

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2644	100.0%	5.2%	813	100.0%	3.3%	1831	100.0%	6.9%	1257	100.0%	7.5%
Sexe												
Homme	813	30.8%	3.3%	813	100.0%	3.3%	0	-	100.0%	432	34.4%	4.9%
Femme	1831	69.2%	6.9%	0	-	100.0%	1831	100.0%	6.9%	825	65.6%	10.3%
Age												
15 à 24 ans	369	13.9%	5.0%	118	14.5%	3.2%	251	13.7%	6.8%	176	14.0%	5.9%
25 à 34 ans	366	13.9%	4.8%	98	12.1%	2.6%	268	14.6%	6.9%	196	15.6%	5.7%
35 à 49 ans	873	33.0%	6.9%	275	33.9%	4.4%	597	32.6%	9.3%	523	41.6%	8.6%
50 à 64 ans	741	28.0%	6.0%	235	28.8%	4.0%	507	27.7%	8.0%	332	26.4%	8.1%
65 ans et plus	295	11.2%	2.7%	87	10.8%	1.9%	208	11.3%	3.4%	30	2.4%	12.6%
Individu												
Ménagère	1586	60.0%	6.8%	0	-	100.0%	1586	86.6%	6.8%	715	56.9%	10.7%
Personne de Référence	1278	48.3%	4.6%	677	83.3%	3.4%	601	32.8%	7.7%	558	44.4%	6.6%
Responsable des achats	1363	51.6%	5.7%	285	35.1%	3.7%	1078	58.9%	6.5%	683	54.4%	8.2%
PCS Individu												
Agriculteurs	18	0.7%	3.4%	10	1.2%	2.8%	8	0.5%	4.5%	0	-	-
Petits patrons	81	3.1%	5.3%	43	5.2%	3.9%	39	2.1%	8.8%	75	5.9%	5.3%
Affaires et Cadres	384	14.5%	8.2%	177	21.8%	6.1%	207	11.3%	11.9%	353	28.1%	8.2%
Professions intermédiaires	515	19.5%	7.7%	150	18.4%	4.3%	365	19.9%	11.4%	437	34.8%	7.8%
Employés	588	22.2%	7.0%	89	10.9%	4.5%	499	27.3%	7.7%	152	12.1%	8.6%
Ouvriers	147	5.6%	2.3%	94	11.5%	1.9%	53	2.9%	3.8%	23	1.8%	6.7%
Retraités	395	15.0%	3.2%	122	15.0%	2.1%	273	14.9%	4.3%	31	2.4%	13.9%
Autres inactifs	516	19.5%	5.0%	129	15.9%	3.7%	387	21.1%	5.7%	186	14.8%	5.9%
PCS Personne de Référence												
Agriculteurs	38	1.5%	4.9%	12	1.5%	3.2%	26	1.4%	6.5%	0	-	100.0%
Petits patrons	155	5.9%	6.2%	49	6.1%	3.7%	106	5.8%	9.2%	155	12.3%	6.2%
Affaires et Cadres	546	20.7%	8.1%	206	25.4%	6.0%	340	18.6%	10.4%	546	43.5%	8.1%
Professions intermédiaires	555	21.0%	7.3%	176	21.7%	4.4%	379	20.7%	10.6%	555	44.2%	7.3%
Employés	360	13.6%	6.7%	104	12.8%	4.8%	256	14.0%	8.0%	0	-	100.0%
Ouvriers	311	11.8%	3.2%	94	11.6%	1.8%	217	11.8%	4.7%	0	-	100.0%
Retraités	464	17.5%	3.2%	134	16.5%	2.1%	329	18.0%	4.2%	0	-	100.0%
Autres inactifs	214	8.1%	5.7%	37	4.5%	2.7%	177	9.7%	7.3%	0	-	100.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	480	18.1%	5.2%	128	15.8%	3.2%	351	19.2%	6.7%	152	12.1%	8.8%
2 personnes	788	29.8%	4.4%	267	32.9%	3.1%	520	28.4%	5.7%	318	25.3%	7.5%
3 personnes	541	20.5%	5.8%	159	19.6%	3.4%	382	20.9%	8.1%	283	22.5%	7.6%
4 personnes	548	20.7%	5.9%	181	22.2%	3.9%	368	20.1%	7.9%	334	26.6%	7.2%
5 personnes et +	287	10.9%	5.5%	78	9.6%	3.2%	209	11.4%	7.5%	170	13.5%	6.8%
Présence d'enfants de moins de 15 ans												
Oui	971	36.7%	6.2%	299	36.8%	4.1%	671	36.7%	8.0%	568	45.2%	7.6%
Non	1673	63.3%	4.8%	514	63.2%	3.0%	1159	63.3%	6.4%	689	54.8%	7.3%
Habitat												
Communes rurales	577	21.8%	4.5%	158	19.4%	2.5%	420	22.9%	6.3%	246	19.5%	6.8%
Agglo. - 20 000 hab	406	15.3%	4.7%	120	14.8%	3.0%	285	15.6%	6.3%	180	14.3%	7.3%
Agglo. 20 000 à 100 000 hab	354	13.4%	5.3%	112	13.7%	3.5%	242	13.2%	7.0%	151	12.0%	7.7%
Agglo. + 100 000 hab	794	30.0%	5.5%	251	30.8%	3.6%	543	29.7%	7.2%	401	31.9%	8.2%
Agglo. Paris	513	19.4%	6.2%	174	21.3%	4.4%	340	18.6%	7.8%	279	22.2%	7.2%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	554	21.0%	5.9%	179	22.1%	4.0%	375	20.5%	7.6%	300	23.9%	6.9%
Nord-Pas-de-Calais	115	4.3%	3.6%	36	4.5%	2.4%	78	4.3%	4.7%	56	4.5%	6.3%
Lorraine	75	2.8%	3.9%	21	2.6%	2.3%	54	2.9%	5.4%	28	2.2%	5.4%
Alsace	78	3.0%	5.2%	14	1.8%	2.0%	64	3.5%	8.2%	37	2.9%	7.1%
Franche-Comté	47	1.8%	4.9%	9	1.1%	2.0%	38	2.1%	7.7%	19	1.5%	7.8%
Champagne-Ardenne	34	1.3%	3.1%	10	1.2%	1.9%	24	1.3%	4.2%	18	1.4%	6.6%
Picardie	63	2.4%	4.1%	15	1.8%	2.0%	48	2.6%	6.1%	24	1.9%	5.3%
Bourgogne	55	2.1%	4.0%	16	2.0%	2.5%	38	2.1%	5.4%	20	1.6%	5.9%
Haute-Normandie	72	2.7%	4.9%	13	1.6%	1.9%	59	3.2%	7.7%	31	2.5%	6.9%
Basse-Normandie	39	1.5%	3.2%	14	1.7%	2.4%	25	1.4%	4.0%	26	2.1%	8.4%
Centre	114	4.3%	5.5%	33	4.1%	3.3%	80	4.4%	7.5%	64	5.1%	10.3%
Pays de la Loire	141	5.3%	5.0%	47	5.8%	3.4%	94	5.2%	6.4%	60	4.8%	6.8%
Bretagne	135	5.1%	5.2%	48	5.9%	3.9%	87	4.8%	6.5%	54	4.3%	7.0%
Poitou-Charentes	78	3.0%	5.3%	23	2.9%	3.3%	55	3.0%	7.2%	36	2.8%	9.2%
Aquitaine	152	5.7%	5.7%	65	8.0%	5.2%	87	4.7%	6.2%	76	6.1%	9.0%
Midi-Pyrénées	144	5.4%	6.1%	44	5.4%	3.8%	100	5.5%	8.1%	70	5.5%	8.9%
Limousin	26	1.0%	4.1%	8	1.0%	2.8%	18	1.0%	5.3%	12	1.0%	7.7%
Auvergne	50	1.9%	4.4%	16	2.0%	3.0%	33	1.8%	5.7%	24	1.9%	7.6%
Rhône-Alpes	334	12.6%	6.7%	96	11.8%	4.0%	238	13.0%	9.2%	141	11.2%	8.3%
Languedoc-Roussillon	92	3.5%	4.3%	28	3.4%	2.8%	64	3.5%	5.7%	39	3.1%	6.2%
Provence-Alpes-Côte-d'Azur-Corse	247	9.3%	5.7%	77	9.4%	3.8%	171	9.3%	7.5%	121	9.7%	8.6%
Habitudes de connexion Internet												
Tous les jours	1686	63.8%	6.3%	569	69.9%	4.1%	1117	61.0%	8.5%	952	75.8%	7.5%
Presque tous les jours	412	15.6%	6.8%	109	13.4%	3.9%	302	16.5%	9.2%	202	16.1%	8.3%
1 à 2 fois par semaine	170	6.4%	5.3%	41	5.0%	2.9%	129	7.0%	7.2%	58	4.6%	6.4%
1 à 3 fois par mois	34	1.3%	4.0%	3	0.4%	0.9%	30	1.7%	6.6%	14	1.1%	7.3%
Moins souvent	62	2.3%	4.3%	15	1.9%	2.5%	46	2.5%	5.7%	12	1.0%	8.1%
Jamais	8	0.3%	3.2%	3	0.3%	2.0%	5	0.3%	4.7%	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	112	4.2%	4.6%	32	3.9%	3.3%	80	4.4%	5.4%	17	1.4%	9.1%
De 9 000 à moins de 12 000 euros par an	146	5.5%	4.5%	19	2.3%	1.7%	127	7.0%	5.8%	16	1.3%	5.8%
De 12 000 à moins de 18 000 euros par an	286	10.8%	4.2%	87	10.7%	2.9%	199	10.9%	5.2%	74	5.9%	9.1%
De 18 000 à moins de 24 000 euros par an	342	12.9%	4.7%	89	10.9%	2.6%	253	13.8%	6.5%	116	9.2%	7.3%
De 24 000 à moins de 36 000 euros par an	525	19.8%	4.8%	140	17.2%	2.5%	385	21.0%	7.0%	247	19.7%	6.8%
De 36 000 à moins de 45 000 euros par an	395	15.0%	6.3%	126	15.5%	3.8%	269	14.7%	9.1%	220	17.5%	7.8%
De 45 000 à moins de 65 000 euros par an	361	13.6%	6.4%	143	17.6%	4.5%	218	11.9%	8.7%	258	20.5%	7.5%
65 000 euros et plus	234	8.9%	8.2%	112	13.8%	6.5%	122	6.7%	10.8%	185	14.7%	8.3%
Refus	208	7.9%	5.6%	51	6.3%	3.3%	157	8.6%	7.1%	104	8.3%	8.1%
Ne sait pas	35	1.3%	2.3%	14	1.7%	2.1%	21	1.1%	2.5%	19	1.5%	3.5%