

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2196	100.0%	4.3%	1752	100.0%	7.2%	445	100.0%	1.7%	883	100.0%	5.2%
Sexe												
Homme	1752	79.8%	7.2%	1752	100.0%	7.2%	0	-	-	718	81.3%	8.2%
Femme	445	20.2%	1.7%	0	-	-	445	100.0%	1.7%	165	18.7%	2.0%
Age												
15 à 24 ans	486	22.1%	6.6%	395	22.5%	10.6%	91	20.5%	2.5%	238	27.0%	7.7%
25 à 34 ans	431	19.6%	5.6%	349	19.9%	9.2%	81	18.3%	2.1%	162	18.4%	4.7%
35 à 49 ans	623	28.4%	4.9%	508	29.0%	8.1%	116	26.1%	1.8%	300	33.9%	4.9%
50 à 64 ans	475	21.6%	3.9%	365	20.8%	6.2%	110	24.7%	1.7%	181	20.6%	4.4%
65 ans et plus	182	8.3%	1.6%	135	7.7%	2.8%	46	10.4%	0.7%	2	0.2%	0.7%
Individu												
Ménagère	353	16.1%	1.5%	0	-	-	353	79.5%	1.5%	128	14.4%	1.9%
Personne de Référence	1402	63.8%	5.0%	1332	76.1%	6.5%	69	15.6%	0.9%	531	60.1%	6.3%
Responsable des achats	1161	52.9%	3.3%	799	45.6%	6.6%	362	81.3%	1.6%	397	45.0%	3.7%
PCS Individu												
Agriculteurs	25	1.2%	4.7%	16	0.9%	4.9%	9	2.0%	4.5%	2	0.3%	12.5%
Petits patrons	88	4.0%	5.3%	78	4.5%	6.6%	10	2.1%	2.0%	79	8.9%	5.3%
Affaires et Cadres	242	11.0%	5.1%	215	12.3%	7.3%	27	6.2%	1.5%	227	25.7%	5.2%
Professions intermédiaires	344	15.7%	5.1%	276	15.8%	8.0%	68	15.2%	2.1%	293	33.1%	5.3%
Employés	301	13.7%	3.6%	177	10.1%	8.7%	124	27.9%	2.0%	44	5.0%	2.4%
Ouvriers	454	20.7%	7.0%	424	24.2%	8.4%	29	6.6%	2.1%	35	4.0%	9.5%
Retraités	299	13.6%	2.4%	227	13.0%	3.8%	72	16.2%	1.1%	8	0.9%	3.0%
Autres inactifs	443	20.2%	4.4%	338	19.3%	9.8%	105	23.7%	1.6%	195	22.1%	6.4%
PCS Personne de Référence												
Agriculteurs	28	1.3%	3.5%	23	1.3%	6.1%	5	1.0%	1.1%	0	-	-
Petits patrons	139	6.3%	5.3%	117	6.7%	8.1%	22	5.0%	1.9%	139	15.8%	5.3%
Affaires et Cadres	367	16.7%	5.4%	287	16.4%	8.3%	80	17.9%	2.3%	367	41.5%	5.4%
Professions intermédiaires	377	17.2%	5.0%	314	17.9%	8.1%	63	14.2%	1.8%	377	42.7%	5.0%
Employés	255	11.6%	4.8%	193	11.0%	8.7%	62	13.9%	2.0%	0	-	-
Ouvriers	509	23.2%	5.4%	422	24.1%	8.5%	87	19.6%	1.9%	0	-	-
Retraités	384	17.5%	2.6%	279	15.9%	4.2%	106	23.7%	1.3%	0	-	-
Autres inactifs	138	6.3%	3.5%	117	6.7%	8.0%	20	4.5%	0.8%	0	-	-

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	288	13.1%	3.1%	245	14.0%	6.1%	42	9.5%	0.8%	60	6.8%	3.5%
2 personnes	627	28.6%	3.5%	470	26.9%	5.3%	157	35.3%	1.7%	199	22.5%	4.5%
3 personnes	474	21.6%	5.1%	384	21.9%	8.3%	90	20.2%	1.9%	187	21.2%	5.0%
4 personnes	524	23.9%	5.7%	434	24.8%	9.5%	90	20.2%	1.9%	292	33.1%	6.3%
5 personnes et +	283	12.9%	5.4%	217	12.4%	8.9%	66	14.8%	2.3%	145	16.4%	5.8%
Présence d'enfants de moins de 15 ans												
Oui	799	36.4%	5.1%	649	37.0%	9.0%	151	33.9%	1.8%	403	45.6%	5.3%
Non	1397	63.6%	3.9%	1103	63.0%	6.4%	294	66.1%	1.6%	481	54.4%	5.1%
Habitat												
Communes rurales	409	18.6%	3.5%	318	18.1%	5.7%	91	20.4%	1.5%	169	19.1%	5.0%
Agglo. - 20 000 hab	371	16.9%	4.2%	303	17.3%	7.1%	68	15.3%	1.5%	138	15.7%	5.4%
Agglo. 20 000 à 100 000 hab	331	15.1%	4.8%	264	15.1%	7.9%	67	15.1%	1.9%	115	13.1%	5.8%
Agglo. + 100 000 hab	658	30.0%	4.3%	512	29.2%	7.1%	146	32.8%	1.8%	252	28.5%	4.9%
Agglo. Paris	428	19.5%	5.1%	355	20.3%	8.9%	73	16.3%	1.6%	209	23.7%	5.4%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	480	21.9%	5.1%	400	22.8%	8.9%	81	18.1%	1.6%	239	27.0%	5.5%
Nord-Pas-de-Calais	120	5.5%	3.7%	98	5.6%	6.4%	22	4.8%	1.3%	35	3.9%	3.8%
Lorraine	53	2.4%	2.7%	39	2.2%	4.2%	14	3.0%	1.4%	24	2.7%	4.3%
Alsace	29	1.3%	1.9%	26	1.5%	3.6%	3	0.6%	0.4%	8	0.9%	1.6%
Franche-Comté	30	1.4%	3.1%	26	1.5%	5.6%	4	0.9%	0.8%	11	1.2%	4.2%
Champagne-Ardenne	43	2.0%	4.0%	38	2.2%	7.2%	5	1.2%	0.9%	15	1.7%	5.1%
Picardie	65	2.9%	4.2%	51	2.9%	6.8%	14	3.1%	1.8%	29	3.3%	6.5%
Bourgogne	75	3.4%	5.5%	57	3.2%	8.7%	18	4.1%	2.6%	30	3.4%	8.3%
Haute-Normandie	73	3.3%	4.9%	55	3.1%	7.7%	19	4.2%	2.4%	24	2.7%	5.5%
Basse-Normandie	36	1.7%	3.0%	27	1.6%	4.8%	9	2.0%	1.4%	11	1.3%	3.4%
Centre	88	4.0%	4.2%	70	4.0%	7.0%	18	4.0%	1.6%	30	3.3%	4.6%
Pays de la Loire	101	4.6%	3.5%	76	4.3%	5.5%	25	5.7%	1.7%	37	4.2%	4.5%
Bretagne	77	3.5%	3.0%	60	3.4%	4.8%	17	3.9%	1.3%	32	3.7%	4.1%
Poitou-Charentes	58	2.6%	3.9%	48	2.8%	6.9%	9	2.1%	1.2%	28	3.1%	7.0%
Aquitaine	115	5.2%	4.3%	89	5.1%	7.0%	26	6.0%	1.9%	28	3.1%	3.4%
Midi-Pyrénées	107	4.9%	4.5%	86	4.9%	7.4%	21	4.8%	1.7%	45	5.1%	5.8%
Limousin	29	1.3%	4.6%	25	1.4%	8.2%	4	1.0%	1.3%	8	0.9%	5.0%
Auvergne	51	2.3%	4.5%	37	2.1%	6.9%	14	3.1%	2.3%	21	2.4%	6.9%
Rhône-Alpes	238	10.8%	4.7%	181	10.3%	7.5%	57	12.9%	2.2%	103	11.7%	5.9%
Languedoc-Roussillon	126	5.7%	5.8%	101	5.7%	9.8%	26	5.7%	2.2%	43	4.9%	6.8%
Provence-Alpes-Côte-d'Azur-Corse	202	9.2%	4.7%	163	9.3%	8.0%	39	8.8%	1.7%	83	9.4%	5.8%
Habitudes de connexion Internet												
Tous les jours	1468	66.8%	5.3%	1168	66.7%	8.3%	300	67.4%	2.2%	698	79.0%	5.4%
Presque tous les jours	258	11.7%	4.2%	212	12.1%	7.2%	46	10.3%	1.5%	114	12.9%	4.7%
1 à 2 fois par semaine	186	8.5%	5.8%	141	8.0%	9.8%	45	10.2%	2.5%	51	5.8%	5.7%
1 à 3 fois par mois	27	1.2%	3.1%	17	0.9%	4.4%	10	2.3%	2.1%	7	0.8%	3.6%
Moins souvent	37	1.7%	2.8%	29	1.6%	4.9%	9	1.9%	1.2%	4	0.4%	3.1%
Jamais	0	0.0%	0.2%	0	-	-	0	0.1%	0.6%	0	0.1%	2.3%

	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	53	2.4%	2.3%	43	2.4%	4.6%	10	2.4%	0.8%	3	0.3%	1.5%
De 9 000 à moins de 12 000 euros par an	87	4.0%	2.7%	71	4.1%	6.4%	16	3.7%	0.8%	4	0.4%	1.5%
De 12 000 à moins de 18 000 euros par an	194	8.8%	2.9%	142	8.1%	4.8%	52	11.7%	1.4%	27	3.0%	3.2%
De 18 000 à moins de 24 000 euros par an	291	13.3%	4.0%	229	13.0%	6.6%	63	14.1%	1.6%	82	9.3%	5.1%
De 24 000 à moins de 36 000 euros par an	509	23.2%	4.5%	395	22.6%	7.1%	114	25.6%	2.0%	167	18.9%	4.5%
De 36 000 à moins de 45 000 euros par an	347	15.8%	5.4%	282	16.1%	8.3%	65	14.7%	2.2%	160	18.1%	5.6%
De 45 000 à moins de 65 000 euros par an	338	15.4%	5.9%	295	16.9%	9.3%	43	9.6%	1.7%	214	24.3%	6.1%
De 65 000 à moins de 80 000 euros par an	86	3.9%	5.5%	68	3.9%	7.1%	18	4.1%	3.1%	66	7.5%	6.0%
De 80 000 à moins de 115 000 euros par an	71	3.2%	7.0%	55	3.1%	9.1%	15	3.5%	3.8%	55	6.2%	6.8%
115 000 euros et plus par an	30	1.4%	6.1%	27	1.6%	9.8%	3	0.6%	1.3%	25	2.9%	6.1%
Refus	106	4.8%	3.2%	83	4.7%	6.1%	24	5.4%	1.2%	45	5.1%	3.9%
Ne sait pas	83	3.8%	5.2%	63	3.6%	9.3%	20	4.6%	2.2%	35	4.0%	6.4%