

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	4299	100.0%	8.4%	1883	100.0%	7.7%	2417	100.0%	9.1%	1158	100.0%	6.8%
Sexe												
Homme	1883	43.8%	7.7%	1883	100.0%	7.7%	0	-	-	550	47.5%	6.3%
Femme	2417	56.2%	9.1%	0	-	-	2417	100.0%	9.1%	608	52.5%	7.4%
Age												
15 à 24 ans	753	17.5%	10.2%	361	19.2%	9.7%	393	16.2%	10.7%	259	22.3%	8.4%
25 à 34 ans	641	14.9%	8.3%	279	14.8%	7.3%	362	15.0%	9.3%	211	18.2%	6.2%
35 à 49 ans	1180	27.4%	9.3%	560	29.7%	9.0%	620	25.6%	9.7%	420	36.2%	6.9%
50 à 64 ans	1061	24.7%	8.7%	454	24.1%	7.7%	607	25.1%	9.6%	265	22.9%	6.4%
65 ans et plus	664	15.4%	6.0%	229	12.2%	4.8%	435	18.0%	6.9%	4	0.3%	1.6%
Individu												
Ménagère	2071	48.2%	8.9%	0	-	-	2071	85.7%	8.9%	497	43.0%	7.3%
Personne de Référence	2214	51.5%	7.8%	1505	80.0%	7.4%	708	29.3%	8.9%	503	43.5%	5.9%
Responsable des achats	2962	68.9%	8.4%	913	48.5%	7.5%	2049	84.8%	8.9%	731	63.1%	6.9%
PCS Individu												
Agriculteurs	25	0.6%	4.6%	14	0.8%	4.3%	10	0.4%	5.2%	0	-	-
Petits patrons	121	2.8%	7.3%	94	5.0%	8.0%	27	1.1%	5.7%	111	9.6%	7.4%
Affaires et Cadres	198	4.6%	4.2%	113	6.0%	3.8%	85	3.5%	4.7%	173	15.0%	3.9%
Professions intermédiaires	483	11.2%	7.2%	240	12.7%	7.0%	243	10.1%	7.4%	377	32.5%	6.8%
Employés	916	21.3%	10.9%	199	10.6%	9.9%	717	29.7%	11.3%	178	15.4%	9.8%
Ouvriers	778	18.1%	12.0%	594	31.6%	11.7%	184	7.6%	13.2%	68	5.8%	18.2%
Retraités	831	19.3%	6.6%	354	18.8%	5.9%	477	19.7%	7.2%	22	1.9%	8.8%
Autres inactifs	947	22.0%	9.5%	274	14.5%	7.9%	673	27.9%	10.3%	229	19.8%	7.5%
PCS Personne de Référence												
Agriculteurs	47	1.1%	5.9%	19	1.0%	4.9%	28	1.2%	6.7%	0	-	-
Petits patrons	215	5.0%	8.2%	124	6.6%	8.6%	91	3.8%	7.6%	215	18.6%	8.2%
Affaires et Cadres	345	8.0%	5.0%	155	8.2%	4.5%	190	7.9%	5.6%	345	29.8%	5.0%
Professions intermédiaires	598	13.9%	8.0%	271	14.4%	7.0%	327	13.5%	9.1%	598	51.6%	8.0%
Employés	551	12.8%	10.4%	203	10.8%	9.1%	349	14.4%	11.3%	0	-	-
Ouvriers	1146	26.7%	12.1%	579	30.8%	11.7%	567	23.5%	12.6%	0	-	-
Retraités	1033	24.0%	7.0%	418	22.2%	6.3%	615	25.5%	7.7%	0	-	-
Autres inactifs	363	8.5%	9.3%	114	6.0%	7.8%	250	10.3%	10.2%	0	-	-

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	701	16.3%	7.5%	270	14.4%	6.7%	431	17.8%	8.0%	100	8.6%	5.8%
2 personnes	1368	31.8%	7.6%	610	32.4%	6.9%	757	31.3%	8.2%	284	24.5%	6.4%
3 personnes	841	19.6%	9.1%	360	19.1%	7.8%	480	19.9%	10.3%	258	22.3%	7.0%
4 personnes	883	20.5%	9.6%	419	22.3%	9.2%	464	19.2%	10.1%	342	29.5%	7.4%
5 personnes et +	507	11.8%	9.7%	223	11.8%	9.1%	284	11.8%	10.1%	174	15.1%	7.0%
Présence d'enfants de moins de 15 ans												
Oui	1488	34.6%	9.5%	633	33.6%	8.8%	855	35.4%	10.1%	516	44.5%	6.8%
Non	2811	65.4%	7.9%	1250	66.4%	7.2%	1561	64.6%	8.6%	642	55.5%	6.8%
Habitat												
Communes rurales	1029	23.9%	8.8%	429	22.8%	7.7%	600	24.8%	9.8%	272	23.5%	8.0%
Agglo. - 20 000 hab	842	19.6%	9.4%	379	20.1%	8.9%	463	19.2%	9.9%	201	17.4%	7.8%
Agglo. 20 000 à 100 000 hab	612	14.2%	8.9%	285	15.1%	8.5%	327	13.5%	9.4%	140	12.1%	7.0%
Agglo. + 100 000 hab	1242	28.9%	8.2%	533	28.3%	7.4%	709	29.3%	8.9%	343	29.6%	6.7%
Agglo. Paris	574	13.3%	6.8%	256	13.6%	6.4%	318	13.2%	7.2%	202	17.5%	5.2%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	652	15.2%	6.9%	289	15.4%	6.4%	363	15.0%	7.3%	233	20.1%	5.4%
Nord-Pas-de-Calais	444	10.3%	13.8%	206	11.0%	13.5%	238	9.8%	14.1%	115	9.9%	12.6%
Lorraine	316	7.3%	16.3%	137	7.3%	14.6%	179	7.4%	17.9%	94	8.1%	16.7%
Alsace	61	1.4%	4.0%	24	1.3%	3.3%	36	1.5%	4.6%	8	0.7%	1.6%
Franche-Comté	79	1.8%	8.3%	39	2.1%	8.5%	39	1.6%	8.1%	23	2.0%	9.0%
Champagne-Ardenne	122	2.8%	11.1%	66	3.5%	12.6%	56	2.3%	9.8%	33	2.8%	10.9%
Picardie	197	4.6%	12.8%	81	4.3%	10.9%	116	4.8%	14.7%	47	4.1%	10.5%
Bourgogne	126	2.9%	9.3%	61	3.2%	9.3%	65	2.7%	9.2%	34	2.9%	9.5%
Haute-Normandie	173	4.0%	11.7%	64	3.4%	9.1%	108	4.5%	14.0%	41	3.5%	9.4%
Basse-Normandie	107	2.5%	8.9%	43	2.3%	7.4%	64	2.7%	10.3%	14	1.2%	4.1%
Centre	195	4.5%	9.4%	83	4.4%	8.3%	113	4.7%	10.4%	37	3.2%	5.8%
Pays de la Loire	258	6.0%	9.0%	114	6.1%	8.2%	144	5.9%	9.7%	64	5.5%	7.8%
Bretagne	159	3.7%	6.1%	72	3.8%	5.8%	87	3.6%	6.4%	51	4.4%	6.4%
Poitou-Charentes	155	3.6%	10.6%	77	4.1%	11.0%	78	3.2%	10.2%	32	2.8%	8.2%
Aquitaine	169	3.9%	6.3%	59	3.1%	4.6%	110	4.5%	7.8%	47	4.0%	5.7%
Midi-Pyrénées	161	3.7%	6.7%	74	3.9%	6.4%	87	3.6%	7.0%	40	3.5%	5.1%
Limousin	60	1.4%	9.5%	29	1.5%	9.6%	31	1.3%	9.4%	14	1.2%	9.1%
Auvergne	78	1.8%	7.0%	29	1.6%	5.5%	49	2.0%	8.3%	19	1.6%	6.2%
Rhône-Alpes	364	8.5%	7.2%	139	7.4%	5.8%	225	9.3%	8.6%	95	8.2%	5.5%
Languedoc-Roussillon	106	2.5%	4.9%	46	2.4%	4.5%	60	2.5%	5.3%	31	2.7%	4.9%
Provence-Alpes-Côte-d'Azur-Corse	317	7.4%	7.3%	149	7.9%	7.3%	168	7.0%	7.4%	85	7.3%	5.9%
Habitudes de connexion Internet												
Tous les jours	2163	50.3%	7.8%	1042	55.4%	7.4%	1120	46.4%	8.2%	833	71.9%	6.5%
Presque tous les jours	522	12.2%	8.6%	241	12.8%	8.3%	281	11.6%	8.9%	182	15.7%	7.5%
1 à 2 fois par semaine	333	7.7%	10.3%	138	7.3%	9.6%	195	8.1%	10.9%	72	6.2%	8.0%
1 à 3 fois par mois	101	2.4%	11.7%	42	2.2%	11.2%	59	2.4%	12.0%	18	1.5%	9.2%
Moins souvent	98	2.3%	7.4%	37	2.0%	6.3%	61	2.5%	8.3%	9	0.7%	6.8%
Jamais	24	0.6%	11.4%	16	0.8%	11.9%	8	0.3%	10.5%	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	191	4.4%	8.2%	61	3.2%	6.5%	130	5.4%	9.3%	7	0.6%	3.6%
De 9 000 à moins de 12 000 euros par an	391	9.1%	12.0%	125	6.6%	11.3%	266	11.0%	12.3%	32	2.8%	12.9%
De 12 000 à moins de 18 000 euros par an	669	15.6%	9.9%	255	13.6%	8.7%	414	17.1%	10.9%	68	5.9%	8.3%
De 18 000 à moins de 24 000 euros par an	697	16.2%	9.5%	342	18.2%	9.8%	355	14.7%	9.2%	144	12.4%	8.9%
De 24 000 à moins de 36 000 euros par an	1020	23.7%	9.0%	454	24.1%	8.2%	567	23.4%	9.8%	289	24.9%	7.7%
De 36 000 à moins de 45 000 euros par an	475	11.0%	7.4%	243	12.9%	7.1%	232	9.6%	7.8%	196	16.9%	6.9%
De 45 000 à moins de 65 000 euros par an	377	8.8%	6.5%	188	10.0%	5.9%	189	7.8%	7.3%	234	20.2%	6.7%
De 65 000 à moins de 80 000 euros par an	86	2.0%	5.5%	51	2.7%	5.3%	35	1.5%	5.9%	58	5.0%	5.3%
De 80 000 à moins de 115 000 euros par an	39	0.9%	3.8%	19	1.0%	3.1%	20	0.8%	5.0%	30	2.6%	3.6%
115 000 euros et plus par an	13	0.3%	2.7%	7	0.4%	2.6%	6	0.3%	2.9%	10	0.9%	2.4%
Refus	227	5.3%	6.9%	103	5.5%	7.6%	125	5.2%	6.3%	61	5.3%	5.4%
Ne sait pas	114	2.6%	7.2%	35	1.9%	5.2%	79	3.2%	8.7%	29	2.5%	5.4%