

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2076	100.0%	4.1%	1145	100.0%	4.7%	931	100.0%	3.5%	890	100.0%	5.3%
Sexe												
Homme	1145	55.1%	4.7%	1145	100.0%	4.7%	0	-	100.0%	498	56.0%	5.7%
Femme	931	44.9%	3.5%	0	-	100.0%	931	100.0%	3.5%	391	44.0%	4.9%
Age												
15 à 24 ans	232	11.2%	3.1%	138	12.1%	3.7%	94	10.1%	2.6%	124	13.9%	4.1%
25 à 34 ans	224	10.8%	2.9%	135	11.8%	3.6%	89	9.5%	2.3%	124	14.0%	3.6%
35 à 49 ans	493	23.8%	3.9%	276	24.1%	4.4%	217	23.3%	3.4%	330	37.1%	5.5%
50 à 64 ans	573	27.6%	4.7%	301	26.3%	5.1%	272	29.2%	4.3%	291	32.7%	7.1%
65 ans et plus	554	26.7%	5.1%	294	25.7%	6.4%	260	27.9%	4.2%	21	2.3%	8.7%
Individu												
Ménagère	810	39.0%	3.5%	0	-	100.0%	810	87.0%	3.5%	331	37.2%	4.9%
Personne de Référence	1245	60.0%	4.4%	991	86.5%	4.9%	254	27.3%	3.2%	471	53.0%	5.6%
Responsable des achats	969	46.7%	4.0%	366	31.9%	4.8%	604	64.8%	3.7%	456	51.3%	5.5%
PCS Individu												
Agriculteurs	26	1.2%	4.9%	15	1.3%	4.2%	11	1.2%	6.2%	0	-	-
Petits patrons	75	3.6%	4.8%	55	4.8%	5.0%	20	2.1%	4.5%	72	8.1%	5.1%
Affaires et Cadres	377	18.2%	8.1%	242	21.1%	8.3%	135	14.5%	7.8%	351	39.5%	8.1%
Professions intermédiaires	276	13.3%	4.1%	153	13.4%	4.4%	123	13.2%	3.9%	237	26.6%	4.2%
Employés	230	11.1%	2.7%	98	8.5%	5.0%	132	14.2%	2.1%	44	4.9%	2.5%
Ouvriers	127	6.1%	2.0%	110	9.6%	2.2%	18	1.9%	1.3%	5	0.5%	1.3%
Retraités	622	29.9%	5.1%	345	30.1%	5.8%	277	29.7%	4.3%	22	2.5%	9.8%
Autres inactifs	343	16.5%	3.3%	128	11.2%	3.6%	215	23.0%	3.2%	159	17.9%	5.1%
PCS Personne de Référence												
Agriculteurs	22	1.1%	2.8%	16	1.4%	4.2%	6	0.7%	1.5%	0	-	100.0%
Petits patrons	103	5.0%	4.1%	63	5.5%	4.6%	41	4.4%	3.5%	103	11.6%	4.1%
Affaires et Cadres	510	24.5%	7.6%	268	23.4%	7.7%	242	26.0%	7.4%	510	57.3%	7.6%
Professions intermédiaires	277	13.3%	3.7%	168	14.7%	4.2%	109	11.7%	3.0%	277	31.1%	3.7%
Employés	186	9.0%	3.5%	95	8.3%	4.4%	91	9.8%	2.8%	0	-	100.0%
Ouvriers	177	8.5%	1.8%	118	10.3%	2.3%	60	6.4%	1.3%	0	-	100.0%
Retraités	679	32.7%	4.7%	360	31.4%	5.5%	319	34.3%	4.0%	0	-	100.0%
Autres inactifs	123	5.9%	3.3%	58	5.1%	4.3%	64	6.9%	2.7%	0	-	100.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	342	16.5%	3.7%	162	14.1%	4.1%	180	19.3%	3.4%	74	8.4%	4.3%
2 personnes	812	39.1%	4.6%	466	40.7%	5.4%	346	37.1%	3.8%	228	25.7%	5.4%
3 personnes	359	17.3%	3.8%	207	18.1%	4.5%	152	16.4%	3.2%	188	21.2%	5.1%
4 personnes	357	17.2%	3.9%	199	17.4%	4.3%	158	17.0%	3.4%	249	27.9%	5.4%
5 personnes et +	206	9.9%	3.9%	111	9.7%	4.5%	95	10.2%	3.4%	150	16.9%	6.0%
Présence d'enfants de moins de 15 ans												
Oui	587	28.3%	3.7%	329	28.7%	4.5%	257	27.6%	3.1%	382	43.0%	5.1%
Non	1490	71.7%	4.2%	816	71.3%	4.8%	674	72.4%	3.7%	507	57.0%	5.4%
Habitat												
Communes rurales	339	16.4%	2.6%	189	16.5%	3.0%	150	16.1%	2.3%	136	15.3%	3.8%
Agglo. - 20 000 hab	298	14.4%	3.5%	165	14.4%	4.1%	133	14.3%	3.0%	108	12.1%	4.4%
Agglo. 20 000 à 100 000 hab	238	11.5%	3.6%	128	11.2%	4.0%	110	11.8%	3.2%	95	10.7%	4.8%
Agglo. + 100 000 hab	647	31.2%	4.5%	375	32.7%	5.4%	272	29.2%	3.6%	242	27.2%	4.9%
Agglo. Paris	554	26.7%	6.7%	288	25.1%	7.3%	266	28.6%	6.1%	308	34.6%	8.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	587	28.3%	6.2%	302	26.4%	6.7%	285	30.6%	5.8%	328	36.9%	7.6%
Nord-Pas-de-Calais	80	3.8%	2.5%	53	4.6%	3.5%	27	2.9%	1.6%	29	3.3%	3.3%
Lorraine	47	2.2%	2.4%	23	2.0%	2.4%	24	2.6%	2.4%	18	2.0%	3.4%
Alsace	69	3.3%	4.6%	39	3.4%	5.3%	31	3.3%	3.9%	32	3.5%	6.1%
Franche-Comté	21	1.0%	2.2%	17	1.5%	3.7%	4	0.4%	0.8%	8	1.0%	3.5%
Champagne-Ardenne	35	1.7%	3.3%	15	1.3%	2.9%	20	2.2%	3.6%	14	1.5%	5.0%
Picardie	35	1.7%	2.3%	24	2.1%	3.3%	11	1.2%	1.4%	17	1.9%	3.8%
Bourgogne	35	1.7%	2.6%	20	1.7%	3.0%	15	1.6%	2.2%	11	1.3%	3.3%
Haute-Normandie	43	2.1%	2.9%	21	1.8%	3.0%	22	2.3%	2.8%	21	2.4%	4.7%
Basse-Normandie	25	1.2%	2.1%	11	1.0%	1.9%	13	1.4%	2.2%	7	0.8%	2.2%
Centre	81	3.9%	3.9%	46	4.0%	4.6%	35	3.7%	3.2%	32	3.6%	5.2%
Pays de la Loire	106	5.1%	3.7%	71	6.2%	5.2%	36	3.8%	2.4%	48	5.4%	5.5%
Bretagne	78	3.7%	3.0%	36	3.1%	2.9%	42	4.5%	3.1%	28	3.1%	3.7%
Poitou-Charentes	43	2.1%	2.9%	18	1.6%	2.5%	25	2.7%	3.3%	16	1.8%	4.1%
Aquitaine	117	5.7%	4.4%	63	5.5%	5.0%	55	5.9%	3.9%	39	4.4%	4.7%
Midi-Pyrénées	102	4.9%	4.3%	60	5.2%	5.2%	43	4.6%	3.5%	22	2.5%	2.8%
Limousin	16	0.8%	2.6%	10	0.9%	3.5%	6	0.6%	1.8%	3	0.4%	2.0%
Auvergne	30	1.5%	2.7%	18	1.5%	3.3%	13	1.4%	2.2%	15	1.7%	4.8%
Rhône-Alpes	224	10.8%	4.5%	128	11.2%	5.3%	96	10.3%	3.7%	78	8.8%	4.6%
Languedoc-Roussillon	97	4.7%	4.5%	55	4.8%	5.4%	41	4.5%	3.7%	41	4.6%	6.4%
Provence-Alpes-Côte-d'Azur-Corse	205	9.9%	4.8%	116	10.2%	5.7%	89	9.5%	3.9%	81	9.1%	5.8%
Habitudes de connexion Internet												
Tous les jours	1373	66.1%	5.1%	766	66.9%	5.6%	607	65.2%	4.6%	723	81.2%	5.7%
Presque tous les jours	220	10.6%	3.6%	112	9.8%	4.0%	108	11.6%	3.3%	117	13.1%	4.8%
1 à 2 fois par semaine	92	4.4%	2.9%	53	4.6%	3.7%	39	4.2%	2.2%	27	3.0%	3.0%
1 à 3 fois par mois	33	1.6%	3.9%	10	0.9%	2.5%	23	2.5%	5.0%	6	0.7%	3.2%
Moins souvent	24	1.1%	1.7%	11	1.0%	1.8%	12	1.3%	1.5%	6	0.7%	4.3%
Jamais	8	0.4%	3.1%	4	0.4%	3.0%	3	0.4%	3.1%	1	0.1%	2.7%

	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	62	3.0%	2.5%	33	2.8%	3.4%	29	3.2%	2.0%	9	1.0%	4.6%
De 9 000 à moins de 12 000 euros par an	67	3.2%	2.1%	27	2.4%	2.5%	40	4.3%	1.8%	5	0.6%	1.8%
De 12 000 à moins de 18 000 euros par an	163	7.9%	2.4%	82	7.1%	2.7%	81	8.7%	2.1%	28	3.1%	3.4%
De 18 000 à moins de 24 000 euros par an	214	10.3%	2.9%	99	8.7%	2.9%	115	12.4%	3.0%	43	4.8%	2.7%
De 24 000 à moins de 36 000 euros par an	433	20.9%	3.9%	249	21.8%	4.5%	184	19.7%	3.3%	128	14.4%	3.6%
De 36 000 à moins de 45 000 euros par an	265	12.7%	4.2%	152	13.3%	4.6%	113	12.1%	3.8%	124	14.0%	4.4%
De 45 000 à moins de 65 000 euros par an	353	17.0%	6.3%	213	18.6%	6.8%	140	15.0%	5.6%	212	23.9%	6.2%
65 000 euros et plus	312	15.0%	10.9%	197	17.2%	11.3%	115	12.3%	10.2%	244	27.4%	10.9%
Refus	162	7.8%	4.3%	78	6.8%	5.0%	84	9.0%	3.8%	78	8.8%	6.1%
Ne sait pas	45	2.2%	3.0%	14	1.2%	2.1%	31	3.3%	3.7%	17	2.0%	3.2%