

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2250	100.0%	4.4%	538	100.0%	2.2%	1712	100.0%	6.4%	446	100.0%	2.6%
Sexe												
Homme	538	23.9%	2.2%	538	100.0%	2.2%	0	-	-	78	17.4%	0.9%
Femme	1712	76.1%	6.4%	0	-	-	1712	100.0%	6.4%	368	82.6%	4.5%
Age												
15 à 24 ans	112	5.0%	1.5%	21	3.9%	0.6%	92	5.4%	2.5%	26	5.8%	0.8%
25 à 34 ans	189	8.4%	2.5%	36	6.8%	1.0%	153	8.9%	3.9%	49	11.0%	1.4%
35 à 49 ans	652	29.0%	5.1%	134	24.9%	2.1%	518	30.3%	8.1%	223	50.1%	3.6%
50 à 64 ans	706	31.4%	5.8%	182	33.8%	3.1%	524	30.6%	8.3%	142	31.9%	3.5%
65 ans et plus	590	26.2%	5.3%	165	30.7%	3.5%	425	24.8%	6.7%	5	1.2%	2.8%
Individu												
Ménagère	1603	71.2%	6.8%	0	-	-	1603	93.6%	6.8%	344	77.2%	5.1%
Personne de Référence	1055	46.9%	3.8%	497	92.3%	2.5%	558	32.6%	7.1%	132	29.6%	1.6%
Responsable des achats	1855	82.4%	5.2%	274	50.9%	2.2%	1581	92.4%	6.9%	380	85.2%	3.5%
PCS Individu												
Agriculteurs	17	0.7%	3.1%	7	1.4%	2.3%	9	0.5%	4.5%	0	-	-
Petits patrons	55	2.4%	3.3%	17	3.1%	1.4%	39	2.3%	7.9%	40	9.0%	2.7%
Affaires et Cadres	51	2.2%	1.1%	15	2.8%	0.5%	36	2.1%	1.9%	34	7.6%	0.8%
Professions intermédiaires	193	8.6%	2.9%	53	9.8%	1.5%	140	8.2%	4.3%	148	33.2%	2.7%
Employés	585	26.0%	7.0%	48	9.0%	2.3%	536	31.3%	8.5%	133	29.8%	7.3%
Ouvriers	278	12.4%	4.3%	129	24.0%	2.6%	149	8.7%	10.0%	15	3.4%	3.5%
Retraités	695	30.9%	5.5%	210	39.0%	3.5%	485	28.3%	7.4%	14	3.2%	6.1%
Autres inactifs	377	16.8%	3.8%	59	11.0%	1.7%	318	18.6%	4.9%	62	13.8%	2.0%
PCS Personne de Référence												
Agriculteurs	25	1.1%	3.1%	7	1.2%	1.7%	18	1.1%	4.4%	0	-	-
Petits patrons	92	4.1%	3.5%	15	2.9%	1.1%	76	4.4%	6.1%	92	20.5%	3.5%
Affaires et Cadres	126	5.6%	1.8%	15	2.8%	0.4%	111	6.5%	3.3%	126	28.3%	1.8%
Professions intermédiaires	228	10.1%	3.0%	47	8.8%	1.2%	181	10.5%	5.1%	228	51.2%	3.0%
Employés	280	12.5%	5.3%	50	9.2%	2.2%	230	13.5%	7.5%	0	-	-
Ouvriers	489	21.7%	5.2%	129	24.0%	2.6%	360	21.0%	7.9%	0	-	-
Retraités	818	36.4%	5.6%	223	41.5%	3.3%	595	34.7%	7.4%	0	-	-
Autres inactifs	193	8.6%	5.0%	52	9.7%	3.5%	141	8.2%	5.8%	0	-	-

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	436	19.4%	4.6%	67	12.4%	1.6%	369	21.6%	6.9%	28	6.3%	1.6%
2 personnes	913	40.6%	5.1%	285	53.0%	3.2%	628	36.7%	6.8%	134	30.0%	3.1%
3 personnes	418	18.6%	4.5%	100	18.5%	2.2%	318	18.6%	6.8%	108	24.3%	2.9%
4 personnes	333	14.8%	3.6%	67	12.5%	1.5%	265	15.5%	5.8%	110	24.8%	2.4%
5 personnes et +	150	6.7%	2.9%	20	3.7%	0.8%	130	7.6%	4.7%	65	14.6%	2.6%
Présence d'enfants de moins de 15 ans												
Oui	609	27.1%	3.9%	106	19.7%	1.5%	503	29.4%	6.0%	229	51.4%	3.0%
Non	1641	72.9%	4.6%	432	80.3%	2.5%	1208	70.6%	6.6%	217	48.6%	2.3%
Habitat												
Communes rurales	576	25.6%	4.9%	129	24.0%	2.3%	447	26.1%	7.3%	97	21.7%	2.9%
Agglo. - 20 000 hab	420	18.7%	4.7%	99	18.3%	2.3%	321	18.8%	6.8%	75	16.8%	2.9%
Agglo. 20 000 à 100 000 hab	343	15.2%	5.0%	96	17.9%	2.8%	246	14.4%	7.2%	55	12.4%	2.8%
Agglo. + 100 000 hab	690	30.7%	4.5%	185	34.3%	2.6%	505	29.5%	6.4%	135	30.3%	2.6%
Agglo. Paris	222	9.9%	2.6%	30	5.5%	0.7%	192	11.2%	4.3%	84	18.8%	2.2%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	247	11.0%	2.6%	36	6.6%	0.8%	211	12.4%	4.3%	88	19.8%	2.0%
Nord-Pas-de-Calais	189	8.4%	5.9%	58	10.9%	3.8%	131	7.7%	7.8%	25	5.6%	2.7%
Lorraine	132	5.9%	6.8%	37	6.9%	4.0%	95	5.6%	9.5%	26	5.9%	4.8%
Alsace	100	4.5%	6.6%	38	7.1%	5.2%	62	3.6%	7.9%	19	4.2%	3.8%
Franche-Comté	40	1.8%	4.2%	9	1.6%	1.9%	31	1.8%	6.4%	6	1.4%	2.4%
Champagne-Ardenne	53	2.4%	4.9%	14	2.7%	2.8%	39	2.3%	6.9%	8	1.8%	2.5%
Picardie	82	3.6%	5.3%	24	4.5%	3.2%	58	3.4%	7.3%	10	2.3%	2.3%
Bourgogne	72	3.2%	5.3%	11	2.1%	1.7%	60	3.5%	8.5%	10	2.2%	2.8%
Haute-Normandie	67	3.0%	4.5%	21	3.8%	2.9%	46	2.7%	6.0%	11	2.4%	2.5%
Basse-Normandie	55	2.5%	4.6%	11	2.1%	1.9%	44	2.6%	7.1%	11	2.4%	3.2%
Centre	98	4.3%	4.7%	27	5.0%	2.7%	71	4.1%	6.6%	15	3.3%	2.4%
Pays de la Loire	138	6.1%	4.8%	28	5.1%	2.0%	110	6.4%	7.4%	27	6.1%	3.3%
Bretagne	115	5.1%	4.4%	31	5.8%	2.5%	83	4.9%	6.2%	16	3.5%	2.0%
Poitou-Charentes	73	3.3%	5.0%	18	3.3%	2.6%	55	3.2%	7.2%	8	1.9%	2.2%
Aquitaine	114	5.1%	4.2%	30	5.5%	2.3%	84	4.9%	6.0%	27	6.0%	3.3%
Midi-Pyrénées	89	4.0%	3.7%	15	2.7%	1.3%	74	4.3%	6.0%	14	3.2%	1.8%
Limousin	36	1.6%	5.7%	9	1.6%	2.9%	27	1.6%	8.2%	7	1.5%	4.3%
Auvergne	56	2.5%	5.0%	9	1.7%	1.7%	47	2.7%	8.0%	8	1.7%	2.5%
Rhône-Alpes	171	7.6%	3.4%	46	8.5%	1.9%	125	7.3%	4.8%	32	7.3%	1.8%
Languedoc-Roussillon	106	4.7%	4.9%	18	3.4%	1.8%	88	5.1%	7.7%	25	5.6%	3.8%
Provence-Alpes-Côte-d'Azur-Corse	217	9.6%	5.0%	48	8.9%	2.4%	169	9.9%	7.4%	53	11.9%	3.7%
Habitudes de connexion Internet												
Tous les jours	974	43.3%	3.5%	240	44.6%	1.7%	734	42.9%	5.4%	304	68.3%	2.4%
Presque tous les jours	276	12.3%	4.5%	66	12.2%	2.3%	211	12.3%	6.5%	67	15.0%	2.9%
1 à 2 fois par semaine	166	7.4%	5.1%	36	6.8%	2.5%	129	7.6%	7.3%	44	10.0%	4.7%
1 à 3 fois par mois	39	1.8%	4.7%	4	0.8%	1.3%	35	2.0%	6.8%	8	1.8%	5.4%
Moins souvent	88	3.9%	6.6%	18	3.3%	2.8%	71	4.1%	10.1%	0	-	-
Jamais	12	0.5%	8.6%	0	-	-	12	0.7%	22.4%	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	122	5.4%	5.7%	26	4.8%	3.0%	96	5.6%	7.5%	8	1.8%	4.3%
De 9 000 à moins de 12 000 euros par an	198	8.8%	6.0%	25	4.7%	2.2%	173	10.1%	7.9%	13	2.9%	5.2%
De 12 000 à moins de 18 000 euros par an	333	14.8%	5.1%	86	15.9%	3.1%	247	14.4%	6.6%	19	4.3%	2.5%
De 18 000 à moins de 24 000 euros par an	371	16.5%	5.0%	86	15.9%	2.4%	286	16.7%	7.3%	64	14.3%	4.0%
De 24 000 à moins de 36 000 euros par an	607	27.0%	5.2%	162	30.1%	2.9%	445	26.0%	7.4%	123	27.7%	3.3%
De 36 000 à moins de 45 000 euros par an	228	10.1%	3.5%	73	13.6%	2.0%	155	9.1%	5.3%	70	15.7%	2.4%
De 45 000 à moins de 65 000 euros par an	168	7.4%	2.8%	39	7.3%	1.2%	128	7.5%	4.9%	79	17.7%	2.2%
De 65 000 à moins de 80 000 euros par an	31	1.4%	2.0%	11	2.0%	1.2%	21	1.2%	3.4%	24	5.5%	2.2%
De 80 000 à moins de 115 000 euros par an	10	0.5%	1.0%	4	0.8%	0.7%	6	0.3%	1.6%	6	1.3%	0.7%
115 000 euros et plus par an	2	0.1%	0.5%	0	-	-	2	0.1%	1.3%	0	-	-
Refus	139	6.2%	4.3%	20	3.7%	1.5%	119	6.9%	6.3%	30	6.8%	2.6%
Ne sait pas	41	1.8%	2.8%	7	1.2%	1.1%	35	2.0%	4.2%	9	2.1%	2.0%