

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1148	100.0%	2.3%	306	100.0%	1.3%	841	100.0%	3.2%	464	100.0%	2.8%
Sexe												
Homme	306	26.7%	1.3%	306	100.0%	1.3%	0	-	100.0%	140	30.2%	1.6%
Femme	841	73.3%	3.2%	0	-	100.0%	841	100.0%	3.2%	324	69.8%	4.0%
Age												
15 à 24 ans	79	6.9%	1.1%	19	6.2%	0.5%	60	7.1%	1.6%	37	8.0%	1.2%
25 à 34 ans	175	15.3%	2.3%	62	20.3%	1.6%	113	13.4%	2.9%	86	18.5%	2.5%
35 à 49 ans	390	34.0%	3.1%	96	31.3%	1.5%	295	35.0%	4.6%	216	46.5%	3.6%
50 à 64 ans	339	29.5%	2.8%	78	25.5%	1.3%	261	31.0%	4.1%	120	25.8%	2.9%
65 ans et plus	164	14.3%	1.5%	51	16.7%	1.1%	113	13.4%	1.8%	6	1.2%	2.4%
Individu												
Ménagère	790	68.8%	3.4%	0	-	100.0%	790	93.9%	3.4%	296	63.9%	4.4%
Personne de Référence	467	40.7%	1.7%	276	90.2%	1.4%	190	22.6%	2.4%	184	39.7%	2.2%
Responsable des achats	752	65.5%	3.1%	109	35.5%	1.4%	643	76.5%	3.9%	319	68.8%	3.8%
PCS Individu												
Agriculteurs	11	1.0%	2.1%	3	1.1%	0.9%	8	1.0%	4.4%	0	-	-
Petits patrons	57	5.0%	3.7%	35	11.5%	3.2%	22	2.6%	4.9%	51	11.0%	3.6%
Affaires et Cadres	88	7.7%	1.9%	41	13.4%	1.4%	47	5.6%	2.7%	80	17.3%	1.9%
Professions intermédiaires	212	18.5%	3.2%	67	21.7%	1.9%	145	17.3%	4.6%	168	36.2%	3.0%
Employés	249	21.7%	3.0%	18	6.0%	0.9%	231	27.4%	3.6%	57	12.4%	3.2%
Ouvriers	115	10.1%	1.8%	66	21.4%	1.3%	50	5.9%	3.6%	18	3.9%	5.2%
Retraités	228	19.9%	1.9%	56	18.3%	1.0%	172	20.4%	2.7%	8	1.7%	3.5%
Autres inactifs	187	16.3%	1.8%	20	6.6%	0.6%	167	19.8%	2.5%	82	17.6%	2.6%
PCS Personne de Référence												
Agriculteurs	38	3.4%	4.9%	5	1.6%	1.3%	34	4.0%	8.4%	0	-	100.0%
Petits patrons	74	6.4%	3.0%	34	11.0%	2.5%	40	4.8%	3.5%	74	16.0%	3.0%
Affaires et Cadres	181	15.8%	2.7%	40	13.0%	1.2%	141	16.8%	4.3%	181	39.1%	2.7%
Professions intermédiaires	209	18.2%	2.8%	66	21.7%	1.7%	142	16.9%	4.0%	209	45.0%	2.8%
Employés	123	10.7%	2.3%	18	5.8%	0.8%	105	12.5%	3.3%	0	-	100.0%
Ouvriers	208	18.2%	2.1%	68	22.2%	1.3%	140	16.7%	3.0%	0	-	100.0%
Retraités	266	23.1%	1.8%	63	20.6%	1.0%	202	24.1%	2.6%	0	-	100.0%
Autres inactifs	48	4.2%	1.3%	13	4.2%	0.9%	36	4.2%	1.5%	0	-	100.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	138	12.0%	1.5%	38	12.3%	0.9%	100	11.9%	1.9%	42	9.1%	2.4%
2 personnes	443	38.6%	2.5%	110	36.0%	1.3%	333	39.6%	3.7%	124	26.6%	2.9%
3 personnes	201	17.5%	2.1%	59	19.3%	1.3%	142	16.8%	3.0%	89	19.2%	2.4%
4 personnes	237	20.6%	2.6%	66	21.4%	1.4%	171	20.3%	3.7%	137	29.5%	3.0%
5 personnes et +	129	11.2%	2.5%	34	11.0%	1.4%	95	11.3%	3.4%	72	15.5%	2.9%
Présence d'enfants de moins de 15 ans												
Oui	429	37.4%	2.7%	114	37.1%	1.6%	316	37.5%	3.7%	239	51.5%	3.2%
Non	718	62.6%	2.0%	193	62.9%	1.1%	526	62.5%	2.9%	225	48.5%	2.4%
Habitat												
Communes rurales	396	34.5%	3.1%	115	37.4%	1.8%	282	33.5%	4.2%	123	26.5%	3.4%
Agglo. - 20 000 hab	190	16.5%	2.2%	43	14.2%	1.1%	146	17.4%	3.2%	91	19.5%	3.7%
Agglo. 20 000 à 100 000 hab	152	13.2%	2.3%	44	14.2%	1.4%	108	12.9%	3.1%	62	13.3%	3.1%
Agglo. + 100 000 hab	277	24.2%	1.9%	65	21.1%	0.9%	213	25.3%	2.8%	105	22.6%	2.1%
Agglo. Paris	132	11.5%	1.6%	40	13.1%	1.0%	92	10.9%	2.1%	84	18.0%	2.2%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	160	13.9%	1.7%	44	14.3%	1.0%	116	13.8%	2.4%	97	21.0%	2.2%
Nord-Pas-de-Calais	100	8.7%	3.1%	40	13.2%	2.7%	59	7.1%	3.5%	30	6.6%	3.4%
Lorraine	30	2.6%	1.6%	11	3.5%	1.2%	19	2.3%	1.9%	11	2.3%	2.0%
Alsace	13	1.2%	0.9%	2	0.7%	0.3%	11	1.3%	1.4%	8	1.8%	1.6%
Franche-Comté	23	2.0%	2.4%	2	0.7%	0.5%	20	2.4%	4.2%	7	1.4%	2.7%
Champagne-Ardenne	44	3.9%	4.1%	12	3.8%	2.2%	33	3.9%	5.8%	21	4.6%	7.8%
Picardie	41	3.6%	2.7%	11	3.7%	1.5%	30	3.6%	3.8%	12	2.6%	2.7%
Bourgogne	29	2.5%	2.1%	9	2.8%	1.3%	20	2.4%	2.9%	10	2.2%	2.9%
Haute-Normandie	23	2.0%	1.5%	0	-	-	23	2.7%	2.9%	7	1.5%	1.5%
Basse-Normandie	34	3.0%	2.9%	17	5.6%	3.0%	17	2.0%	2.7%	12	2.6%	3.8%
Centre	62	5.4%	3.0%	21	7.0%	2.1%	40	4.8%	3.7%	24	5.3%	3.9%
Pays de la Loire	56	4.9%	2.0%	18	5.7%	1.3%	38	4.6%	2.6%	19	4.1%	2.2%
Bretagne	55	4.8%	2.1%	10	3.1%	0.8%	45	5.4%	3.4%	19	4.0%	2.5%
Poitou-Charentes	59	5.2%	4.0%	17	5.7%	2.5%	42	5.0%	5.5%	21	4.5%	5.4%
Aquitaine	67	5.9%	2.5%	17	5.6%	1.4%	50	6.0%	3.6%	30	6.4%	3.5%
Midi-Pyrénées	71	6.2%	3.0%	21	6.7%	1.8%	50	6.0%	4.1%	30	6.4%	3.8%
Limousin	20	1.8%	3.2%	5	1.6%	1.6%	16	1.8%	4.7%	6	1.3%	3.8%
Auvergne	33	2.9%	3.0%	11	3.7%	2.1%	22	2.6%	3.7%	11	2.5%	3.6%
Rhône-Alpes	113	9.8%	2.3%	18	6.0%	0.8%	95	11.2%	3.7%	46	9.9%	2.7%
Languedoc-Roussillon	27	2.3%	1.2%	2	0.8%	0.2%	24	2.9%	2.1%	12	2.5%	1.9%
Provence-Alpes-Côte-d'Azur-Corse	87	7.6%	2.0%	17	5.7%	0.9%	70	8.3%	3.1%	30	6.6%	2.2%
Habitudes de connexion Internet												
Tous les jours	662	57.7%	2.5%	180	58.8%	1.3%	481	57.2%	3.7%	369	79.6%	2.9%
Presque tous les jours	164	14.3%	2.7%	41	13.3%	1.5%	124	14.7%	3.8%	59	12.8%	2.4%
1 à 2 fois par semaine	101	8.8%	3.2%	24	8.0%	1.7%	76	9.1%	4.3%	25	5.5%	2.8%
1 à 3 fois par mois	18	1.6%	2.1%	3	1.0%	0.8%	15	1.8%	3.3%	3	0.7%	1.7%
Moins souvent	29	2.5%	2.0%	1	0.3%	0.2%	28	3.3%	3.4%	4	0.8%	2.4%
Jamais	6	0.5%	2.3%	0	-	-	6	0.7%	5.2%	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	47	4.1%	1.9%	16	5.3%	1.7%	30	3.6%	2.1%	5	1.2%	2.8%
De 9 000 à moins de 12 000 euros par an	63	5.5%	1.9%	11	3.5%	1.0%	52	6.2%	2.4%	12	2.5%	4.2%
De 12 000 à moins de 18 000 euros par an	129	11.2%	1.9%	35	11.4%	1.2%	94	11.2%	2.5%	28	6.0%	3.4%
De 18 000 à moins de 24 000 euros par an	173	15.0%	2.4%	45	14.8%	1.3%	127	15.1%	3.3%	49	10.5%	3.1%
De 24 000 à moins de 36 000 euros par an	274	23.9%	2.5%	73	23.8%	1.3%	201	23.9%	3.6%	96	20.7%	2.7%
De 36 000 à moins de 45 000 euros par an	139	12.1%	2.2%	28	9.1%	0.9%	111	13.2%	3.7%	75	16.1%	2.6%
De 45 000 à moins de 65 000 euros par an	138	12.0%	2.4%	38	12.3%	1.2%	100	11.9%	4.0%	98	21.2%	2.9%
65 000 euros et plus	76	6.6%	2.6%	32	10.5%	1.9%	44	5.2%	3.9%	59	12.8%	2.7%
Refus	84	7.3%	2.2%	22	7.1%	1.4%	62	7.4%	2.8%	31	6.6%	2.4%
Ne sait pas	26	2.2%	1.7%	6	2.0%	0.9%	19	2.3%	2.3%	11	2.3%	2.0%