

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1601	100.0%	3.1%	883	100.0%	3.6%	718	100.0%	2.7%	754	100.0%	4.5%
Sexe												
Homme	883	55.1%	3.6%	883	100.0%	3.6%	0	-	100.0%	431	57.2%	4.9%
Femme	718	44.9%	2.7%	0	-	100.0%	718	100.0%	2.7%	323	42.8%	4.0%
Age												
15 à 24 ans	380	23.8%	5.1%	205	23.3%	5.5%	175	24.4%	4.8%	184	24.4%	6.1%
25 à 34 ans	186	11.6%	2.4%	117	13.2%	3.1%	69	9.6%	1.8%	105	14.0%	3.1%
35 à 49 ans	374	23.4%	2.9%	210	23.8%	3.3%	164	22.9%	2.5%	222	29.5%	3.7%
50 à 64 ans	385	24.1%	3.1%	217	24.5%	3.6%	169	23.5%	2.7%	220	29.2%	5.3%
65 ans et plus	276	17.2%	2.6%	134	15.2%	2.9%	141	19.7%	2.3%	22	3.0%	9.4%
Individu												
Ménagère	552	34.5%	2.4%	0	-	100.0%	552	76.9%	2.4%	222	29.5%	3.3%
Personne de Référence	877	54.8%	3.1%	674	76.3%	3.3%	203	28.3%	2.6%	396	52.6%	4.7%
Responsable des achats	685	42.8%	2.8%	308	34.9%	4.0%	376	52.4%	2.3%	337	44.7%	4.0%
PCS Individu												
Agriculteurs	25	1.5%	4.7%	11	1.3%	3.2%	14	1.9%	7.5%	0	-	-
Petits patrons	52	3.2%	3.3%	45	5.1%	4.0%	7	1.0%	1.6%	50	6.7%	3.6%
Affaires et Cadres	345	21.5%	7.4%	223	25.2%	7.6%	122	17.0%	7.0%	315	41.8%	7.3%
Professions intermédiaires	188	11.8%	2.8%	94	10.7%	2.7%	94	13.1%	2.9%	155	20.6%	2.8%
Employés	162	10.1%	1.9%	58	6.5%	3.0%	104	14.5%	1.6%	22	2.9%	1.2%
Ouvriers	124	7.7%	1.9%	102	11.6%	2.0%	21	3.0%	1.5%	17	2.3%	5.0%
Retraités	296	18.5%	2.4%	154	17.5%	2.6%	141	19.7%	2.2%	6	0.8%	2.6%
Autres inactifs	410	25.6%	4.0%	196	22.2%	5.6%	214	29.8%	3.2%	189	25.0%	6.0%
PCS Personne de Référence												
Agriculteurs	18	1.1%	2.3%	13	1.4%	3.3%	5	0.7%	1.3%	0	-	100.0%
Petits patrons	90	5.6%	3.6%	58	6.6%	4.3%	31	4.4%	2.7%	90	11.9%	3.6%
Affaires et Cadres	435	27.2%	6.5%	252	28.6%	7.3%	183	25.5%	5.6%	435	57.7%	6.5%
Professions intermédiaires	229	14.3%	3.0%	121	13.7%	3.0%	108	15.1%	3.0%	229	30.4%	3.0%
Employés	159	10.0%	3.0%	74	8.4%	3.5%	85	11.8%	2.6%	0	-	100.0%
Ouvriers	192	12.0%	2.0%	127	14.4%	2.5%	65	9.1%	1.4%	0	-	100.0%
Retraités	369	23.1%	2.6%	178	20.1%	2.7%	192	26.7%	2.4%	0	-	100.0%
Autres inactifs	109	6.8%	2.9%	60	6.8%	4.4%	48	6.7%	2.0%	0	-	100.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	246	15.4%	2.7%	107	12.1%	2.7%	139	19.4%	2.6%	73	9.6%	4.2%
2 personnes	538	33.6%	3.0%	303	34.3%	3.5%	235	32.7%	2.6%	207	27.4%	4.9%
3 personnes	316	19.7%	3.4%	170	19.2%	3.7%	146	20.3%	3.1%	177	23.5%	4.8%
4 personnes	297	18.6%	3.2%	173	19.6%	3.7%	124	17.3%	2.7%	179	23.8%	3.9%
5 personnes et +	204	12.7%	3.9%	130	14.7%	5.3%	74	10.3%	2.7%	118	15.6%	4.7%
Présence d'enfants de moins de 15 ans												
Oui	492	30.7%	3.1%	302	34.2%	4.1%	189	26.4%	2.2%	280	37.1%	3.8%
Non	1110	69.3%	3.2%	581	65.8%	3.4%	529	73.6%	2.9%	474	62.9%	5.1%
Habitat												
Communes rurales	241	15.0%	1.9%	135	15.3%	2.2%	106	14.7%	1.6%	99	13.2%	2.7%
Agglo. - 20 000 hab	200	12.5%	2.3%	113	12.8%	2.8%	86	12.0%	1.9%	85	11.3%	3.4%
Agglo. 20 000 à 100 000 hab	164	10.2%	2.5%	92	10.4%	2.9%	72	10.1%	2.1%	73	9.7%	3.7%
Agglo. + 100 000 hab	472	29.5%	3.3%	274	31.1%	4.0%	198	27.6%	2.6%	229	30.3%	4.7%
Agglo. Paris	524	32.7%	6.3%	268	30.4%	6.8%	256	35.7%	5.9%	268	35.6%	6.9%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	556	34.7%	5.9%	290	32.8%	6.5%	266	37.0%	5.4%	286	37.9%	6.6%
Nord-Pas-de-Calais	63	3.9%	2.0%	39	4.4%	2.6%	23	3.3%	1.4%	25	3.3%	2.8%
Lorraine	21	1.3%	1.1%	10	1.1%	1.0%	11	1.5%	1.1%	12	1.6%	2.3%
Alsace	52	3.3%	3.5%	31	3.6%	4.3%	21	2.9%	2.7%	31	4.2%	6.1%
Franche-Comté	25	1.5%	2.6%	20	2.3%	4.4%	4	0.6%	0.9%	8	1.1%	3.3%
Champagne-Ardenne	26	1.7%	2.4%	15	1.7%	2.9%	11	1.5%	2.0%	11	1.4%	4.0%
Picardie	31	1.9%	2.0%	16	1.8%	2.2%	14	2.0%	1.8%	12	1.5%	2.6%
Bourgogne	30	1.9%	2.2%	14	1.6%	2.2%	16	2.3%	2.3%	7	1.0%	2.2%
Haute-Normandie	29	1.8%	2.0%	16	1.8%	2.3%	13	1.7%	1.6%	14	1.9%	3.2%
Basse-Normandie	25	1.5%	2.1%	15	1.7%	2.7%	9	1.3%	1.5%	11	1.5%	3.6%
Centre	37	2.3%	1.8%	18	2.1%	1.8%	19	2.6%	1.7%	17	2.3%	2.8%
Pays de la Loire	61	3.8%	2.2%	40	4.5%	2.9%	22	3.0%	1.5%	34	4.5%	3.9%
Bretagne	82	5.1%	3.2%	38	4.3%	3.0%	45	6.2%	3.3%	38	5.0%	5.0%
Poitou-Charentes	24	1.5%	1.7%	16	1.8%	2.2%	9	1.2%	1.2%	14	1.9%	3.6%
Aquitaine	79	4.9%	3.0%	50	5.7%	4.0%	29	4.0%	2.1%	31	4.2%	3.7%
Midi-Pyrénées	59	3.7%	2.5%	25	2.8%	2.2%	34	4.8%	2.8%	22	2.9%	2.8%
Limousin	11	0.7%	1.7%	7	0.8%	2.4%	4	0.5%	1.1%	3	0.4%	2.0%
Auvergne	20	1.2%	1.8%	12	1.3%	2.2%	8	1.1%	1.4%	9	1.2%	2.8%
Rhône-Alpes	141	8.8%	2.8%	83	9.4%	3.5%	58	8.1%	2.2%	59	7.8%	3.5%
Languedoc-Roussillon	60	3.8%	2.8%	35	4.0%	3.5%	25	3.5%	2.2%	35	4.7%	5.6%
Provence-Alpes-Côte-d'Azur-Corse	169	10.6%	3.9%	91	10.3%	4.5%	78	10.8%	3.4%	73	9.7%	5.2%
Habitudes de connexion Internet												
Tous les jours	1105	69.0%	4.1%	640	72.4%	4.6%	466	64.8%	3.5%	606	80.3%	4.8%
Presque tous les jours	202	12.6%	3.3%	103	11.7%	3.7%	99	13.8%	3.0%	91	12.1%	3.8%
1 à 2 fois par semaine	113	7.1%	3.5%	56	6.4%	4.0%	57	7.9%	3.2%	43	5.7%	4.8%
1 à 3 fois par mois	15	1.0%	1.8%	7	0.8%	1.9%	8	1.1%	1.7%	8	1.0%	4.0%
Moins souvent	39	2.4%	2.7%	16	1.8%	2.6%	23	3.2%	2.8%	3	0.5%	2.3%
Jamais	0	-	-	0	-	-	0	-	-	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	55	3.5%	2.3%	31	3.5%	3.3%	24	3.4%	1.6%	4	0.5%	1.9%
De 9 000 à moins de 12 000 euros par an	55	3.4%	1.7%	19	2.1%	1.7%	36	5.0%	1.7%	6	0.8%	2.2%
De 12 000 à moins de 18 000 euros par an	122	7.6%	1.8%	65	7.3%	2.2%	57	7.9%	1.5%	36	4.7%	4.4%
De 18 000 à moins de 24 000 euros par an	177	11.1%	2.4%	89	10.1%	2.6%	88	12.3%	2.3%	42	5.6%	2.7%
De 24 000 à moins de 36 000 euros par an	279	17.4%	2.5%	169	19.2%	3.1%	110	15.3%	2.0%	129	17.1%	3.6%
De 36 000 à moins de 45 000 euros par an	194	12.1%	3.1%	103	11.7%	3.1%	90	12.6%	3.0%	100	13.3%	3.6%
De 45 000 à moins de 65 000 euros par an	268	16.7%	4.7%	147	16.7%	4.7%	121	16.8%	4.8%	145	19.2%	4.2%
65 000 euros et plus	267	16.7%	9.3%	171	19.4%	9.8%	96	13.3%	8.5%	210	27.9%	9.4%
Refus	133	8.3%	3.5%	63	7.1%	4.1%	70	9.8%	3.2%	64	8.5%	5.0%
Ne sait pas	51	3.2%	3.4%	25	2.9%	3.8%	26	3.6%	3.1%	18	2.4%	3.3%