

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	284	100.0%	0.6%	168	100.0%	0.7%	116	100.0%	0.4%	92	100.0%	0.5%
Sexe												
Homme	168	59.2%	0.7%	168	100.0%	0.7%	0	-	-	62	67.3%	0.7%
Femme	116	40.8%	0.4%	0	-	-	116	100.0%	0.4%	30	32.7%	0.4%
Age												
15 à 24 ans	35	12.5%	0.5%	14	8.5%	0.4%	21	18.3%	0.6%	11	12.1%	0.4%
25 à 34 ans	31	10.8%	0.4%	20	12.2%	0.5%	10	8.9%	0.3%	17	18.9%	0.5%
35 à 49 ans	56	19.8%	0.4%	33	19.7%	0.5%	23	20.0%	0.4%	32	35.2%	0.5%
50 à 64 ans	95	33.5%	0.8%	64	38.3%	1.1%	31	26.7%	0.5%	29	30.9%	0.7%
65 ans et plus	66	23.3%	0.6%	36	21.4%	0.8%	30	26.2%	0.5%	3	2.9%	1.4%
Individu												
Ménagère	101	35.5%	0.4%	0	-	-	101	86.9%	0.4%	27	29.0%	0.4%
Personne de Référence	184	64.8%	0.7%	146	86.6%	0.7%	38	33.1%	0.5%	65	70.7%	0.8%
Responsable des achats	200	70.4%	0.6%	97	57.9%	0.8%	102	88.4%	0.4%	63	68.6%	0.6%
PCS Individu												
Agriculteurs	2	0.6%	0.3%	2	1.0%	0.5%	0	-	-	0	-	-
Petits patrons	12	4.2%	0.7%	11	6.3%	0.9%	1	1.2%	0.3%	12	12.9%	0.8%
Affaires et Cadres	29	10.1%	0.6%	19	11.3%	0.7%	10	8.2%	0.5%	25	26.6%	0.6%
Professions intermédiaires	45	15.8%	0.7%	27	15.9%	0.8%	18	15.7%	0.6%	39	42.7%	0.7%
Employés	37	13.2%	0.4%	12	7.3%	0.6%	25	21.8%	0.4%	4	4.2%	0.2%
Ouvriers	26	9.3%	0.4%	21	12.6%	0.4%	5	4.5%	0.4%	2	2.2%	0.5%
Retraités	94	33.3%	0.8%	57	33.9%	0.9%	37	32.3%	0.6%	1	1.0%	0.4%
Autres inactifs	38	13.5%	0.4%	20	11.6%	0.6%	19	16.3%	0.3%	10	10.5%	0.3%
PCS Personne de Référence												
Agriculteurs	5	1.8%	0.6%	2	1.1%	0.5%	3	2.7%	0.8%	0	-	-
Petits patrons	12	4.4%	0.5%	11	6.6%	0.8%	1	1.2%	0.1%	12	13.5%	0.5%
Affaires et Cadres	34	12.1%	0.5%	24	14.1%	0.7%	11	9.3%	0.3%	34	37.2%	0.5%
Professions intermédiaires	45	16.0%	0.6%	27	16.3%	0.7%	18	15.5%	0.5%	45	49.3%	0.6%
Employés	26	9.3%	0.5%	12	7.1%	0.5%	15	12.6%	0.5%	0	-	-
Ouvriers	32	11.1%	0.3%	20	12.1%	0.4%	11	9.7%	0.2%	0	-	-
Retraités	108	38.2%	0.7%	62	37.0%	0.9%	46	39.9%	0.6%	0	-	-
Autres inactifs	20	7.1%	0.5%	10	5.7%	0.6%	11	9.1%	0.4%	0	-	-

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	44	15.5%	0.5%	23	13.5%	0.6%	21	18.4%	0.4%	13	14.0%	0.7%
2 personnes	132	46.5%	0.7%	81	48.0%	0.9%	52	44.4%	0.6%	36	39.1%	0.8%
3 personnes	52	18.5%	0.6%	30	17.8%	0.7%	23	19.5%	0.5%	13	14.2%	0.3%
4 personnes	34	11.9%	0.4%	20	12.0%	0.4%	13	11.6%	0.3%	18	19.1%	0.4%
5 personnes et +	22	7.6%	0.4%	15	8.7%	0.6%	7	6.1%	0.3%	12	13.5%	0.5%
Présence d'enfants de moins de 15 ans												
Oui	53	18.8%	0.3%	31	18.2%	0.4%	23	19.8%	0.3%	29	31.2%	0.4%
Non	230	81.2%	0.7%	137	81.8%	0.8%	93	80.2%	0.5%	63	68.8%	0.7%
Habitat												
Communes rurales	44	15.6%	0.4%	27	15.8%	0.5%	18	15.2%	0.3%	7	8.0%	0.2%
Agglo. - 20 000 hab	52	18.5%	0.6%	32	19.3%	0.8%	20	17.3%	0.4%	11	11.9%	0.4%
Agglo. 20 000 à 100 000 hab	42	14.7%	0.6%	21	12.8%	0.6%	20	17.5%	0.6%	6	6.8%	0.3%
Agglo. + 100 000 hab	75	26.3%	0.5%	44	26.4%	0.6%	30	26.1%	0.4%	32	34.6%	0.6%
Agglo. Paris	71	24.9%	0.8%	43	25.7%	1.1%	28	23.9%	0.6%	36	38.7%	0.9%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	75	26.6%	0.8%	46	27.6%	1.0%	29	25.1%	0.6%	36	39.0%	0.8%
Nord-Pas-de-Calais	13	4.7%	0.4%	9	5.2%	0.6%	4	3.9%	0.3%	3	3.3%	0.3%
Lorraine	9	3.2%	0.5%	5	2.8%	0.5%	4	3.8%	0.4%	1	0.8%	0.1%
Alsace	4	1.5%	0.3%	4	2.5%	0.6%	0	-	-	1	0.8%	0.1%
Franche-Comté	3	1.0%	0.3%	2	1.0%	0.4%	1	0.9%	0.2%	2	1.7%	0.6%
Champagne-Ardenne	6	2.3%	0.6%	4	2.2%	0.7%	3	2.3%	0.5%	1	0.6%	0.2%
Picardie	8	3.0%	0.5%	4	2.2%	0.5%	5	4.0%	0.6%	3	3.5%	0.7%
Bourgogne	9	3.3%	0.7%	8	4.8%	1.2%	1	1.3%	0.2%	1	1.3%	0.3%
Haute-Normandie	3	1.0%	0.2%	2	1.2%	0.3%	1	0.8%	0.1%	0	-	-
Basse-Normandie	5	1.8%	0.4%	4	2.1%	0.6%	2	1.4%	0.3%	1	0.7%	0.2%
Centre	16	5.5%	0.7%	8	4.8%	0.8%	8	6.5%	0.7%	5	5.1%	0.7%
Pays de la Loire	11	4.0%	0.4%	8	4.7%	0.6%	3	3.0%	0.2%	2	2.1%	0.2%
Bretagne	8	3.0%	0.3%	3	2.0%	0.3%	5	4.4%	0.4%	2	2.1%	0.2%
Poitou-Charentes	6	2.2%	0.4%	2	1.4%	0.3%	4	3.5%	0.5%	2	2.1%	0.5%
Aquitaine	21	7.3%	0.8%	11	6.4%	0.8%	10	8.6%	0.7%	8	9.1%	1.0%
Midi-Pyrénées	9	3.3%	0.4%	6	3.5%	0.5%	3	2.9%	0.3%	5	5.1%	0.6%
Limousin	6	2.0%	0.9%	4	2.3%	1.3%	2	1.6%	0.6%	1	0.5%	0.3%
Auvergne	4	1.4%	0.3%	1	0.3%	0.1%	3	2.8%	0.6%	1	1.2%	0.4%
Rhône-Alpes	26	9.2%	0.5%	10	6.0%	0.4%	16	13.7%	0.6%	6	6.5%	0.3%
Languedoc-Roussillon	10	3.6%	0.5%	7	3.9%	0.6%	4	3.1%	0.3%	1	1.6%	0.2%
Provence-Alpes-Côte-d'Azur-Corse	29	10.3%	0.7%	22	13.0%	1.1%	7	6.4%	0.3%	12	12.8%	0.8%
Habitudes de connexion Internet												
Tous les jours	177	62.4%	0.6%	108	64.1%	0.8%	70	60.0%	0.5%	71	77.0%	0.5%
Presque tous les jours	49	17.4%	0.8%	28	16.8%	1.0%	21	18.2%	0.6%	13	14.4%	0.6%
1 à 2 fois par semaine	12	4.3%	0.4%	7	4.4%	0.5%	5	4.1%	0.3%	3	3.6%	0.4%
1 à 3 fois par mois	3	1.0%	0.3%	2	1.2%	0.6%	1	0.7%	0.2%	1	1.1%	0.7%
Moins souvent	5	1.9%	0.4%	4	2.2%	0.6%	2	1.4%	0.2%	0	-	-
Jamais	2	0.6%	1.2%	0	-	-	2	1.4%	3.2%	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	8	2.7%	0.4%	5	3.2%	0.6%	2	1.9%	0.2%	2	1.8%	0.9%
De 9 000 à moins de 12 000 euros par an	14	5.0%	0.4%	11	6.3%	0.9%	4	3.2%	0.2%	5	5.5%	2.1%
De 12 000 à moins de 18 000 euros par an	29	10.2%	0.4%	13	7.7%	0.5%	16	13.8%	0.4%	4	4.2%	0.5%
De 18 000 à moins de 24 000 euros par an	36	12.7%	0.5%	23	13.4%	0.6%	14	11.7%	0.3%	5	5.2%	0.3%
De 24 000 à moins de 36 000 euros par an	63	22.3%	0.5%	34	20.0%	0.6%	30	25.8%	0.5%	20	21.4%	0.5%
De 36 000 à moins de 45 000 euros par an	39	13.7%	0.6%	22	12.8%	0.6%	17	15.1%	0.6%	14	15.0%	0.5%
De 45 000 à moins de 65 000 euros par an	40	14.1%	0.7%	26	15.6%	0.8%	14	11.8%	0.5%	18	19.2%	0.5%
De 65 000 à moins de 80 000 euros par an	13	4.7%	0.9%	10	6.2%	1.1%	3	2.4%	0.5%	8	8.3%	0.7%
De 80 000 à moins de 115 000 euros par an	12	4.1%	1.2%	11	6.8%	1.9%	0	0.2%	0.1%	11	11.4%	1.3%
115 000 euros et plus par an	0	0.1%	0.1%	0	0.1%	0.1%	0	-	-	0	0.3%	0.1%
Refus	25	8.8%	0.8%	9	5.5%	0.7%	16	13.5%	0.8%	4	4.1%	0.3%
Ne sait pas	4	1.6%	0.3%	4	2.3%	0.6%	1	0.5%	0.1%	3	3.5%	0.7%