

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2210	100.0%	4.3%	556	100.0%	2.3%	1654	100.0%	6.2%	728	100.0%	4.3%
Sexe												
Homme	556	25.2%	2.3%	556	100.0%	2.3%	0	-	100.0%	207	28.5%	2.4%
Femme	1654	74.8%	6.2%	0	-	100.0%	1654	100.0%	6.2%	521	71.5%	6.5%
Age												
15 à 24 ans	246	11.1%	3.3%	63	11.4%	1.7%	182	11.0%	5.0%	109	15.0%	3.7%
25 à 34 ans	262	11.9%	3.4%	74	13.3%	2.0%	188	11.4%	4.8%	109	15.0%	3.2%
35 à 49 ans	644	29.1%	5.1%	170	30.6%	2.7%	473	28.6%	7.3%	306	42.0%	5.1%
50 à 64 ans	601	27.2%	4.9%	133	23.9%	2.2%	469	28.3%	7.4%	193	26.5%	4.7%
65 ans et plus	456	20.7%	4.2%	116	20.8%	2.5%	341	20.6%	5.5%	11	1.5%	4.5%
Individu												
Ménagère	1456	65.9%	6.3%	0	-	100.0%	1456	88.1%	6.3%	441	60.6%	6.6%
Personne de Référence	909	41.1%	3.2%	469	84.3%	2.3%	440	26.6%	5.6%	249	34.2%	2.9%
Responsable des achats	1283	58.0%	5.3%	162	29.1%	2.1%	1121	67.8%	6.8%	429	58.9%	5.1%
PCS Individu												
Agriculteurs	30	1.3%	5.6%	14	2.5%	4.0%	16	0.9%	8.6%	2	0.3%	30.6%
Petits patrons	84	3.8%	5.4%	49	8.8%	4.4%	35	2.1%	7.9%	73	10.0%	5.1%
Affaires et Cadres	158	7.2%	3.4%	58	10.5%	2.0%	100	6.0%	5.7%	140	19.2%	3.2%
Professions intermédiaires	250	11.3%	3.7%	58	10.4%	1.7%	192	11.6%	6.0%	191	26.2%	3.4%
Employés	502	22.7%	6.0%	55	9.8%	2.8%	447	27.1%	6.9%	110	15.0%	6.2%
Ouvriers	181	8.2%	2.8%	101	18.2%	2.0%	80	4.8%	5.7%	21	2.9%	6.1%
Retraités	549	24.8%	4.5%	144	26.0%	2.4%	405	24.5%	6.3%	22	3.1%	10.1%
Autres inactifs	456	20.6%	4.4%	76	13.7%	2.2%	379	22.9%	5.6%	170	23.3%	5.4%
PCS Personne de Référence												
Agriculteurs	42	1.9%	5.3%	11	1.9%	2.8%	31	1.9%	7.7%	0	-	100.0%
Petits patrons	138	6.2%	5.5%	59	10.6%	4.4%	79	4.8%	6.8%	138	18.9%	5.5%
Affaires et Cadres	282	12.8%	4.2%	71	12.8%	2.1%	211	12.8%	6.4%	282	38.8%	4.2%
Professions intermédiaires	308	13.9%	4.1%	77	13.8%	1.9%	231	14.0%	6.4%	308	42.3%	4.1%
Employés	288	13.1%	5.4%	54	9.7%	2.5%	235	14.2%	7.3%	0	-	100.0%
Ouvriers	356	16.1%	3.7%	94	16.8%	1.8%	263	15.9%	5.7%	0	-	100.0%
Retraités	664	30.1%	4.6%	152	27.4%	2.3%	512	31.0%	6.5%	0	-	100.0%
Autres inactifs	131	5.9%	3.5%	39	7.0%	2.9%	93	5.6%	3.8%	0	-	100.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	335	15.2%	3.6%	62	11.1%	1.6%	274	16.5%	5.2%	58	8.0%	3.4%
2 personnes	829	37.5%	4.7%	231	41.5%	2.7%	599	36.2%	6.6%	144	19.7%	3.4%
3 personnes	393	17.8%	4.2%	96	17.3%	2.1%	297	17.9%	6.3%	183	25.1%	4.9%
4 personnes	416	18.8%	4.5%	113	20.2%	2.4%	303	18.3%	6.5%	224	30.7%	4.8%
5 personnes et +	237	10.7%	4.5%	55	9.9%	2.2%	182	11.0%	6.5%	120	16.5%	4.8%
Présence d'enfants de moins de 15 ans												
Oui	735	33.3%	4.7%	186	33.4%	2.6%	549	33.2%	6.5%	371	51.0%	5.0%
Non	1475	66.7%	4.2%	370	66.6%	2.2%	1105	66.8%	6.1%	356	49.0%	3.8%
Habitat												
Communes rurales	444	20.1%	3.4%	132	23.7%	2.1%	312	18.9%	4.7%	151	20.7%	4.2%
Agglo. - 20 000 hab	369	16.7%	4.3%	91	16.3%	2.2%	278	16.8%	6.2%	95	13.1%	3.9%
Agglo. 20 000 à 100 000 hab	310	14.0%	4.6%	60	10.9%	1.9%	249	15.1%	7.2%	77	10.6%	3.9%
Agglo. + 100 000 hab	704	31.8%	4.9%	180	32.3%	2.6%	524	31.7%	7.0%	218	29.9%	4.4%
Agglo. Paris	384	17.4%	4.6%	94	16.8%	2.4%	290	17.5%	6.6%	187	25.7%	4.8%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	440	19.9%	4.7%	107	19.2%	2.4%	333	20.2%	6.8%	211	28.9%	4.9%
Nord-Pas-de-Calais	103	4.7%	3.2%	26	4.6%	1.7%	77	4.7%	4.6%	30	4.1%	3.4%
Lorraine	89	4.0%	4.6%	19	3.3%	2.0%	71	4.3%	7.1%	19	2.6%	3.7%
Alsace	44	2.0%	2.9%	3	0.6%	0.4%	41	2.5%	5.3%	8	1.0%	1.4%
Franche-Comté	35	1.6%	3.7%	10	1.7%	2.1%	26	1.5%	5.2%	10	1.3%	3.9%
Champagne-Ardenne	47	2.1%	4.3%	14	2.5%	2.7%	33	2.0%	5.8%	15	2.0%	5.4%
Picardie	56	2.5%	3.7%	19	3.4%	2.6%	37	2.3%	4.7%	15	2.1%	3.4%
Bourgogne	57	2.6%	4.2%	20	3.6%	3.1%	37	2.2%	5.2%	16	2.2%	4.7%
Haute-Normandie	66	3.0%	4.5%	9	1.6%	1.3%	57	3.4%	7.4%	28	3.8%	6.2%
Basse-Normandie	30	1.3%	2.5%	4	0.7%	0.7%	26	1.6%	4.2%	9	1.3%	3.0%
Centre	79	3.6%	3.8%	22	3.9%	2.2%	57	3.5%	5.3%	21	2.9%	3.4%
Pays de la Loire	111	5.0%	3.9%	23	4.1%	1.7%	89	5.4%	6.0%	32	4.4%	3.6%
Bretagne	90	4.1%	3.5%	25	4.5%	2.0%	65	3.9%	4.8%	14	1.9%	1.8%
Poitou-Charentes	50	2.3%	3.4%	12	2.1%	1.7%	38	2.3%	5.0%	9	1.2%	2.4%
Aquitaine	141	6.4%	5.3%	40	7.2%	3.2%	101	6.1%	7.2%	41	5.6%	4.8%
Midi-Pyrénées	116	5.3%	4.9%	38	6.8%	3.3%	78	4.7%	6.4%	41	5.6%	5.2%
Limousin	37	1.7%	5.9%	11	2.1%	3.8%	26	1.5%	7.8%	6	0.9%	4.0%
Auvergne	47	2.1%	4.1%	13	2.4%	2.4%	33	2.0%	5.7%	8	1.1%	2.6%
Rhône-Alpes	203	9.2%	4.1%	51	9.1%	2.1%	153	9.2%	5.9%	70	9.6%	4.1%
Languedoc-Roussillon	108	4.9%	5.0%	18	3.3%	1.8%	90	5.4%	7.9%	36	5.0%	5.7%
Provence-Alpes-Côte-d'Azur-Corse	258	11.7%	6.0%	73	13.1%	3.6%	186	11.2%	8.1%	90	12.4%	6.4%
Habitudes de connexion Internet												
Tous les jours	1178	53.3%	4.4%	316	56.8%	2.3%	862	52.1%	6.5%	511	70.2%	4.0%
Presque tous les jours	256	11.6%	4.2%	67	12.1%	2.4%	188	11.4%	5.7%	114	15.7%	4.7%
1 à 2 fois par semaine	160	7.2%	5.0%	48	8.6%	3.4%	112	6.8%	6.3%	56	7.7%	6.2%
1 à 3 fois par mois	39	1.8%	4.5%	7	1.2%	1.7%	32	1.9%	6.9%	10	1.4%	5.5%
Moins souvent	45	2.0%	3.1%	8	1.4%	1.3%	37	2.2%	4.6%	12	1.6%	7.7%
Jamais	15	0.7%	6.2%	1	0.3%	1.0%	14	0.8%	12.9%	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	65	3.0%	2.7%	10	1.8%	1.0%	55	3.4%	3.7%	6	0.8%	2.9%
De 9 000 à moins de 12 000 euros par an	147	6.7%	4.5%	18	3.2%	1.6%	129	7.8%	5.9%	15	2.0%	5.3%
De 12 000 à moins de 18 000 euros par an	266	12.1%	3.9%	68	12.2%	2.3%	199	12.0%	5.2%	25	3.5%	3.1%
De 18 000 à moins de 24 000 euros par an	346	15.7%	4.8%	92	16.5%	2.7%	255	15.4%	6.5%	63	8.7%	4.0%
De 24 000 à moins de 36 000 euros par an	487	22.0%	4.4%	131	23.5%	2.4%	356	21.6%	6.4%	151	20.8%	4.2%
De 36 000 à moins de 45 000 euros par an	294	13.3%	4.7%	71	12.8%	2.2%	223	13.5%	7.5%	106	14.6%	3.8%
De 45 000 à moins de 65 000 euros par an	282	12.8%	5.0%	84	15.1%	2.7%	198	12.0%	8.0%	180	24.7%	5.2%
65 000 euros et plus	128	5.8%	4.5%	42	7.5%	2.4%	86	5.2%	7.6%	99	13.6%	4.4%
Refus	155	7.0%	4.1%	34	6.2%	2.2%	121	7.3%	5.5%	65	9.0%	5.1%
Ne sait pas	38	1.7%	2.5%	7	1.3%	1.1%	31	1.9%	3.7%	18	2.4%	3.2%