

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1699	100.0%	3.3%	1004	100.0%	4.1%	695	100.0%	2.6%	773	100.0%	4.6%
Sexe												
Homme	1004	59.1%	4.1%	1004	100.0%	4.1%	0	-	100.0%	467	60.4%	5.3%
Femme	695	40.9%	2.6%	0	-	100.0%	695	100.0%	2.6%	306	39.6%	3.8%
Age												
15 à 24 ans	279	16.4%	3.8%	193	19.3%	5.2%	85	12.3%	2.3%	137	17.7%	4.6%
25 à 34 ans	269	15.9%	3.5%	163	16.3%	4.3%	106	15.3%	2.7%	139	18.0%	4.1%
35 à 49 ans	460	27.1%	3.6%	261	26.0%	4.2%	199	28.6%	3.1%	277	35.8%	4.6%
50 à 64 ans	424	25.0%	3.5%	264	26.3%	4.4%	160	23.0%	2.5%	198	25.6%	4.8%
65 ans et plus	266	15.7%	2.5%	122	12.1%	2.6%	144	20.8%	2.3%	23	2.9%	9.6%
Individu												
Ménagère	597	35.2%	2.6%	0	-	100.0%	597	85.9%	2.6%	258	33.4%	3.9%
Personne de Référence	996	58.6%	3.6%	786	78.3%	3.9%	210	30.3%	2.7%	429	55.5%	5.1%
Responsable des achats	788	46.4%	3.3%	350	34.8%	4.6%	438	63.0%	2.7%	364	47.1%	4.4%
PCS Individu												
Agriculteurs	17	1.0%	3.3%	7	0.7%	2.1%	10	1.5%	5.6%	0	-	-
Petits patrons	89	5.2%	5.7%	71	7.0%	6.4%	18	2.6%	4.0%	86	11.2%	6.1%
Affaires et Cadres	243	14.3%	5.2%	170	16.9%	5.8%	73	10.5%	4.2%	225	29.1%	5.2%
Professions intermédiaires	269	15.8%	4.0%	157	15.7%	4.5%	112	16.1%	3.5%	231	29.8%	4.1%
Employés	222	13.1%	2.6%	79	7.8%	4.0%	143	20.6%	2.2%	43	5.6%	2.4%
Ouvriers	198	11.7%	3.1%	174	17.3%	3.4%	24	3.5%	1.7%	22	2.9%	6.5%
Retraités	324	19.1%	2.6%	167	16.6%	2.8%	157	22.6%	2.5%	16	2.1%	7.3%
Autres inactifs	336	19.8%	3.3%	179	17.8%	5.1%	158	22.7%	2.3%	149	19.3%	4.7%
PCS Personne de Référence												
Agriculteurs	18	1.1%	2.3%	10	1.0%	2.5%	8	1.2%	2.0%	0	-	100.0%
Petits patrons	120	7.1%	4.8%	94	9.3%	7.0%	26	3.8%	2.3%	120	15.6%	4.8%
Affaires et Cadres	378	22.2%	5.6%	205	20.5%	5.9%	172	24.8%	5.3%	378	48.9%	5.6%
Professions intermédiaires	275	16.2%	3.6%	168	16.7%	4.2%	108	15.5%	3.0%	275	35.6%	3.6%
Employés	165	9.7%	3.1%	76	7.5%	3.5%	90	12.9%	2.8%	0	-	100.0%
Ouvriers	233	13.7%	2.4%	166	16.5%	3.3%	67	9.6%	1.4%	0	-	100.0%
Retraités	398	23.4%	2.8%	206	20.5%	3.1%	192	27.6%	2.4%	0	-	100.0%
Autres inactifs	113	6.6%	3.0%	80	8.0%	5.9%	32	4.6%	1.3%	0	-	100.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	288	17.0%	3.1%	153	15.3%	3.9%	135	19.4%	2.6%	83	10.8%	4.8%
2 personnes	588	34.6%	3.3%	340	33.9%	3.9%	248	35.7%	2.7%	196	25.3%	4.6%
3 personnes	307	18.0%	3.3%	188	18.7%	4.1%	119	17.1%	2.5%	152	19.7%	4.1%
4 personnes	331	19.5%	3.6%	199	19.8%	4.3%	132	19.1%	2.9%	226	29.3%	4.9%
5 personnes et +	185	10.9%	3.5%	124	12.4%	5.1%	60	8.7%	2.2%	116	15.0%	4.6%
Présence d'enfants de moins de 15 ans												
Oui	533	31.4%	3.4%	299	29.7%	4.1%	234	33.7%	2.8%	339	43.8%	4.6%
Non	1166	68.6%	3.3%	705	70.3%	4.1%	461	66.3%	2.5%	435	56.2%	4.6%
Habitat												
Communes rurales	345	20.3%	2.7%	192	19.2%	3.1%	152	21.9%	2.3%	147	19.0%	4.1%
Agglo. - 20 000 hab	272	16.0%	3.2%	152	15.2%	3.7%	120	17.2%	2.7%	100	12.9%	4.0%
Agglo. 20 000 à 100 000 hab	209	12.3%	3.1%	133	13.2%	4.2%	76	11.0%	2.2%	103	13.3%	5.2%
Agglo. + 100 000 hab	534	31.4%	3.7%	320	31.8%	4.6%	215	30.9%	2.8%	249	32.3%	5.1%
Agglo. Paris	339	19.9%	4.1%	207	20.6%	5.2%	132	19.0%	3.0%	175	22.6%	4.5%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	357	21.0%	3.8%	217	21.6%	4.8%	140	20.2%	2.8%	187	24.2%	4.3%
Nord-Pas-de-Calais	52	3.1%	1.6%	29	2.9%	1.9%	23	3.3%	1.4%	25	3.2%	2.8%
Lorraine	54	3.2%	2.8%	36	3.5%	3.8%	19	2.7%	1.9%	25	3.3%	4.8%
Alsace	59	3.5%	3.9%	27	2.7%	3.7%	32	4.6%	4.1%	26	3.4%	5.1%
Franche-Comté	38	2.3%	4.1%	24	2.4%	5.3%	14	2.0%	2.9%	12	1.6%	5.0%
Champagne-Ardenne	17	1.0%	1.6%	7	0.7%	1.4%	10	1.5%	1.8%	7	0.9%	2.5%
Picardie	46	2.7%	3.0%	23	2.3%	3.1%	23	3.3%	2.9%	24	3.2%	5.5%
Bourgogne	41	2.4%	3.1%	25	2.5%	3.8%	17	2.4%	2.4%	19	2.5%	5.6%
Haute-Normandie	49	2.9%	3.3%	34	3.4%	4.9%	15	2.1%	1.9%	21	2.7%	4.6%
Basse-Normandie	29	1.7%	2.4%	14	1.4%	2.4%	15	2.2%	2.4%	16	2.0%	5.0%
Centre	63	3.7%	3.0%	37	3.6%	3.7%	26	3.7%	2.4%	29	3.8%	4.6%
Pays de la Loire	58	3.4%	2.0%	34	3.3%	2.4%	25	3.6%	1.7%	28	3.6%	3.2%
Bretagne	72	4.2%	2.8%	50	5.0%	4.1%	21	3.1%	1.6%	39	5.0%	5.1%
Poitou-Charentes	42	2.5%	2.9%	22	2.2%	3.2%	20	2.9%	2.6%	19	2.5%	5.0%
Aquitaine	110	6.5%	4.2%	63	6.3%	5.0%	47	6.8%	3.4%	53	6.9%	6.3%
Midi-Pyrénées	88	5.2%	3.7%	45	4.5%	3.9%	43	6.1%	3.5%	33	4.3%	4.2%
Limousin	17	1.0%	2.7%	12	1.2%	3.9%	5	0.8%	1.7%	3	0.4%	2.0%
Auvergne	28	1.7%	2.5%	17	1.7%	3.2%	11	1.6%	1.9%	13	1.7%	4.1%
Rhône-Alpes	193	11.4%	3.9%	122	12.1%	5.1%	72	10.3%	2.8%	64	8.2%	3.8%
Languedoc-Roussillon	58	3.4%	2.7%	32	3.2%	3.1%	25	3.7%	2.2%	26	3.3%	4.0%
Provence-Alpes-Côte-d'Azur-Corse	226	13.3%	5.2%	135	13.4%	6.6%	91	13.1%	4.0%	104	13.5%	7.4%
Habitudes de connexion Internet												
Tous les jours	1057	62.2%	3.9%	652	64.9%	4.7%	406	58.4%	3.1%	581	75.2%	4.6%
Presque tous les jours	218	12.8%	3.6%	129	12.9%	4.7%	89	12.8%	2.7%	106	13.7%	4.3%
1 à 2 fois par semaine	104	6.1%	3.3%	54	5.4%	3.8%	50	7.2%	2.8%	40	5.2%	4.5%
1 à 3 fois par mois	30	1.8%	3.6%	14	1.4%	3.6%	16	2.3%	3.5%	7	0.9%	3.8%
Moins souvent	42	2.5%	2.9%	21	2.1%	3.3%	21	3.1%	2.6%	21	2.7%	14.0%
Jamais	14	0.8%	5.7%	11	1.1%	7.9%	3	0.4%	2.8%	2	0.3%	6.9%

	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	54	3.2%	2.2%	32	3.2%	3.4%	21	3.1%	1.5%	12	1.6%	6.4%
De 9 000 à moins de 12 000 euros par an	85	5.0%	2.6%	39	3.9%	3.6%	46	6.6%	2.1%	14	1.8%	5.1%
De 12 000 à moins de 18 000 euros par an	190	11.2%	2.8%	98	9.7%	3.3%	93	13.4%	2.4%	40	5.1%	4.9%
De 18 000 à moins de 24 000 euros par an	207	12.2%	2.8%	108	10.8%	3.2%	99	14.2%	2.5%	65	8.4%	4.1%
De 24 000 à moins de 36 000 euros par an	329	19.4%	3.0%	216	21.5%	3.9%	113	16.2%	2.0%	139	18.0%	3.8%
De 36 000 à moins de 45 000 euros par an	231	13.6%	3.7%	140	13.9%	4.3%	91	13.1%	3.1%	129	16.7%	4.6%
De 45 000 à moins de 65 000 euros par an	295	17.3%	5.2%	186	18.5%	5.9%	109	15.7%	4.4%	182	23.6%	5.3%
65 000 euros et plus	162	9.5%	5.6%	97	9.7%	5.6%	64	9.2%	5.7%	125	16.2%	5.6%
Refus	113	6.7%	3.0%	66	6.6%	4.3%	47	6.8%	2.1%	52	6.7%	4.0%
Ne sait pas	33	1.9%	2.2%	21	2.1%	3.2%	12	1.7%	1.4%	15	1.9%	2.7%