

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2047	100.0%	4.0%	1614	100.0%	6.6%	433	100.0%	1.6%	744	100.0%	4.4%
Sexe												
Homme	1614	78.8%	6.6%	1614	100.0%	6.6%	0	-	-	584	78.5%	6.6%
Femme	433	21.2%	1.6%	0	-	-	433	100.0%	1.6%	160	21.5%	2.0%
Age												
15 à 24 ans	317	15.5%	4.3%	260	16.1%	7.0%	57	13.2%	1.6%	130	17.5%	4.2%
25 à 34 ans	361	17.6%	4.7%	279	17.3%	7.4%	82	18.9%	2.1%	161	21.7%	4.7%
35 à 49 ans	623	30.5%	4.9%	485	30.1%	7.8%	138	32.0%	2.2%	275	37.0%	4.5%
50 à 64 ans	504	24.6%	4.1%	383	23.7%	6.5%	121	27.8%	1.9%	174	23.4%	4.2%
65 ans et plus	241	11.8%	2.2%	206	12.8%	4.3%	35	8.0%	0.5%	2	0.3%	1.0%
Individu												
Ménagère	382	18.7%	1.6%	0	-	-	382	88.2%	1.6%	139	18.7%	2.0%
Personne de Référence	1368	66.8%	4.8%	1322	81.9%	6.5%	46	10.5%	0.6%	483	64.9%	5.7%
Responsable des achats	1167	57.0%	3.3%	793	49.1%	6.5%	375	86.5%	1.6%	384	51.6%	3.6%
PCS Individu												
Agriculteurs	13	0.6%	2.4%	12	0.7%	3.6%	1	0.2%	0.3%	0	-	-
Petits patrons	104	5.1%	6.3%	94	5.8%	8.0%	10	2.2%	2.1%	93	12.5%	6.2%
Affaires et Cadres	181	8.8%	3.8%	149	9.3%	5.0%	32	7.3%	1.8%	170	22.9%	3.9%
Professions intermédiaires	336	16.4%	5.0%	264	16.4%	7.7%	72	16.5%	2.2%	290	38.9%	5.2%
Employés	307	15.0%	3.7%	163	10.1%	8.1%	144	33.1%	2.3%	62	8.4%	3.4%
Ouvriers	487	23.8%	7.5%	469	29.1%	9.3%	18	4.1%	1.3%	34	4.6%	9.2%
Retraités	344	16.8%	2.7%	291	18.0%	4.9%	52	12.1%	0.8%	1	0.1%	0.3%
Autres inactifs	276	13.5%	2.8%	171	10.6%	4.9%	106	24.4%	1.6%	94	12.6%	3.1%
PCS Personne de Référence												
Agriculteurs	23	1.1%	2.9%	13	0.8%	3.4%	10	2.3%	2.4%	0	-	-
Petits patrons	150	7.3%	5.7%	132	8.2%	9.2%	18	4.1%	1.5%	150	20.2%	5.7%
Affaires et Cadres	256	12.5%	3.7%	190	11.7%	5.5%	66	15.3%	2.0%	256	34.4%	3.7%
Professions intermédiaires	338	16.5%	4.5%	262	16.2%	6.7%	76	17.5%	2.1%	338	45.4%	4.5%
Employés	227	11.1%	4.3%	173	10.7%	7.8%	54	12.5%	1.8%	0	-	-
Ouvriers	520	25.4%	5.5%	423	26.2%	8.5%	97	22.4%	2.2%	0	-	-
Retraités	451	22.0%	3.1%	352	21.8%	5.3%	99	22.8%	1.2%	0	-	-
Autres inactifs	83	4.0%	2.1%	70	4.3%	4.8%	13	3.0%	0.5%	0	-	-

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	236	11.5%	2.5%	212	13.1%	5.3%	24	5.6%	0.5%	57	7.7%	3.3%
2 personnes	710	34.7%	3.9%	553	34.2%	6.3%	157	36.3%	1.7%	204	27.4%	4.6%
3 personnes	437	21.3%	4.7%	333	20.7%	7.2%	103	23.8%	2.2%	166	22.2%	4.5%
4 personnes	441	21.6%	4.8%	345	21.4%	7.6%	96	22.1%	2.1%	231	31.0%	5.0%
5 personnes et +	223	10.9%	4.3%	171	10.6%	7.0%	52	12.1%	1.9%	87	11.7%	3.5%
Présence d'enfants de moins de 15 ans												
Oui	704	34.4%	4.5%	542	33.6%	7.5%	162	37.4%	1.9%	328	44.1%	4.3%
Non	1343	65.6%	3.8%	1071	66.4%	6.2%	271	62.6%	1.5%	415	55.9%	4.4%
Habitat												
Communes rurales	512	25.0%	4.4%	392	24.3%	7.0%	120	27.7%	2.0%	166	22.4%	4.9%
Agglo. - 20 000 hab	384	18.8%	4.3%	305	18.9%	7.2%	79	18.3%	1.7%	134	18.1%	5.2%
Agglo. 20 000 à 100 000 hab	292	14.3%	4.3%	224	13.9%	6.7%	68	15.7%	2.0%	104	14.0%	5.2%
Agglo. + 100 000 hab	582	28.4%	3.8%	469	29.1%	6.5%	113	26.1%	1.4%	205	27.6%	4.0%
Agglo. Paris	277	13.5%	3.3%	224	13.9%	5.6%	53	12.3%	1.2%	134	18.0%	3.5%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	334	16.3%	3.5%	275	17.0%	6.1%	60	13.8%	1.2%	164	22.1%	3.8%
Nord-Pas-de-Calais	157	7.6%	4.9%	120	7.4%	7.8%	37	8.5%	2.2%	55	7.4%	6.0%
Lorraine	101	4.9%	5.2%	82	5.1%	8.8%	18	4.2%	1.8%	34	4.5%	6.0%
Alsace	54	2.6%	3.5%	37	2.3%	5.0%	17	3.9%	2.2%	15	2.1%	3.1%
Franche-Comté	41	2.0%	4.3%	28	1.7%	6.1%	13	2.9%	2.6%	8	1.1%	3.3%
Champagne-Ardenne	42	2.1%	3.9%	36	2.2%	6.8%	6	1.5%	1.1%	14	1.9%	4.7%
Picardie	82	4.0%	5.3%	61	3.8%	8.3%	20	4.7%	2.6%	29	3.8%	6.4%
Bourgogne	69	3.4%	5.0%	56	3.5%	8.5%	13	2.9%	1.8%	19	2.6%	5.4%
Haute-Normandie	90	4.4%	6.1%	63	3.9%	9.0%	27	6.1%	3.4%	30	4.0%	6.8%
Basse-Normandie	50	2.4%	4.1%	44	2.7%	7.6%	6	1.3%	0.9%	14	1.9%	4.3%
Centre	94	4.6%	4.5%	80	4.9%	8.0%	15	3.4%	1.4%	29	3.9%	4.5%
Pays de la Loire	72	3.5%	2.5%	65	4.0%	4.7%	7	1.6%	0.5%	20	2.7%	2.4%
Bretagne	82	4.0%	3.2%	68	4.2%	5.4%	15	3.4%	1.1%	26	3.5%	3.3%
Poitou-Charentes	67	3.3%	4.6%	47	2.9%	6.6%	20	4.7%	2.7%	30	4.0%	7.6%
Aquitaine	92	4.5%	3.4%	73	4.5%	5.7%	19	4.4%	1.4%	23	3.1%	2.8%
Midi-Pyrénées	86	4.2%	3.6%	71	4.4%	6.2%	15	3.4%	1.2%	33	4.4%	4.2%
Limousin	30	1.5%	4.8%	20	1.3%	6.8%	10	2.3%	3.0%	9	1.2%	5.6%
Auvergne	59	2.9%	5.3%	38	2.3%	7.0%	21	4.9%	3.7%	16	2.2%	5.3%
Rhône-Alpes	197	9.6%	3.9%	151	9.3%	6.2%	47	10.8%	1.8%	79	10.6%	4.6%
Languedoc-Roussillon	76	3.7%	3.5%	55	3.4%	5.3%	21	4.9%	1.9%	24	3.2%	3.7%
Provence-Alpes-Côte-d'Azur-Corse	173	8.4%	4.0%	145	9.0%	7.1%	27	6.3%	1.2%	73	9.8%	5.0%
Habitudes de connexion Internet												
Tous les jours	1232	60.2%	4.5%	970	60.1%	6.9%	262	60.5%	1.9%	555	74.7%	4.3%
Presque tous les jours	286	13.9%	4.7%	227	14.0%	7.8%	59	13.6%	1.9%	94	12.7%	3.9%
1 à 2 fois par semaine	168	8.2%	5.2%	132	8.2%	9.2%	37	8.5%	2.0%	56	7.5%	6.2%
1 à 3 fois par mois	25	1.2%	2.9%	9	0.6%	2.5%	16	3.6%	3.2%	10	1.3%	5.0%
Moins souvent	53	2.6%	4.0%	45	2.8%	7.6%	8	1.9%	1.1%	2	0.3%	1.7%
Jamais	11	0.6%	5.4%	9	0.6%	7.1%	2	0.5%	2.7%	1	0.2%	5.4%

	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	2.3%	2.0%	36	2.2%	3.8%	12	2.7%	0.8%	10	1.4%	5.2%
De 9 000 à moins de 12 000 euros par an	74	3.6%	2.3%	57	3.5%	5.1%	17	4.0%	0.8%	10	1.3%	4.1%
De 12 000 à moins de 18 000 euros par an	186	9.1%	2.7%	158	9.8%	5.4%	27	6.3%	0.7%	26	3.5%	3.1%
De 18 000 à moins de 24 000 euros par an	282	13.8%	3.8%	231	14.3%	6.6%	50	11.6%	1.3%	67	8.9%	4.1%
De 24 000 à moins de 36 000 euros par an	539	26.3%	4.8%	418	25.9%	7.5%	121	27.9%	2.1%	174	23.4%	4.6%
De 36 000 à moins de 45 000 euros par an	322	15.7%	5.0%	266	16.5%	7.8%	56	12.9%	1.9%	129	17.3%	4.5%
De 45 000 à moins de 65 000 euros par an	291	14.2%	5.0%	229	14.2%	7.2%	62	14.3%	2.4%	166	22.3%	4.8%
De 65 000 à moins de 80 000 euros par an	77	3.8%	5.0%	58	3.6%	6.1%	19	4.4%	3.2%	54	7.3%	4.9%
De 80 000 à moins de 115 000 euros par an	41	2.0%	4.0%	35	2.1%	5.7%	6	1.4%	1.5%	29	3.9%	3.6%
115 000 euros et plus par an	18	0.9%	3.6%	18	1.1%	6.3%	0	-	-	14	1.9%	3.3%
Refus	99	4.9%	3.0%	51	3.2%	3.8%	48	11.2%	2.5%	35	4.6%	3.0%
Ne sait pas	72	3.5%	4.6%	58	3.6%	8.5%	15	3.4%	1.6%	30	4.1%	5.5%