

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1223	100.0%	2.4%	299	100.0%	1.2%	924	100.0%	3.5%	466	100.0%	2.7%
Sexe												
Homme	299	24.5%	1.2%	299	100.0%	1.2%	0	-	-	118	25.3%	1.3%
Femme	924	75.5%	3.5%	0	-	-	924	100.0%	3.5%	348	74.7%	4.3%
Age												
15 à 24 ans	79	6.4%	1.1%	22	7.4%	0.6%	56	6.1%	1.5%	24	5.2%	0.8%
25 à 34 ans	189	15.5%	2.5%	46	15.5%	1.2%	143	15.5%	3.7%	101	21.6%	3.0%
35 à 49 ans	428	35.0%	3.4%	103	34.4%	1.7%	325	35.1%	5.1%	234	50.3%	3.8%
50 à 64 ans	339	27.7%	2.8%	74	24.7%	1.2%	265	28.7%	4.2%	103	22.0%	2.5%
65 ans et plus	188	15.4%	1.7%	54	18.0%	1.1%	135	14.6%	2.1%	4	0.9%	2.3%
Individu												
Ménagère	883	72.2%	3.8%	0	-	-	883	95.5%	3.8%	332	71.2%	4.9%
Personne de Référence	471	38.5%	1.7%	266	88.9%	1.3%	205	22.2%	2.6%	161	34.5%	1.9%
Responsable des achats	1013	82.8%	2.9%	143	47.7%	1.1%	870	94.2%	3.8%	373	80.1%	3.5%
PCS Individu												
Agriculteurs	27	2.2%	5.0%	10	3.4%	3.1%	17	1.8%	8.1%	2	0.4%	7.2%
Petits patrons	63	5.2%	3.8%	32	10.7%	2.7%	31	3.4%	6.4%	45	9.8%	3.1%
Affaires et Cadres	121	9.9%	2.6%	35	11.7%	1.2%	86	9.4%	4.7%	102	21.9%	2.4%
Professions intermédiaires	195	15.9%	2.9%	53	17.8%	1.5%	142	15.3%	4.3%	152	32.7%	2.7%
Employés	261	21.3%	3.1%	12	4.2%	0.6%	248	26.9%	3.9%	77	16.6%	4.3%
Ouvriers	137	11.2%	2.1%	72	24.2%	1.5%	64	7.0%	4.3%	16	3.4%	3.7%
Retraités	229	18.8%	1.8%	68	22.6%	1.1%	162	17.5%	2.5%	11	2.3%	4.6%
Autres inactifs	190	15.6%	1.9%	16	5.5%	0.5%	174	18.8%	2.7%	60	13.0%	2.0%
PCS Personne de Référence												
Agriculteurs	45	3.7%	5.7%	11	3.5%	2.7%	35	3.7%	8.4%	0	-	-
Petits patrons	93	7.6%	3.5%	28	9.2%	2.0%	65	7.0%	5.2%	93	19.9%	3.5%
Affaires et Cadres	190	15.5%	2.8%	44	14.7%	1.3%	146	15.8%	4.3%	190	40.7%	2.8%
Professions intermédiaires	184	15.1%	2.5%	46	15.5%	1.2%	138	14.9%	3.9%	184	39.5%	2.5%
Employés	111	9.1%	2.1%	16	5.5%	0.7%	94	10.2%	3.1%	0	-	-
Ouvriers	233	19.0%	2.5%	71	23.6%	1.4%	162	17.5%	3.5%	0	-	-
Retraités	289	23.6%	2.0%	68	22.8%	1.0%	221	23.9%	2.8%	0	-	-
Autres inactifs	79	6.5%	2.0%	15	5.2%	1.0%	64	6.9%	2.6%	0	-	-

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	144	11.8%	1.5%	35	11.7%	0.9%	109	11.8%	2.0%	28	6.0%	1.6%
2 personnes	442	36.1%	2.5%	109	36.5%	1.2%	333	36.0%	3.6%	108	23.2%	2.5%
3 personnes	211	17.2%	2.3%	52	17.5%	1.1%	159	17.2%	3.4%	95	20.3%	2.5%
4 personnes	278	22.8%	3.0%	75	25.2%	1.6%	203	22.0%	4.4%	158	33.9%	3.4%
5 personnes et +	148	12.1%	2.8%	27	9.1%	1.1%	121	13.1%	4.3%	77	16.5%	3.1%
Présence d'enfants de moins de 15 ans												
Oui	499	40.8%	3.2%	115	38.5%	1.6%	384	41.5%	4.5%	278	59.6%	3.6%
Non	724	59.2%	2.0%	184	61.5%	1.1%	540	58.5%	3.0%	188	40.4%	2.0%
Habitat												
Communes rurales	393	32.1%	3.4%	111	37.1%	2.0%	281	30.5%	4.6%	136	29.1%	4.1%
Agglo. - 20 000 hab	234	19.1%	2.6%	47	15.6%	1.1%	187	20.3%	4.0%	84	18.0%	3.3%
Agglo. 20 000 à 100 000 hab	183	15.0%	2.7%	44	14.7%	1.3%	139	15.1%	4.1%	54	11.6%	2.7%
Agglo. + 100 000 hab	313	25.6%	2.1%	77	25.8%	1.1%	235	25.5%	3.0%	135	29.0%	2.6%
Agglo. Paris	101	8.2%	1.2%	20	6.7%	0.5%	81	8.7%	1.8%	57	12.3%	1.5%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	113	9.3%	1.2%	26	8.8%	0.6%	87	9.4%	1.8%	58	12.5%	1.4%
Nord-Pas-de-Calais	63	5.2%	2.0%	8	2.6%	0.5%	55	6.0%	3.3%	23	4.9%	2.5%
Lorraine	38	3.1%	2.0%	10	3.2%	1.0%	28	3.1%	2.8%	15	3.3%	2.8%
Alsace	19	1.6%	1.3%	0	-	-	19	2.1%	2.4%	5	1.1%	1.1%
Franche-Comté	29	2.3%	3.0%	7	2.2%	1.4%	22	2.4%	4.5%	13	2.9%	5.1%
Champagne-Ardenne	50	4.1%	4.6%	17	5.8%	3.3%	33	3.5%	5.8%	13	2.8%	4.0%
Picardie	34	2.8%	2.2%	13	4.3%	1.7%	21	2.3%	2.7%	11	2.3%	2.4%
Bourgogne	37	3.0%	2.7%	7	2.4%	1.1%	30	3.3%	4.3%	12	2.6%	3.3%
Haute-Normandie	51	4.2%	3.5%	16	5.3%	2.2%	35	3.8%	4.6%	22	4.6%	5.1%
Basse-Normandie	36	2.9%	2.9%	7	2.4%	1.2%	28	3.1%	4.5%	11	2.4%	3.4%
Centre	85	7.0%	4.1%	17	5.7%	1.7%	68	7.4%	6.3%	43	9.2%	6.8%
Pays de la Loire	73	5.9%	2.5%	35	11.8%	2.5%	37	4.1%	2.5%	20	4.3%	2.4%
Bretagne	70	5.7%	2.7%	16	5.3%	1.3%	54	5.8%	4.0%	24	5.0%	3.0%
Poitou-Charentes	58	4.7%	3.9%	14	4.6%	2.0%	44	4.8%	5.8%	15	3.2%	4.1%
Aquitaine	75	6.1%	2.8%	14	4.7%	1.1%	60	6.5%	4.3%	29	6.1%	3.5%
Midi-Pyrénées	56	4.6%	2.3%	13	4.5%	1.2%	42	4.6%	3.4%	22	4.7%	2.7%
Limousin	12	1.0%	2.0%	3	1.0%	1.0%	10	1.0%	2.9%	6	1.4%	4.1%
Auvergne	37	3.0%	3.3%	4	1.5%	0.8%	32	3.5%	5.5%	13	2.8%	4.3%
Rhône-Alpes	146	11.9%	2.9%	43	14.5%	1.8%	102	11.1%	3.9%	68	14.5%	3.8%
Languedoc-Roussillon	66	5.4%	3.0%	13	4.4%	1.3%	53	5.7%	4.6%	20	4.2%	3.0%
Provence-Alpes-Côte-d'Azur-Corse	77	6.3%	1.8%	15	5.1%	0.7%	62	6.7%	2.7%	23	5.0%	1.6%
Habitudes de connexion Internet												
Tous les jours	655	53.5%	2.4%	147	49.3%	1.1%	507	54.9%	3.7%	321	68.9%	2.5%
Presque tous les jours	182	14.8%	3.0%	38	12.6%	1.3%	144	15.6%	4.4%	71	15.2%	3.0%
1 à 2 fois par semaine	97	7.9%	3.0%	29	9.7%	2.0%	68	7.3%	3.8%	35	7.4%	3.7%
1 à 3 fois par mois	36	2.9%	4.2%	9	3.1%	2.8%	26	2.8%	5.1%	9	2.0%	6.1%
Moins souvent	17	1.4%	1.3%	6	1.9%	0.9%	12	1.3%	1.7%	4	0.9%	3.3%
Jamais	6	0.5%	4.5%	4	1.5%	5.3%	2	0.2%	3.2%	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	41	3.4%	1.9%	12	4.1%	1.4%	29	3.2%	2.3%	4	0.9%	2.4%
De 9 000 à moins de 12 000 euros par an	79	6.5%	2.4%	11	3.7%	1.0%	68	7.4%	3.1%	9	2.0%	3.7%
De 12 000 à moins de 18 000 euros par an	142	11.6%	2.2%	17	5.7%	0.6%	125	13.5%	3.3%	22	4.6%	2.8%
De 18 000 à moins de 24 000 euros par an	155	12.7%	2.1%	50	16.6%	1.4%	105	11.4%	2.7%	38	8.1%	2.4%
De 24 000 à moins de 36 000 euros par an	350	28.6%	3.0%	102	34.1%	1.8%	248	26.8%	4.1%	118	25.3%	3.2%
De 36 000 à moins de 45 000 euros par an	159	13.0%	2.4%	35	11.9%	1.0%	123	13.3%	4.2%	83	17.8%	2.8%
De 45 000 à moins de 65 000 euros par an	140	11.4%	2.3%	30	9.9%	0.9%	110	11.9%	4.2%	95	20.3%	2.7%
De 65 000 à moins de 80 000 euros par an	43	3.5%	2.8%	14	4.8%	1.6%	28	3.1%	4.6%	33	7.2%	3.0%
De 80 000 à moins de 115 000 euros par an	23	1.9%	2.4%	10	3.3%	1.7%	13	1.5%	3.5%	20	4.2%	2.5%
115 000 euros et plus par an	7	0.6%	1.6%	0	-	-	7	0.8%	4.0%	7	1.6%	1.9%
Refus	60	4.9%	1.9%	16	5.3%	1.2%	45	4.8%	2.4%	28	6.1%	2.5%
Ne sait pas	24	1.9%	1.6%	2	0.6%	0.3%	22	2.3%	2.6%	9	1.9%	1.9%