

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	3665	100.0%	7.2%	2181	100.0%	9.0%	1484	100.0%	5.6%	1717	100.0%	10.2%
Sexe												
Homme	2181	59.5%	9.0%	2181	100.0%	9.0%	0	-	100.0%	1037	60.4%	11.8%
Femme	1484	40.5%	5.6%	0	-	100.0%	1484	100.0%	5.6%	680	39.6%	8.5%
Age												
15 à 24 ans	752	20.5%	10.2%	491	22.5%	13.2%	261	17.6%	7.1%	435	25.3%	14.6%
25 à 34 ans	480	13.1%	6.2%	325	14.9%	8.6%	154	10.4%	4.0%	256	14.9%	7.5%
35 à 49 ans	987	26.9%	7.8%	542	24.9%	8.6%	445	30.0%	6.9%	596	34.7%	9.9%
50 à 64 ans	922	25.2%	7.5%	522	23.9%	8.8%	400	27.0%	6.3%	402	23.4%	9.8%
65 ans et plus	525	14.3%	4.9%	301	13.8%	6.5%	224	15.1%	3.6%	28	1.7%	12.0%
Individu												
Ménagère	1247	34.0%	5.4%	0	-	100.0%	1247	84.1%	5.4%	545	31.7%	8.1%
Personne de Référence	2015	55.0%	7.2%	1644	75.4%	8.1%	372	25.0%	4.7%	879	51.2%	10.4%
Responsable des achats	1629	44.4%	6.8%	687	31.5%	9.0%	942	63.5%	5.7%	756	44.0%	9.1%
PCS Individu												
Agriculteurs	36	1.0%	6.8%	19	0.9%	5.5%	17	1.1%	9.3%	0	0.0%	5.3%
Petits patrons	119	3.3%	7.7%	90	4.1%	8.1%	29	2.0%	6.7%	113	6.6%	8.0%
Affaires et Cadres	533	14.5%	11.4%	350	16.0%	12.0%	183	12.3%	10.5%	488	28.4%	11.3%
Professions intermédiaires	619	16.9%	9.2%	378	17.3%	10.8%	241	16.2%	7.5%	531	30.9%	9.5%
Employés	461	12.6%	5.5%	156	7.2%	8.0%	305	20.6%	4.7%	113	6.6%	6.4%
Ouvriers	314	8.6%	4.9%	281	12.9%	5.6%	33	2.2%	2.4%	9	0.5%	2.7%
Retraités	662	18.1%	5.4%	391	17.9%	6.6%	271	18.3%	4.2%	27	1.5%	12.0%
Autres inactifs	921	25.1%	9.0%	516	23.7%	14.6%	405	27.3%	6.0%	436	25.4%	13.9%
PCS Personne de Référence												
Agriculteurs	50	1.4%	6.4%	23	1.1%	6.1%	27	1.8%	6.7%	0	-	100.0%
Petits patrons	164	4.5%	6.6%	106	4.9%	7.9%	58	3.9%	5.0%	164	9.6%	6.6%
Affaires et Cadres	829	22.6%	12.3%	471	21.6%	13.6%	358	24.1%	10.9%	829	48.3%	12.3%
Professions intermédiaires	724	19.8%	9.6%	459	21.1%	11.6%	265	17.9%	7.4%	724	42.2%	9.6%
Employés	353	9.6%	6.6%	195	8.9%	9.1%	158	10.7%	4.9%	0	-	100.0%
Ouvriers	490	13.4%	5.0%	330	15.1%	6.5%	160	10.8%	3.5%	0	-	100.0%
Retraités	809	22.1%	5.6%	454	20.8%	6.9%	356	24.0%	4.5%	0	-	100.0%
Autres inactifs	246	6.7%	6.5%	143	6.6%	10.5%	103	6.9%	4.3%	0	-	100.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	537	14.7%	5.8%	327	15.0%	8.3%	210	14.2%	4.0%	161	9.4%	9.3%
2 personnes	1116	30.4%	6.3%	650	29.8%	7.5%	466	31.4%	5.1%	370	21.6%	8.7%
3 personnes	726	19.8%	7.8%	443	20.3%	9.6%	283	19.1%	6.0%	373	21.7%	10.0%
4 personnes	813	22.2%	8.8%	487	22.3%	10.5%	326	22.0%	7.0%	505	29.4%	11.0%
5 personnes et +	473	12.9%	9.0%	274	12.6%	11.2%	199	13.4%	7.1%	307	17.9%	12.2%
Présence d'enfants de moins de 15 ans												
Oui	1210	33.0%	7.7%	681	31.2%	9.3%	529	35.6%	6.3%	754	43.9%	10.2%
Non	2455	67.0%	7.0%	1500	68.8%	8.8%	955	64.4%	5.3%	963	56.1%	10.3%
Habitat												
Communes rurales	833	22.7%	6.5%	459	21.0%	7.4%	375	25.3%	5.6%	342	19.9%	9.5%
Agglo. - 20 000 hab	556	15.2%	6.5%	337	15.5%	8.3%	219	14.8%	4.9%	241	14.0%	9.8%
Agglo. 20 000 à 100 000 hab	474	12.9%	7.1%	265	12.2%	8.3%	209	14.1%	6.0%	217	12.7%	11.1%
Agglo. + 100 000 hab	1105	30.2%	7.7%	708	32.5%	10.3%	397	26.8%	5.3%	533	31.1%	10.9%
Agglo. Paris	696	19.0%	8.4%	412	18.9%	10.5%	284	19.1%	6.5%	383	22.3%	9.9%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	781	21.3%	8.3%	463	21.2%	10.3%	318	21.4%	6.5%	441	25.7%	10.2%
Nord-Pas-de-Calais	186	5.1%	5.8%	115	5.3%	7.5%	71	4.8%	4.2%	88	5.1%	9.9%
Lorraine	147	4.0%	7.6%	85	3.9%	9.1%	62	4.2%	6.2%	61	3.5%	11.6%
Alsace	166	4.5%	11.0%	97	4.5%	13.3%	69	4.7%	8.9%	81	4.7%	15.6%
Franche-Comté	80	2.2%	8.4%	43	2.0%	9.4%	36	2.4%	7.5%	26	1.5%	10.7%
Champagne-Ardenne	66	1.8%	6.0%	37	1.7%	7.0%	29	1.9%	5.1%	34	2.0%	12.6%
Picardie	98	2.7%	6.4%	68	3.1%	9.2%	30	2.0%	3.8%	45	2.6%	10.2%
Bourgogne	90	2.4%	6.6%	50	2.3%	7.7%	40	2.7%	5.6%	30	1.7%	8.7%
Haute-Normandie	68	1.9%	4.6%	34	1.6%	4.8%	34	2.3%	4.4%	41	2.4%	9.1%
Basse-Normandie	57	1.5%	4.7%	36	1.6%	6.2%	21	1.4%	3.3%	35	2.0%	11.0%
Centre	129	3.5%	6.2%	74	3.4%	7.4%	55	3.7%	5.1%	59	3.4%	9.4%
Pays de la Loire	182	5.0%	6.4%	111	5.1%	8.1%	71	4.8%	4.8%	87	5.1%	9.9%
Bretagne	174	4.7%	6.7%	101	4.6%	8.2%	72	4.9%	5.4%	59	3.4%	7.7%
Poitou-Charentes	90	2.4%	6.1%	57	2.6%	8.1%	33	2.2%	4.3%	37	2.1%	9.5%
Aquitaine	192	5.2%	7.2%	115	5.3%	9.1%	77	5.2%	5.5%	62	3.6%	7.3%
Midi-Pyrénées	163	4.4%	6.8%	95	4.4%	8.3%	67	4.5%	5.5%	80	4.7%	10.2%
Limousin	50	1.4%	7.9%	28	1.3%	9.2%	22	1.5%	6.7%	15	0.9%	9.4%
Auvergne	59	1.6%	5.3%	27	1.3%	5.1%	32	2.1%	5.4%	26	1.5%	8.4%
Rhône-Alpes	395	10.8%	7.9%	233	10.7%	9.7%	162	10.9%	6.3%	183	10.7%	10.8%
Languedoc-Roussillon	166	4.5%	7.7%	101	4.6%	9.9%	65	4.4%	5.7%	77	4.5%	12.2%
Provence-Alpes-Côte-d'Azur-Corse	330	9.0%	7.6%	213	9.7%	10.5%	117	7.9%	5.1%	151	8.8%	10.7%
Habitudes de connexion Internet												
Tous les jours	2314	63.1%	8.6%	1428	65.4%	10.4%	886	59.7%	6.7%	1294	75.3%	10.2%
Presque tous les jours	496	13.5%	8.2%	313	14.3%	11.3%	183	12.3%	5.5%	252	14.7%	10.3%
1 à 2 fois par semaine	247	6.7%	7.7%	138	6.3%	9.8%	109	7.3%	6.1%	102	5.9%	11.4%
1 à 3 fois par mois	58	1.6%	6.8%	18	0.8%	4.6%	40	2.7%	8.6%	27	1.5%	13.9%
Moins souvent	72	2.0%	5.0%	43	2.0%	7.0%	29	1.9%	3.6%	22	1.3%	15.1%
Jamais	9	0.2%	3.7%	3	0.1%	1.9%	6	0.4%	6.0%	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	107	2.9%	4.4%	56	2.6%	5.9%	51	3.4%	3.4%	11	0.6%	5.7%
De 9 000 à moins de 12 000 euros par an	174	4.7%	5.3%	80	3.7%	7.4%	93	6.3%	4.3%	33	1.9%	11.8%
De 12 000 à moins de 18 000 euros par an	339	9.3%	5.0%	194	8.9%	6.5%	145	9.8%	3.8%	78	4.5%	9.6%
De 18 000 à moins de 24 000 euros par an	479	13.1%	6.6%	266	12.2%	7.9%	213	14.4%	5.5%	141	8.2%	8.9%
De 24 000 à moins de 36 000 euros par an	768	21.0%	7.0%	471	21.6%	8.5%	297	20.0%	5.4%	345	20.1%	9.5%
De 36 000 à moins de 45 000 euros par an	493	13.5%	7.9%	316	14.5%	9.6%	177	11.9%	5.9%	256	14.9%	9.1%
De 45 000 à moins de 65 000 euros par an	554	15.1%	9.8%	343	15.7%	10.9%	211	14.2%	8.5%	368	21.5%	10.7%
65 000 euros et plus	351	9.6%	12.2%	235	10.8%	13.5%	116	7.8%	10.3%	298	17.4%	13.3%
Refus	292	8.0%	7.8%	146	6.7%	9.4%	146	9.8%	6.6%	122	7.1%	9.5%
Ne sait pas	107	2.9%	7.1%	72	3.3%	10.9%	35	2.3%	4.1%	66	3.8%	12.0%