

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	3322	100.0%	6.5%	855	100.0%	3.5%	2467	100.0%	9.3%	924	100.0%	5.5%
Sexe												
Homme	855	25.7%	3.5%	855	100.0%	3.5%	0	-	100.0%	235	25.4%	2.7%
Femme	2467	74.3%	9.3%	0	-	100.0%	2467	100.0%	9.3%	690	74.6%	8.6%
Age												
15 à 24 ans	163	4.9%	2.2%	60	7.0%	1.6%	104	4.2%	2.8%	58	6.3%	1.9%
25 à 34 ans	354	10.7%	4.6%	77	9.0%	2.0%	278	11.3%	7.1%	128	13.8%	3.7%
35 à 49 ans	981	29.5%	7.7%	226	26.5%	3.6%	755	30.6%	11.7%	399	43.1%	6.6%
50 à 64 ans	1121	33.8%	9.1%	299	35.0%	5.0%	822	33.3%	13.0%	322	34.9%	7.8%
65 ans et plus	702	21.1%	6.5%	193	22.6%	4.2%	509	20.6%	8.2%	18	1.9%	7.5%
Individu												
Ménagère	2304	69.3%	9.9%	0	-	100.0%	2304	93.4%	9.9%	639	69.1%	9.5%
Personne de Référence	1515	45.6%	5.4%	771	90.1%	3.8%	745	30.2%	9.5%	326	35.3%	3.9%
Responsable des achats	1975	59.4%	8.2%	268	31.4%	3.5%	1707	69.2%	10.4%	621	67.2%	7.5%
PCS Individu												
Agriculteurs	49	1.5%	9.3%	15	1.8%	4.3%	34	1.4%	18.8%	0	-	-
Petits patrons	87	2.6%	5.6%	44	5.2%	4.0%	42	1.7%	9.6%	75	8.1%	5.3%
Affaires et Cadres	189	5.7%	4.1%	64	7.5%	2.2%	125	5.1%	7.2%	173	18.7%	4.0%
Professions intermédiaires	408	12.3%	6.1%	97	11.3%	2.8%	311	12.6%	9.7%	317	34.3%	5.7%
Employés	810	24.4%	9.6%	73	8.6%	3.7%	736	29.8%	11.4%	183	19.8%	10.3%
Ouvriers	319	9.6%	4.9%	183	21.4%	3.6%	136	5.5%	9.8%	19	2.1%	5.7%
Retraités	901	27.1%	7.3%	279	32.6%	4.7%	622	25.2%	9.7%	31	3.4%	14.1%
Autres inactifs	560	16.9%	5.4%	99	11.6%	2.8%	460	18.7%	6.8%	126	13.7%	4.0%
PCS Personne de Référence												
Agriculteurs	59	1.8%	7.5%	11	1.3%	2.9%	47	1.9%	11.8%	0	-	100.0%
Petits patrons	135	4.1%	5.4%	50	5.9%	3.7%	85	3.4%	7.3%	135	14.6%	5.4%
Affaires et Cadres	321	9.7%	4.8%	78	9.1%	2.2%	243	9.9%	7.4%	321	34.8%	4.8%
Professions intermédiaires	468	14.1%	6.2%	106	12.4%	2.7%	362	14.7%	10.1%	468	50.6%	6.2%
Employés	426	12.8%	8.0%	70	8.2%	3.3%	356	14.4%	11.1%	0	-	100.0%
Ouvriers	591	17.8%	6.1%	192	22.5%	3.8%	399	16.2%	8.6%	0	-	100.0%
Retraités	1102	33.2%	7.6%	287	33.6%	4.4%	815	33.0%	10.3%	0	-	100.0%
Autres inactifs	220	6.6%	5.8%	60	7.0%	4.4%	160	6.5%	6.6%	0	-	100.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	590	17.8%	6.4%	154	18.0%	3.9%	436	17.7%	8.3%	72	7.8%	4.2%
2 personnes	1251	37.6%	7.0%	353	41.2%	4.1%	898	36.4%	9.9%	231	25.0%	5.5%
3 personnes	608	18.3%	6.5%	128	15.0%	2.8%	480	19.4%	10.2%	232	25.1%	6.2%
4 personnes	611	18.4%	6.6%	153	17.9%	3.3%	458	18.6%	9.9%	273	29.5%	5.9%
5 personnes et +	263	7.9%	5.0%	67	7.9%	2.7%	195	7.9%	7.0%	117	12.6%	4.7%
Présence d'enfants de moins de 15 ans												
Oui	1009	30.4%	6.4%	214	25.0%	2.9%	795	32.2%	9.4%	434	46.9%	5.8%
Non	2314	69.6%	6.6%	641	75.0%	3.8%	1673	67.8%	9.2%	491	53.1%	5.2%
Habitat												
Communes rurales	872	26.2%	6.8%	220	25.7%	3.5%	652	26.4%	9.8%	218	23.6%	6.0%
Agglo. - 20 000 hab	599	18.0%	7.0%	161	18.8%	3.9%	438	17.8%	9.7%	150	16.2%	6.1%
Agglo. 20 000 à 100 000 hab	495	14.9%	7.4%	116	13.6%	3.6%	379	15.3%	10.9%	139	15.0%	7.1%
Agglo. + 100 000 hab	834	25.1%	5.8%	215	25.2%	3.1%	619	25.1%	8.2%	232	25.1%	4.7%
Agglo. Paris	523	15.7%	6.3%	143	16.7%	3.6%	381	15.4%	8.7%	186	20.1%	4.8%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	590	17.8%	6.3%	156	18.3%	3.5%	434	17.6%	8.8%	212	23.0%	4.9%
Nord-Pas-de-Calais	187	5.6%	5.8%	47	5.5%	3.1%	140	5.7%	8.3%	49	5.3%	5.6%
Lorraine	144	4.3%	7.5%	37	4.3%	4.0%	107	4.3%	10.7%	22	2.4%	4.2%
Alsace	104	3.1%	6.9%	20	2.3%	2.8%	84	3.4%	10.8%	28	3.0%	5.4%
Franche-Comté	78	2.3%	8.2%	21	2.5%	4.6%	57	2.3%	11.6%	14	1.5%	5.6%
Champagne-Ardenne	78	2.4%	7.2%	20	2.3%	3.8%	58	2.4%	10.3%	14	1.5%	5.3%
Picardie	110	3.3%	7.2%	26	3.0%	3.5%	84	3.4%	10.6%	29	3.1%	6.6%
Bourgogne	113	3.4%	8.3%	31	3.6%	4.8%	82	3.3%	11.6%	24	2.6%	7.0%
Haute-Normandie	72	2.2%	4.9%	19	2.3%	2.8%	52	2.1%	6.8%	25	2.7%	5.5%
Basse-Normandie	63	1.9%	5.3%	28	3.2%	4.8%	36	1.5%	5.7%	14	1.5%	4.4%
Centre	145	4.4%	7.0%	37	4.3%	3.7%	108	4.4%	10.0%	46	5.0%	7.4%
Pays de la Loire	187	5.6%	6.6%	42	4.9%	3.0%	146	5.9%	9.9%	43	4.7%	4.9%
Bretagne	140	4.2%	5.4%	33	3.9%	2.7%	107	4.3%	7.9%	24	2.6%	3.1%
Poitou-Charentes	95	2.9%	6.5%	22	2.5%	3.1%	74	3.0%	9.7%	29	3.2%	7.6%
Aquitaine	203	6.1%	7.7%	59	6.9%	4.7%	144	5.8%	10.3%	50	5.4%	5.9%
Midi-Pyrénées	171	5.1%	7.2%	57	6.7%	5.0%	114	4.6%	9.2%	58	6.3%	7.4%
Limousin	54	1.6%	8.6%	17	2.0%	5.6%	38	1.5%	11.4%	7	0.8%	4.6%
Auvergne	68	2.0%	6.0%	15	1.8%	2.9%	52	2.1%	9.0%	12	1.3%	3.8%
Rhône-Alpes	318	9.6%	6.4%	72	8.4%	3.0%	246	10.0%	9.5%	93	10.1%	5.5%
Languedoc-Roussillon	108	3.2%	5.0%	23	2.7%	2.3%	85	3.4%	7.5%	47	5.1%	7.4%
Provence-Alpes-Côte-d'Azur-Corse	293	8.8%	6.8%	73	8.6%	3.6%	220	8.9%	9.6%	84	9.1%	6.0%
Habitudes de connexion Internet												
Tous les jours	1550	46.7%	5.8%	398	46.5%	2.9%	1152	46.7%	8.7%	633	68.5%	5.0%
Presque tous les jours	417	12.6%	6.9%	97	11.3%	3.5%	320	13.0%	9.7%	145	15.7%	6.0%
1 à 2 fois par semaine	284	8.6%	8.9%	76	8.9%	5.4%	208	8.4%	11.7%	89	9.6%	10.0%
1 à 3 fois par mois	59	1.8%	6.9%	12	1.4%	3.1%	47	1.9%	10.1%	12	1.3%	6.3%
Moins souvent	119	3.6%	8.3%	32	3.7%	5.1%	87	3.5%	10.7%	10	1.1%	6.6%
Jamais	18	0.5%	7.2%	5	0.6%	3.6%	13	0.5%	11.7%	1	0.1%	1.8%

	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	159	4.8%	6.5%	22	2.6%	2.3%	136	5.5%	9.2%	8	0.9%	4.3%
De 9 000 à moins de 12 000 euros par an	237	7.1%	7.3%	40	4.7%	3.7%	197	8.0%	9.0%	17	1.9%	6.3%
De 12 000 à moins de 18 000 euros par an	506	15.2%	7.4%	120	14.1%	4.0%	386	15.6%	10.1%	47	5.1%	5.8%
De 18 000 à moins de 24 000 euros par an	537	16.2%	7.4%	151	17.7%	4.5%	386	15.6%	9.9%	85	9.2%	5.4%
De 24 000 à moins de 36 000 euros par an	725	21.8%	6.6%	193	22.5%	3.5%	533	21.6%	9.6%	217	23.5%	6.0%
De 36 000 à moins de 45 000 euros par an	395	11.9%	6.3%	93	10.9%	2.8%	302	12.2%	10.1%	165	17.8%	5.8%
De 45 000 à moins de 65 000 euros par an	337	10.2%	6.0%	117	13.7%	3.7%	220	8.9%	8.8%	182	19.7%	5.3%
65 000 euros et plus	142	4.3%	5.0%	46	5.4%	2.7%	96	3.9%	8.5%	113	12.2%	5.0%
Refus	238	7.2%	6.3%	56	6.5%	3.6%	182	7.4%	8.3%	77	8.3%	6.0%
Ne sait pas	45	1.4%	3.0%	16	1.9%	2.4%	29	1.2%	3.5%	13	1.4%	2.3%