

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1039	100.0%	2.0%	355	100.0%	1.5%	684	100.0%	2.6%	426	100.0%	2.5%
Sexe												
Homme	355	34.2%	1.5%	355	100.0%	1.5%	0	-	-	132	31.1%	1.5%
Femme	684	65.8%	2.6%	0	-	-	684	100.0%	2.6%	293	68.9%	3.6%
Age												
15 à 24 ans	56	5.4%	0.8%	24	6.8%	0.6%	32	4.7%	0.9%	22	5.3%	0.7%
25 à 34 ans	124	11.9%	1.6%	49	13.7%	1.3%	75	11.0%	1.9%	56	13.2%	1.6%
35 à 49 ans	354	34.1%	2.8%	128	36.0%	2.0%	226	33.0%	3.5%	221	51.9%	3.6%
50 à 64 ans	339	32.6%	2.8%	97	27.4%	1.6%	241	35.3%	3.8%	124	29.1%	3.1%
65 ans et plus	166	16.0%	1.5%	57	16.1%	1.2%	109	16.0%	1.7%	2	0.5%	1.2%
Individu												
Ménagère	659	63.4%	2.8%	0	-	-	659	96.3%	2.8%	282	66.2%	4.1%
Personne de Référence	497	47.8%	1.8%	316	88.9%	1.6%	181	26.5%	2.3%	165	38.7%	2.0%
Responsable des achats	832	80.1%	2.3%	189	53.3%	1.5%	643	94.0%	2.8%	334	78.6%	3.1%
PCS Individu												
Agriculteurs	17	1.7%	3.2%	7	2.0%	2.2%	10	1.5%	4.9%	2	0.4%	7.2%
Petits patrons	57	5.5%	3.4%	30	8.5%	2.6%	26	3.9%	5.4%	49	11.6%	3.3%
Affaires et Cadres	101	9.7%	2.1%	38	10.6%	1.3%	64	9.3%	3.5%	96	22.6%	2.2%
Professions intermédiaires	190	18.3%	2.8%	73	20.6%	2.1%	117	17.1%	3.6%	155	36.3%	2.8%
Employés	169	16.3%	2.0%	27	7.6%	1.3%	142	20.8%	2.3%	49	11.5%	2.7%
Ouvriers	123	11.9%	1.9%	85	23.9%	1.7%	39	5.7%	2.6%	4	0.8%	0.8%
Retraités	217	20.9%	1.7%	68	19.2%	1.1%	149	21.7%	2.3%	20	4.7%	8.4%
Autres inactifs	164	15.8%	1.6%	27	7.6%	0.8%	137	20.1%	2.1%	52	12.1%	1.7%
PCS Personne de Référence												
Agriculteurs	19	1.8%	2.4%	7	2.0%	1.9%	12	1.7%	2.9%	0	-	-
Petits patrons	82	7.9%	3.1%	31	8.7%	2.2%	51	7.4%	4.1%	82	19.2%	3.1%
Affaires et Cadres	172	16.6%	2.5%	42	11.9%	1.2%	130	19.0%	3.9%	172	40.5%	2.5%
Professions intermédiaires	171	16.5%	2.3%	59	16.7%	1.5%	112	16.4%	3.1%	171	40.3%	2.3%
Employés	94	9.1%	1.8%	31	8.8%	1.4%	63	9.2%	2.1%	0	-	-
Ouvriers	173	16.7%	1.8%	74	20.9%	1.5%	99	14.5%	2.2%	0	-	-
Retraités	237	22.9%	1.6%	71	19.9%	1.1%	167	24.4%	2.1%	0	-	-
Autres inactifs	89	8.6%	2.3%	39	11.0%	2.6%	50	7.3%	2.1%	0	-	-

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	126	12.2%	1.3%	38	10.8%	0.9%	88	12.9%	1.7%	23	5.4%	1.3%
2 personnes	373	35.9%	2.1%	113	31.8%	1.3%	261	38.1%	2.8%	111	26.1%	2.6%
3 personnes	187	18.0%	2.0%	79	22.3%	1.7%	108	15.8%	2.3%	95	22.3%	2.5%
4 personnes	239	23.0%	2.6%	77	21.6%	1.7%	162	23.7%	3.5%	137	32.1%	2.9%
5 personnes et +	113	10.9%	2.2%	48	13.6%	2.0%	65	9.5%	2.3%	60	14.0%	2.4%
Présence d'enfants de moins de 15 ans												
Oui	387	37.3%	2.5%	149	42.1%	2.1%	238	34.8%	2.8%	227	53.4%	3.0%
Non	652	62.7%	1.8%	206	57.9%	1.2%	446	65.2%	2.5%	199	46.6%	2.1%
Habitat												
Communes rurales	250	24.0%	2.1%	99	28.0%	1.8%	150	22.0%	2.4%	96	22.7%	2.9%
Agglo. - 20 000 hab	171	16.5%	1.9%	58	16.4%	1.4%	113	16.5%	2.4%	60	14.0%	2.3%
Agglo. 20 000 à 100 000 hab	173	16.6%	2.5%	67	18.8%	1.9%	106	15.5%	3.1%	53	12.4%	2.6%
Agglo. + 100 000 hab	288	27.7%	1.9%	85	24.0%	1.2%	203	29.7%	2.6%	130	30.5%	2.5%
Agglo. Paris	157	15.1%	1.9%	45	12.8%	1.1%	112	16.4%	2.5%	87	20.4%	2.2%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	178	17.1%	1.9%	54	15.1%	1.2%	124	18.2%	2.5%	102	24.0%	2.4%
Nord-Pas-de-Calais	59	5.7%	1.8%	18	5.2%	1.2%	41	6.0%	2.4%	25	5.9%	2.7%
Lorraine	46	4.4%	2.4%	9	2.6%	1.0%	37	5.4%	3.7%	11	2.6%	2.0%
Alsace	14	1.4%	0.9%	4	1.1%	0.6%	10	1.5%	1.3%	2	0.4%	0.4%
Franche-Comté	10	1.0%	1.1%	9	2.4%	1.9%	2	0.3%	0.4%	3	0.7%	1.1%
Champagne-Ardenne	27	2.6%	2.5%	13	3.7%	2.5%	14	2.1%	2.5%	12	2.8%	3.7%
Picardie	36	3.5%	2.3%	19	5.3%	2.6%	17	2.5%	2.2%	12	2.7%	2.7%
Bourgogne	22	2.1%	1.6%	12	3.3%	1.8%	10	1.5%	1.4%	7	1.8%	2.1%
Haute-Normandie	35	3.4%	2.4%	17	4.7%	2.4%	18	2.7%	2.4%	16	3.7%	3.7%
Basse-Normandie	39	3.7%	3.2%	12	3.3%	2.0%	27	3.9%	4.3%	9	2.1%	2.7%
Centre	44	4.2%	2.1%	17	4.9%	1.7%	26	3.9%	2.5%	18	4.3%	2.9%
Pays de la Loire	74	7.1%	2.6%	24	6.8%	1.8%	50	7.2%	3.3%	24	5.7%	2.9%
Bretagne	75	7.2%	2.9%	27	7.5%	2.1%	49	7.1%	3.6%	38	8.9%	4.9%
Poitou-Charentes	29	2.8%	2.0%	11	3.2%	1.6%	18	2.6%	2.3%	10	2.2%	2.6%
Aquitaine	51	4.9%	1.9%	13	3.7%	1.0%	38	5.6%	2.7%	28	6.5%	3.4%
Midi-Pyrénées	40	3.9%	1.7%	13	3.6%	1.1%	27	4.0%	2.2%	10	2.3%	1.2%
Limousin	12	1.2%	2.0%	3	0.9%	1.1%	9	1.4%	2.8%	6	1.5%	3.9%
Auvergne	25	2.4%	2.2%	7	1.9%	1.2%	18	2.7%	3.1%	9	2.0%	2.8%
Rhône-Alpes	97	9.3%	1.9%	33	9.2%	1.3%	64	9.4%	2.5%	37	8.8%	2.1%
Languedoc-Roussillon	44	4.2%	2.0%	14	3.8%	1.3%	30	4.5%	2.7%	17	4.1%	2.7%
Provence-Alpes-Côte-d'Azur-Corse	79	7.6%	1.8%	27	7.6%	1.3%	52	7.6%	2.3%	30	7.0%	2.1%
Habitudes de connexion Internet												
Tous les jours	595	57.3%	2.2%	215	60.6%	1.5%	380	55.6%	2.8%	320	75.2%	2.5%
Presque tous les jours	131	12.6%	2.1%	31	8.7%	1.1%	100	14.6%	3.1%	55	13.0%	2.4%
1 à 2 fois par semaine	72	6.9%	2.2%	23	6.5%	1.6%	49	7.1%	2.7%	31	7.3%	3.3%
1 à 3 fois par mois	16	1.5%	1.8%	2	0.5%	0.6%	14	2.0%	2.7%	6	1.4%	4.0%
Moins souvent	24	2.3%	1.8%	9	2.4%	1.4%	15	2.2%	2.2%	3	0.7%	2.1%
Jamais	2	0.2%	1.3%	0	-	-	2	0.3%	3.5%	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	33	3.2%	1.5%	12	3.3%	1.3%	21	3.1%	1.7%	3	0.7%	1.5%
De 9 000 à moins de 12 000 euros par an	59	5.6%	1.8%	15	4.2%	1.3%	44	6.4%	2.0%	6	1.5%	2.6%
De 12 000 à moins de 18 000 euros par an	125	12.0%	1.9%	41	11.4%	1.5%	84	12.3%	2.2%	12	2.8%	1.6%
De 18 000 à moins de 24 000 euros par an	118	11.3%	1.6%	44	12.4%	1.2%	74	10.8%	1.9%	27	6.4%	1.7%
De 24 000 à moins de 36 000 euros par an	245	23.6%	2.1%	83	23.4%	1.5%	162	23.7%	2.7%	84	19.7%	2.3%
De 36 000 à moins de 45 000 euros par an	155	14.9%	2.4%	64	17.9%	1.8%	91	13.4%	3.1%	93	21.8%	3.1%
De 45 000 à moins de 65 000 euros par an	153	14.7%	2.6%	47	13.3%	1.4%	105	15.4%	4.0%	107	25.1%	3.0%
De 65 000 à moins de 80 000 euros par an	38	3.7%	2.5%	19	5.2%	2.0%	20	2.9%	3.2%	33	7.8%	3.0%
De 80 000 à moins de 115 000 euros par an	17	1.6%	1.7%	8	2.3%	1.4%	9	1.2%	2.2%	13	3.1%	1.6%
115 000 euros et plus par an	14	1.3%	3.0%	4	1.1%	1.4%	10	1.4%	5.3%	10	2.3%	2.5%
Refus	70	6.7%	2.2%	19	5.3%	1.4%	51	7.5%	2.7%	30	7.1%	2.7%
Ne sait pas	13	1.3%	0.9%	0	0.1%	0.0%	13	1.9%	1.6%	7	1.7%	1.5%