

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1236	100.0%	2.4%	1038	100.0%	4.3%	198	100.0%	0.7%	497	100.0%	3.0%
Sexe												
Homme	1038	84.0%	4.3%	1038	100.0%	4.3%	0	-	100.0%	412	83.0%	4.7%
Femme	198	16.0%	0.7%	0	-	100.0%	198	100.0%	0.7%	84	17.0%	1.1%
Age												
15 à 24 ans	149	12.1%	2.0%	124	12.0%	3.3%	25	12.6%	0.7%	83	16.7%	2.8%
25 à 34 ans	191	15.4%	2.5%	153	14.8%	4.0%	37	18.9%	1.0%	81	16.2%	2.4%
35 à 49 ans	368	29.8%	2.9%	319	30.7%	5.1%	49	24.6%	0.8%	184	37.0%	3.0%
50 à 64 ans	371	30.0%	3.0%	309	29.7%	5.2%	62	31.4%	1.0%	146	29.4%	3.5%
65 ans et plus	158	12.8%	1.5%	133	12.8%	2.9%	25	12.5%	0.4%	3	0.7%	1.5%
Individu												
Ménagère	179	14.5%	0.8%	0	-	100.0%	179	90.4%	0.8%	71	14.3%	1.1%
Personne de Référence	932	75.4%	3.3%	893	86.1%	4.4%	39	19.6%	0.5%	340	68.5%	4.0%
Responsable des achats	509	41.2%	2.1%	364	35.1%	4.8%	145	73.1%	0.9%	212	42.8%	2.5%
PCS Individu												
Agriculteurs	9	0.7%	1.7%	8	0.8%	2.4%	1	0.5%	0.6%	0	-	-
Petits patrons	57	4.6%	3.7%	53	5.1%	4.8%	3	1.7%	0.8%	55	11.1%	3.9%
Affaires et Cadres	165	13.3%	3.5%	142	13.7%	4.9%	22	11.3%	1.3%	160	32.2%	3.7%
Professions intermédiaires	191	15.4%	2.9%	162	15.6%	4.6%	29	14.8%	0.9%	180	36.2%	3.2%
Employés	139	11.3%	1.7%	95	9.1%	4.8%	45	22.6%	0.7%	23	4.6%	1.3%
Ouvriers	299	24.2%	4.6%	285	27.5%	5.6%	14	7.1%	1.0%	34	6.8%	9.9%
Retraités	223	18.1%	1.8%	199	19.1%	3.4%	25	12.5%	0.4%	0	-	-
Autres inactifs	153	12.4%	1.5%	95	9.1%	2.7%	58	29.4%	0.9%	46	9.2%	1.4%
PCS Personne de Référence												
Agriculteurs	9	0.7%	1.2%	8	0.8%	2.2%	1	0.5%	0.3%	0	-	100.0%
Petits patrons	77	6.2%	3.1%	71	6.8%	5.2%	6	3.2%	0.5%	77	15.5%	3.1%
Affaires et Cadres	202	16.4%	3.0%	159	15.3%	4.6%	44	22.1%	1.3%	202	40.8%	3.0%
Professions intermédiaires	217	17.6%	2.9%	183	17.6%	4.6%	34	17.4%	1.0%	217	43.8%	2.9%
Employés	121	9.8%	2.3%	103	9.9%	4.8%	18	9.3%	0.6%	0	-	100.0%
Ouvriers	288	23.3%	3.0%	250	24.1%	4.9%	38	19.4%	0.8%	0	-	100.0%
Retraités	262	21.2%	1.8%	221	21.3%	3.4%	40	20.4%	0.5%	0	-	100.0%
Autres inactifs	59	4.8%	1.6%	44	4.2%	3.2%	15	7.8%	0.6%	0	-	100.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	140	11.3%	1.5%	124	11.9%	3.1%	16	8.2%	0.3%	30	6.1%	1.7%
2 personnes	454	36.8%	2.6%	377	36.3%	4.4%	78	39.2%	0.9%	126	25.4%	3.0%
3 personnes	234	18.9%	2.5%	194	18.7%	4.2%	40	20.3%	0.8%	123	24.7%	3.3%
4 personnes	285	23.0%	3.1%	244	23.5%	5.3%	40	20.4%	0.9%	160	32.2%	3.5%
5 personnes et +	123	9.9%	2.3%	99	9.5%	4.0%	24	12.0%	0.9%	58	11.6%	2.3%
Présence d'enfants de moins de 15 ans												
Oui	419	33.9%	2.7%	355	34.2%	4.9%	64	32.2%	0.8%	193	38.8%	2.6%
Non	817	66.1%	2.3%	683	65.8%	4.0%	134	67.8%	0.7%	304	61.2%	3.2%
Habitat												
Communes rurales	250	20.2%	1.9%	205	19.7%	3.3%	45	22.9%	0.7%	90	18.1%	2.5%
Agglo. - 20 000 hab	222	17.9%	2.6%	190	18.3%	4.7%	31	15.9%	0.7%	91	18.3%	3.7%
Agglo. 20 000 à 100 000 hab	177	14.3%	2.7%	143	13.8%	4.5%	33	16.7%	1.0%	61	12.4%	3.1%
Agglo. + 100 000 hab	373	30.2%	2.6%	304	29.3%	4.4%	69	34.8%	0.9%	150	30.1%	3.1%
Agglo. Paris	215	17.4%	2.6%	196	18.8%	5.0%	19	9.7%	0.4%	105	21.2%	2.7%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	244	19.8%	2.6%	222	21.4%	5.0%	22	11.3%	0.5%	116	23.3%	2.7%
Nord-Pas-de-Calais	82	6.6%	2.5%	75	7.3%	5.0%	6	3.1%	0.4%	31	6.2%	3.4%
Lorraine	52	4.2%	2.7%	41	3.9%	4.4%	11	5.4%	1.1%	19	3.8%	3.7%
Alsace	47	3.8%	3.1%	36	3.5%	4.9%	11	5.4%	1.4%	25	5.1%	4.9%
Franche-Comté	28	2.3%	3.0%	26	2.5%	5.6%	2	1.2%	0.5%	9	1.8%	3.7%
Champagne-Ardenne	35	2.8%	3.2%	27	2.6%	5.2%	8	3.8%	1.3%	14	2.8%	5.2%
Picardie	34	2.8%	2.2%	30	2.9%	4.0%	5	2.4%	0.6%	9	1.8%	2.0%
Bourgogne	32	2.6%	2.3%	25	2.4%	3.8%	7	3.5%	1.0%	6	1.2%	1.8%
Haute-Normandie	28	2.3%	1.9%	19	1.8%	2.7%	9	4.5%	1.2%	13	2.7%	2.9%
Basse-Normandie	21	1.7%	1.8%	18	1.8%	3.2%	3	1.6%	0.5%	10	2.1%	3.3%
Centre	53	4.3%	2.5%	43	4.1%	4.3%	10	4.9%	0.9%	17	3.5%	2.7%
Pays de la Loire	55	4.4%	1.9%	53	5.2%	3.9%	1	0.6%	0.1%	19	3.7%	2.1%
Bretagne	42	3.4%	1.6%	33	3.1%	2.6%	10	5.0%	0.7%	17	3.5%	2.3%
Poitou-Charentes	21	1.7%	1.4%	14	1.3%	1.9%	7	3.7%	1.0%	10	1.9%	2.5%
Aquitaine	83	6.7%	3.1%	71	6.8%	5.7%	12	6.1%	0.9%	26	5.3%	3.1%
Midi-Pyrénées	57	4.6%	2.4%	49	4.7%	4.3%	8	4.0%	0.6%	33	6.6%	4.2%
Limousin	19	1.6%	3.1%	18	1.7%	5.9%	2	0.9%	0.5%	6	1.2%	3.6%
Auvergne	20	1.6%	1.7%	16	1.5%	2.9%	4	2.1%	0.7%	5	0.9%	1.5%
Rhône-Alpes	114	9.2%	2.3%	85	8.2%	3.6%	29	14.6%	1.1%	41	8.2%	2.4%
Languedoc-Roussillon	34	2.8%	1.6%	30	2.9%	3.0%	4	1.9%	0.3%	11	2.3%	1.8%
Provence-Alpes-Côte-d'Azur-Corse	135	11.0%	3.1%	107	10.3%	5.3%	28	14.2%	1.2%	60	12.0%	4.2%
Habitudes de connexion Internet												
Tous les jours	724	58.6%	2.7%	608	58.6%	4.4%	116	58.6%	0.9%	391	78.8%	3.1%
Presque tous les jours	150	12.1%	2.5%	130	12.5%	4.7%	20	9.9%	0.6%	57	11.6%	2.4%
1 à 2 fois par semaine	98	7.9%	3.1%	80	7.7%	5.6%	18	9.1%	1.0%	31	6.2%	3.4%
1 à 3 fois par mois	16	1.3%	1.9%	14	1.3%	3.5%	2	1.0%	0.4%	1	0.2%	0.6%
Moins souvent	36	2.9%	2.5%	32	3.1%	5.2%	3	1.7%	0.4%	6	1.2%	3.9%
Jamais	10	0.8%	4.2%	10	1.0%	7.6%	0	-	-	3	0.6%	10.8%

	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	22	1.8%	0.9%	19	1.9%	2.0%	3	1.5%	0.2%	3	0.7%	1.8%
De 9 000 à moins de 12 000 euros par an	42	3.4%	1.3%	31	3.0%	2.9%	11	5.7%	0.5%	6	1.3%	2.3%
De 12 000 à moins de 18 000 euros par an	102	8.2%	1.5%	81	7.8%	2.7%	21	10.4%	0.5%	19	3.8%	2.3%
De 18 000 à moins de 24 000 euros par an	180	14.6%	2.5%	156	15.1%	4.6%	24	11.9%	0.6%	31	6.2%	2.0%
De 24 000 à moins de 36 000 euros par an	281	22.7%	2.5%	234	22.5%	4.2%	47	23.8%	0.9%	92	18.5%	2.5%
De 36 000 à moins de 45 000 euros par an	174	14.0%	2.8%	150	14.5%	4.6%	23	11.8%	0.8%	78	15.7%	2.8%
De 45 000 à moins de 65 000 euros par an	175	14.1%	3.1%	152	14.7%	4.8%	23	11.4%	0.9%	108	21.7%	3.1%
65 000 euros et plus	131	10.6%	4.6%	116	11.2%	6.7%	14	7.2%	1.3%	109	21.9%	4.9%
Refus	73	5.9%	1.9%	55	5.3%	3.6%	17	8.7%	0.8%	28	5.6%	2.2%
Ne sait pas	57	4.6%	3.8%	42	4.1%	6.4%	15	7.4%	1.7%	23	4.5%	4.1%