

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	835	100.0%	1.6%	99	100.0%	0.4%	736	100.0%	2.8%	303	100.0%	1.8%
Sexe												
Homme	99	11.9%	0.4%	99	100.0%	0.4%	0	-	-	21	6.9%	0.2%
Femme	736	88.1%	2.8%	0	-	-	736	100.0%	2.8%	283	93.1%	3.4%
Age												
15 à 24 ans	25	3.0%	0.3%	1	0.5%	0.0%	25	3.4%	0.7%	5	1.5%	0.1%
25 à 34 ans	67	8.0%	0.9%	6	6.4%	0.2%	61	8.3%	1.6%	31	10.2%	0.9%
35 à 49 ans	264	31.6%	2.1%	30	30.7%	0.5%	233	31.7%	3.6%	148	48.8%	2.4%
50 à 64 ans	316	37.9%	2.6%	29	29.6%	0.5%	287	39.0%	4.5%	119	39.1%	2.9%
65 ans et plus	162	19.4%	1.5%	32	32.7%	0.7%	130	17.6%	2.0%	1	0.4%	0.7%
Individu												
Ménagère	709	84.9%	3.0%	0	-	-	709	96.3%	3.0%	276	91.1%	4.1%
Personne de Référence	278	33.3%	1.0%	92	93.1%	0.5%	186	25.2%	2.3%	73	24.0%	0.9%
Responsable des achats	748	89.5%	2.1%	53	53.7%	0.4%	694	94.3%	3.0%	277	91.4%	2.6%
PCS Individu												
Agriculteurs	12	1.5%	2.3%	5	5.3%	1.6%	7	1.0%	3.5%	0	-	-
Petits patrons	49	5.9%	3.0%	2	2.4%	0.2%	47	6.4%	9.6%	34	11.3%	2.3%
Affaires et Cadres	67	8.0%	1.4%	6	6.2%	0.2%	61	8.2%	3.3%	52	17.3%	1.2%
Professions intermédiaires	123	14.7%	1.8%	14	14.6%	0.4%	108	14.7%	3.3%	101	33.4%	1.8%
Employés	191	22.9%	2.3%	5	4.6%	0.2%	187	25.4%	3.0%	48	16.0%	2.7%
Ouvriers	42	5.1%	0.7%	16	15.9%	0.3%	26	3.6%	1.8%	10	3.3%	2.4%
Retraités	209	25.0%	1.7%	40	40.6%	0.7%	169	22.9%	2.6%	7	2.4%	3.1%
Autres inactifs	141	16.9%	1.4%	10	10.4%	0.3%	131	17.8%	2.0%	49	16.2%	1.6%
PCS Personne de Référence												
Agriculteurs	20	2.4%	2.5%	5	5.3%	1.4%	14	2.0%	3.5%	0	-	-
Petits patrons	57	6.8%	2.2%	2	2.4%	0.2%	55	7.4%	4.3%	57	18.8%	2.2%
Affaires et Cadres	117	14.0%	1.7%	6	6.2%	0.2%	111	15.1%	3.3%	117	38.6%	1.7%
Professions intermédiaires	130	15.5%	1.7%	12	12.6%	0.3%	117	15.9%	3.3%	130	42.7%	1.7%
Employés	101	12.1%	1.9%	9	9.5%	0.4%	91	12.4%	3.0%	0	-	-
Ouvriers	108	12.9%	1.1%	16	15.9%	0.3%	92	12.5%	2.0%	0	-	-
Retraités	274	32.7%	1.9%	40	40.6%	0.6%	233	31.7%	2.9%	0	-	-
Autres inactifs	30	3.6%	0.8%	7	7.5%	0.5%	22	3.0%	0.9%	0	-	-

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	118	14.2%	1.3%	6	5.8%	0.1%	112	15.3%	2.1%	21	6.8%	1.2%
2 personnes	370	44.3%	2.1%	53	53.2%	0.6%	317	43.0%	3.4%	91	29.9%	2.1%
3 personnes	151	18.1%	1.6%	25	24.9%	0.5%	127	17.2%	2.7%	76	25.1%	2.0%
4 personnes	146	17.5%	1.6%	12	12.5%	0.3%	134	18.2%	2.9%	83	27.3%	1.8%
5 personnes et +	50	6.0%	1.0%	4	3.5%	0.1%	47	6.3%	1.7%	33	10.9%	1.3%
Présence d'enfants de moins de 15 ans												
Oui	232	27.7%	1.5%	25	24.9%	0.3%	207	28.1%	2.4%	140	46.1%	1.8%
Non	604	72.3%	1.7%	74	75.1%	0.4%	529	71.9%	2.9%	163	53.9%	1.8%
Habitat												
Communes rurales	217	26.0%	1.9%	21	21.1%	0.4%	196	26.6%	3.2%	70	23.1%	2.1%
Agglo. - 20 000 hab	168	20.1%	1.9%	19	19.1%	0.4%	149	20.3%	3.2%	57	18.6%	2.2%
Agglo. 20 000 à 100 000 hab	122	14.6%	1.8%	19	19.0%	0.5%	103	14.0%	3.0%	41	13.5%	2.0%
Agglo. + 100 000 hab	222	26.6%	1.5%	33	33.8%	0.5%	189	25.7%	2.4%	92	30.3%	1.8%
Agglo. Paris	106	12.7%	1.3%	7	7.0%	0.2%	99	13.5%	2.2%	44	14.5%	1.1%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	115	13.8%	1.2%	7	7.0%	0.2%	108	14.7%	2.2%	46	15.3%	1.1%
Nord-Pas-de-Calais	63	7.6%	2.0%	7	7.4%	0.5%	56	7.6%	3.3%	29	9.5%	3.2%
Lorraine	29	3.5%	1.5%	1	1.3%	0.1%	28	3.8%	2.8%	8	2.5%	1.4%
Alsace	23	2.8%	1.5%	5	4.9%	0.7%	18	2.5%	2.3%	4	1.2%	0.7%
Franche-Comté	19	2.3%	2.0%	5	4.6%	1.0%	15	2.0%	3.0%	6	2.1%	2.4%
Champagne-Ardenne	14	1.7%	1.3%	4	4.2%	0.8%	10	1.3%	1.7%	3	1.0%	0.9%
Picardie	29	3.5%	1.9%	4	4.0%	0.5%	25	3.4%	3.2%	9	2.9%	2.0%
Bourgogne	25	3.0%	1.9%	0	0.2%	0.0%	25	3.4%	3.6%	10	3.1%	2.6%
Haute-Normandie	21	2.6%	1.5%	1	1.3%	0.2%	20	2.8%	2.6%	10	3.4%	2.4%
Basse-Normandie	17	2.0%	1.4%	3	3.4%	0.6%	13	1.8%	2.1%	7	2.5%	2.2%
Centre	46	5.5%	2.2%	3	2.9%	0.3%	43	5.8%	4.0%	19	6.1%	3.0%
Pays de la Loire	44	5.2%	1.5%	14	13.6%	1.0%	30	4.1%	2.0%	14	4.5%	1.7%
Bretagne	44	5.3%	1.7%	5	5.5%	0.4%	39	5.2%	2.8%	18	6.1%	2.4%
Poitou-Charentes	26	3.2%	1.8%	4	4.1%	0.6%	22	3.0%	2.9%	3	0.9%	0.7%
Aquitaine	53	6.4%	2.0%	3	3.5%	0.3%	50	6.8%	3.5%	22	7.1%	2.7%
Midi-Pyrénées	29	3.5%	1.2%	3	3.3%	0.3%	26	3.5%	2.1%	11	3.6%	1.3%
Limousin	18	2.1%	2.8%	1	1.1%	0.4%	16	2.2%	5.0%	4	1.3%	2.5%
Auvergne	27	3.2%	2.4%	1	1.2%	0.2%	26	3.5%	4.4%	12	4.1%	4.1%
Rhône-Alpes	78	9.4%	1.6%	3	3.0%	0.1%	75	10.2%	2.9%	33	11.0%	1.9%
Languedoc-Roussillon	52	6.2%	2.4%	10	9.7%	0.9%	43	5.8%	3.7%	13	4.3%	2.0%
Provence-Alpes-Côte-d'Azur-Corse	61	7.3%	1.4%	14	13.9%	0.7%	48	6.5%	2.1%	23	7.6%	1.6%
Habitudes de connexion Internet												
Tous les jours	466	55.8%	1.7%	53	53.4%	0.4%	413	56.1%	3.0%	207	68.1%	1.6%
Presque tous les jours	117	14.1%	1.9%	11	10.8%	0.4%	107	14.5%	3.3%	56	18.5%	2.4%
1 à 2 fois par semaine	74	8.9%	2.3%	12	12.0%	0.8%	63	8.5%	3.5%	23	7.4%	2.4%
1 à 3 fois par mois	13	1.5%	1.5%	1	0.7%	0.2%	12	1.6%	2.3%	5	1.5%	3.0%
Moins souvent	24	2.8%	1.8%	2	1.9%	0.3%	22	3.0%	3.1%	1	0.3%	0.7%
Jamais	4	0.4%	2.6%	0	-	-	4	0.5%	6.8%	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	20	2.4%	0.9%	4	3.8%	0.4%	16	2.2%	1.3%	0	-	-
De 9 000 à moins de 12 000 euros par an	47	5.6%	1.4%	4	3.9%	0.3%	43	5.9%	2.0%	7	2.2%	2.6%
De 12 000 à moins de 18 000 euros par an	89	10.7%	1.4%	16	16.0%	0.6%	74	10.0%	2.0%	11	3.7%	1.5%
De 18 000 à moins de 24 000 euros par an	122	14.6%	1.6%	13	13.4%	0.4%	109	14.8%	2.8%	32	10.4%	2.0%
De 24 000 à moins de 36 000 euros par an	228	27.3%	2.0%	23	23.1%	0.4%	205	27.8%	3.4%	80	26.4%	2.2%
De 36 000 à moins de 45 000 euros par an	113	13.5%	1.7%	23	23.1%	0.6%	90	12.2%	3.1%	47	15.6%	1.6%
De 45 000 à moins de 65 000 euros par an	116	13.9%	1.9%	11	10.8%	0.3%	105	14.3%	4.0%	75	24.7%	2.1%
De 65 000 à moins de 80 000 euros par an	18	2.1%	1.2%	1	1.2%	0.1%	16	2.2%	2.7%	13	4.2%	1.2%
De 80 000 à moins de 115 000 euros par an	13	1.6%	1.3%	0	-	-	13	1.8%	3.4%	10	3.4%	1.3%
115 000 euros et plus par an	3	0.4%	0.7%	0	-	-	3	0.4%	1.7%	1	0.4%	0.3%
Refus	53	6.4%	1.7%	5	4.7%	0.3%	49	6.6%	2.6%	22	7.1%	1.9%
Ne sait pas	13	1.5%	0.9%	0	-	-	13	1.8%	1.6%	6	1.9%	1.2%