côte-d'Azur-Corse	135	9.9%	3.1%	26	5.8%	1.3%	109	12.0%	4.8%	40	8.7%	2.8%
Habitudes de connexion Internet												
Tous les jours	780	57.4%	2.8%	272	60.5%	1.9%	508	55.8%	3.8%	365	79.8%	2.8%
Presque tous les jours	183	13.5%	3.0%	54	12.1%	1.9%	129	14.1%	4.0%	63	13.7%	2.7%
1 à 2 fois par semaine	67	4.9%	2.1%	15	3.3%	1.0%	52	5.7%	2.9%	12	2.6%	1.3%
1 à 3 fois par mois	17	1.3%	2.0%	6	1.3%	1.7%	12	1.3%	2.3%	0	0.1%	0.3%
Moins souvent	26	1.9%	1.9%	10	2.2%	1.5%	16	1.8%	2.3%	11	2.3%	8.0%
Jamais	5	0.4%	3.8%	5	1.2%	6.2%	0	-	-	3	0.7%	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	44	3.2%	2.0%	6	1.4%	0.7%	37	4.1%	2.9%	3	0.7%	1.8%
De 9 000 à moins de 12 000 euros par an	35	2.6%	1.1%	7	1.5%	0.6%	28	3.1%	1.3%	4	0.9%	1.7%
De 12 000 à moins de 18 000 euros par an	89	6.6%	1.4%	12	2.6%	0.4%	77	8.5%	2.1%	7	1.4%	0.9%
De 18 000 à moins de 24 000 euros par an	140	10.3%	1.9%	48	10.6%	1.4%	92	10.1%	2.3%	29	6.4%	1.8%
De 24 000 à moins de 36 000 euros par an	263	19.3%	2.3%	73	16.3%	1.3%	190	20.9%	3.1%	54	11.7%	1.4%
De 36 000 à moins de 45 000 euros par an	152	11.2%	2.3%	43	9.5%	1.2%	109	12.0%	3.7%	66	14.5%	2.2%
De 45 000 à moins de 65 000 euros par an	224	16.5%	3.8%	86	19.0%	2.6%	139	15.2%	5.3%	91	19.8%	2.5%
De 65 000 à moins de 80 000 euros par an	95	7.0%	6.2%	43	9.6%	4.7%	52	5.7%	8.4%	44	9.7%	4.0%
De 80 000 à moins de 115 000 euros par an	85	6.3%	8.7%	48	10.7%	8.1%	37	4.0%	9.7%	51	11.2%	6.4%
115 000 euros et plus par an	49	3.6%	10.7%	29	6.4%	10.5%	20	2.2%	11.0%	36	7.8%	9.3%
Refus	141	10.4%	4.4%	47	10.5%	3.5%	94	10.3%	5.0%	62	13.6%	5.4%
Ne sait pas	42	3.1%	2.9%	8	1.8%	1.3%	34	3.8%	4.2%	10	2.2%	2.1%