

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2521	100.0%	4.9%	1178	100.0%	4.8%	1343	100.0%	5.0%	1311	100.0%	7.7%
Sexe												
Homme	1178	46.7%	4.8%	1178	100.0%	4.8%	0	-	-	652	49.7%	7.4%
Femme	1343	53.3%	5.0%	0	-	-	1343	100.0%	5.0%	659	50.3%	8.1%
Age												
15 à 24 ans	292	11.6%	3.9%	152	12.9%	4.1%	140	10.5%	3.8%	197	15.1%	6.4%
25 à 34 ans	203	8.0%	2.6%	119	10.1%	3.1%	84	6.3%	2.1%	145	11.1%	4.2%
35 à 49 ans	550	21.8%	4.3%	269	22.9%	4.3%	280	20.9%	4.4%	439	33.5%	7.2%
50 à 64 ans	788	31.3%	6.4%	352	29.9%	5.9%	436	32.5%	6.9%	484	36.9%	11.7%
65 ans et plus	688	27.3%	6.2%	286	24.3%	6.0%	402	29.9%	6.3%	45	3.4%	19.3%
Individu												
Ménagère	1205	47.8%	5.1%	0	-	-	1205	89.7%	5.1%	571	43.6%	8.4%
Personne de Référence	1422	56.4%	5.0%	997	84.7%	4.9%	425	31.6%	5.4%	680	51.9%	8.0%
Responsable des achats	1770	70.2%	5.0%	604	51.3%	5.0%	1166	86.8%	5.1%	868	66.2%	8.1%
PCS Individu												
Agriculteurs	13	0.5%	2.4%	5	0.5%	1.6%	7	0.5%	3.6%	1	0.1%	6.7%
Petits patrons	99	3.9%	6.0%	71	6.0%	6.0%	28	2.1%	6.0%	98	7.5%	6.6%
Affaires et Cadres	576	22.9%	12.1%	328	27.8%	11.1%	249	18.5%	13.8%	537	40.9%	12.2%
Professions intermédiaires	411	16.3%	6.1%	148	12.6%	4.3%	263	19.6%	8.0%	366	27.9%	6.6%
Employés	172	6.8%	2.1%	58	4.9%	2.9%	114	8.5%	1.8%	37	2.8%	2.0%
Ouvriers	84	3.3%	1.3%	67	5.7%	1.3%	16	1.2%	1.2%	7	0.6%	2.0%
Retraités	758	30.1%	6.0%	340	28.8%	5.7%	418	31.1%	6.3%	35	2.7%	14.1%
Autres inactifs	408	16.2%	4.1%	160	13.6%	4.6%	248	18.5%	3.8%	229	17.5%	7.5%
PCS Personne de Référence												
Agriculteurs	20	0.8%	2.5%	8	0.7%	2.1%	12	0.9%	2.8%	0	-	-
Petits patrons	132	5.2%	5.0%	79	6.7%	5.5%	53	4.0%	4.5%	132	10.1%	5.0%
Affaires et Cadres	774	30.7%	11.3%	397	33.7%	11.5%	377	28.0%	11.1%	774	59.0%	11.3%
Professions intermédiaires	405	16.1%	5.4%	175	14.9%	4.5%	229	17.1%	6.4%	405	30.9%	5.4%
Employés	127	5.0%	2.4%	52	4.4%	2.4%	75	5.6%	2.4%	0	-	-
Ouvriers	117	4.6%	1.2%	65	5.5%	1.3%	52	3.9%	1.2%	0	-	-
Retraités	829	32.9%	5.6%	365	31.0%	5.5%	464	34.6%	5.8%	0	-	-
Autres inactifs	117	4.6%	3.0%	36	3.0%	2.4%	81	6.1%	3.3%	0	-	-

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	478	19.0%	5.1%	163	13.9%	4.1%	315	23.5%	5.9%	144	11.0%	8.4%
2 personnes	1042	41.3%	5.8%	503	42.7%	5.7%	539	40.1%	5.9%	400	30.5%	9.1%
3 personnes	385	15.3%	4.1%	185	15.7%	4.0%	199	14.8%	4.3%	263	20.1%	7.1%
4 personnes	421	16.7%	4.6%	219	18.6%	4.8%	202	15.1%	4.4%	344	26.3%	7.4%
5 personnes et +	195	7.7%	3.7%	107	9.1%	4.4%	88	6.5%	3.1%	160	12.2%	6.4%
Présence d'enfants de moins de 15 ans												
Oui	628	24.9%	4.0%	318	27.0%	4.4%	311	23.1%	3.7%	516	39.4%	6.8%
Non	1893	75.1%	5.3%	860	73.0%	5.0%	1033	76.9%	5.7%	795	60.6%	8.4%
Habitat												
Communes rurales	336	13.3%	2.9%	157	13.3%	2.8%	180	13.4%	2.9%	154	11.8%	4.6%
Agglo. - 20 000 hab	300	11.9%	3.4%	145	12.4%	3.4%	155	11.5%	3.3%	136	10.4%	5.3%
Agglo. 20 000 à 100 000 hab	237	9.4%	3.5%	97	8.3%	2.9%	139	10.4%	4.0%	125	9.5%	6.3%
Agglo. + 100 000 hab	775	30.7%	5.1%	368	31.2%	5.1%	407	30.3%	5.1%	395	30.1%	7.7%
Agglo. Paris	872	34.6%	10.3%	410	34.8%	10.3%	462	34.4%	10.4%	501	38.2%	12.9%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	909	36.1%	9.6%	422	35.8%	9.4%	487	36.3%	9.8%	521	39.8%	12.1%
Nord-Pas-de-Calais	68	2.7%	2.1%	29	2.5%	1.9%	39	2.9%	2.3%	41	3.1%	4.4%
Lorraine	46	1.8%	2.4%	31	2.7%	3.4%	15	1.1%	1.5%	17	1.3%	2.9%
Alsace	42	1.7%	2.7%	15	1.3%	2.1%	26	2.0%	3.4%	29	2.2%	5.7%
Franche-Comté	32	1.3%	3.4%	16	1.3%	3.4%	16	1.2%	3.4%	19	1.5%	7.6%
Champagne-Ardenne	36	1.4%	3.3%	22	1.8%	4.1%	15	1.1%	2.6%	16	1.3%	5.4%
Picardie	30	1.2%	1.9%	18	1.6%	2.5%	11	0.9%	1.4%	22	1.7%	4.8%
Bourgogne	54	2.1%	3.9%	21	1.8%	3.2%	33	2.4%	4.6%	25	1.9%	7.0%
Haute-Normandie	35	1.4%	2.4%	14	1.2%	2.0%	21	1.5%	2.7%	18	1.4%	4.1%
Basse-Normandie	41	1.6%	3.4%	13	1.1%	2.3%	28	2.1%	4.5%	18	1.4%	5.4%
Centre	93	3.7%	4.5%	46	3.9%	4.6%	47	3.5%	4.4%	45	3.4%	7.0%
Pays de la Loire	119	4.7%	4.2%	65	5.5%	4.7%	54	4.0%	3.7%	56	4.3%	6.8%
Bretagne	99	3.9%	3.8%	42	3.6%	3.4%	57	4.2%	4.2%	42	3.2%	5.3%
Poitou-Charentes	65	2.6%	4.4%	33	2.8%	4.7%	32	2.4%	4.2%	35	2.7%	8.8%
Aquitaine	113	4.5%	4.2%	55	4.6%	4.3%	58	4.3%	4.1%	57	4.3%	6.9%
Midi-Pyrénées	121	4.8%	5.1%	59	5.0%	5.1%	63	4.7%	5.0%	57	4.3%	7.2%
Limousin	20	0.8%	3.2%	11	0.9%	3.5%	10	0.7%	3.0%	7	0.6%	4.6%
Auvergne	39	1.5%	3.4%	20	1.7%	3.7%	19	1.4%	3.2%	19	1.5%	6.3%
Rhône-Alpes	272	10.8%	5.4%	124	10.5%	5.1%	148	11.0%	5.7%	132	10.1%	7.6%
Languedoc-Roussillon	88	3.5%	4.1%	32	2.7%	3.1%	57	4.2%	4.9%	40	3.0%	6.3%
Provence-Alpes-Côte-d'Azur-Corse	198	7.9%	4.6%	90	7.6%	4.4%	108	8.1%	4.7%	96	7.3%	6.7%
Habitudes de connexion Internet												
Tous les jours	1719	68.2%	6.2%	884	75.1%	6.3%	835	62.2%	6.1%	1033	78.8%	8.0%
Presque tous les jours	339	13.5%	5.6%	135	11.5%	4.6%	204	15.2%	6.5%	192	14.6%	7.9%
1 à 2 fois par semaine	108	4.3%	3.4%	29	2.5%	2.0%	79	5.9%	4.4%	41	3.1%	4.6%
1 à 3 fois par mois	47	1.8%	5.4%	15	1.3%	4.0%	32	2.4%	6.4%	17	1.3%	8.7%
Moins souvent	31	1.2%	2.3%	7	0.6%	1.3%	23	1.7%	3.2%	5	0.4%	3.9%
Jamais	10	0.4%	5.0%	1	0.1%	1.0%	9	0.7%	11.8%	1	0.1%	6.6%

	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	67	2.6%	2.9%	31	2.6%	3.3%	36	2.7%	2.6%	9	0.7%	4.7%
De 9 000 à moins de 12 000 euros par an	71	2.8%	2.2%	25	2.1%	2.3%	46	3.4%	2.1%	17	1.3%	6.7%
De 12 000 à moins de 18 000 euros par an	116	4.6%	1.7%	46	3.9%	1.6%	69	5.1%	1.8%	30	2.3%	3.7%
De 18 000 à moins de 24 000 euros par an	232	9.2%	3.2%	81	6.8%	2.3%	151	11.3%	3.9%	80	6.1%	5.0%
De 24 000 à moins de 36 000 euros par an	456	18.1%	4.0%	178	15.1%	3.2%	278	20.7%	4.8%	214	16.3%	5.7%
De 36 000 à moins de 45 000 euros par an	375	14.9%	5.9%	180	15.3%	5.3%	195	14.5%	6.5%	179	13.6%	6.3%
De 45 000 à moins de 65 000 euros par an	571	22.6%	9.9%	300	25.4%	9.4%	271	20.2%	10.5%	328	25.0%	9.4%
De 65 000 à moins de 80 000 euros par an	190	7.5%	12.3%	118	10.0%	12.4%	72	5.4%	12.0%	139	10.6%	12.7%
De 80 000 à moins de 115 000 euros par an	146	5.8%	14.5%	91	7.8%	15.1%	54	4.0%	13.4%	122	9.3%	15.0%
115 000 euros et plus par an	61	2.4%	12.5%	39	3.3%	13.9%	23	1.7%	10.6%	56	4.3%	13.6%
Refus	181	7.2%	5.5%	69	5.8%	5.1%	112	8.3%	5.7%	102	7.8%	8.9%
Ne sait pas	57	2.3%	3.6%	21	1.8%	3.1%	36	2.7%	4.0%	35	2.7%	6.4%