

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	3318	100.0%	6.5%	931	100.0%	3.8%	2387	100.0%	9.0%	1075	100.0%	6.3%
Sexe												
Homme	931	28.1%	3.8%	931	100.0%	3.8%	0	-	-	348	32.4%	4.0%
Femme	2387	71.9%	9.0%	0	-	-	2387	100.0%	9.0%	727	67.6%	8.9%
Age												
15 à 24 ans	1024	30.8%	13.8%	242	26.0%	6.5%	782	32.8%	21.3%	353	32.8%	11.5%
25 à 34 ans	791	23.8%	10.3%	228	24.5%	6.0%	563	23.6%	14.4%	280	26.0%	8.2%
35 à 49 ans	846	25.5%	6.7%	269	28.9%	4.3%	577	24.2%	9.0%	317	29.5%	5.2%
50 à 64 ans	491	14.8%	4.0%	153	16.5%	2.6%	337	14.1%	5.3%	120	11.2%	2.9%
65 ans et plus	168	5.1%	1.5%	39	4.2%	0.8%	128	5.4%	2.0%	6	0.5%	2.4%
Individu												
Ménagère	1728	52.1%	7.4%	0	-	-	1728	72.4%	7.4%	489	45.5%	7.2%
Personne de Référence	1237	37.3%	4.4%	678	72.8%	3.3%	559	23.4%	7.1%	343	31.9%	4.0%
Responsable des achats	2214	66.7%	6.3%	414	44.5%	3.4%	1800	75.4%	7.8%	626	58.2%	5.9%
PCS Individu												
Agriculteurs	24	0.7%	4.5%	6	0.6%	1.8%	18	0.8%	9.1%	2	0.2%	11.0%
Petits patrons	103	3.1%	6.2%	65	7.0%	5.5%	38	1.6%	8.0%	92	8.5%	6.1%
Affaires et Cadres	137	4.1%	2.9%	60	6.5%	2.0%	77	3.2%	4.3%	119	11.1%	2.7%
Professions intermédiaires	414	12.5%	6.1%	145	15.6%	4.2%	269	11.3%	8.2%	309	28.8%	5.6%
Employés	991	29.8%	11.8%	138	14.9%	6.9%	852	35.7%	13.4%	208	19.3%	11.4%
Ouvriers	471	14.2%	7.3%	280	30.1%	5.5%	191	8.0%	13.7%	43	4.0%	11.5%
Retraités	244	7.4%	1.9%	81	8.7%	1.4%	163	6.8%	2.5%	11	1.0%	4.4%
Autres inactifs	935	28.2%	9.3%	155	16.6%	4.5%	780	32.7%	11.9%	291	27.1%	9.5%
PCS Personne de Référence												
Agriculteurs	40	1.2%	5.0%	6	0.7%	1.7%	34	1.4%	8.0%	0	-	-
Petits patrons	224	6.8%	8.5%	86	9.2%	6.0%	138	5.8%	11.6%	224	20.8%	8.5%
Affaires et Cadres	286	8.6%	4.2%	78	8.4%	2.3%	208	8.7%	6.1%	286	26.6%	4.2%
Professions intermédiaires	565	17.0%	7.6%	184	19.7%	4.7%	381	16.0%	10.6%	565	52.5%	7.6%
Employés	610	18.4%	11.5%	151	16.2%	6.8%	459	19.2%	14.9%	0	-	-
Ouvriers	954	28.8%	10.1%	262	28.1%	5.3%	692	29.0%	15.4%	0	-	-
Retraités	397	12.0%	2.7%	121	13.0%	1.8%	275	11.5%	3.4%	0	-	-
Autres inactifs	242	7.3%	6.2%	43	4.6%	2.9%	199	8.4%	8.2%	0	-	-

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	371	11.2%	4.0%	93	10.0%	2.3%	278	11.7%	5.2%	58	5.4%	3.4%
2 personnes	838	25.2%	4.7%	227	24.4%	2.6%	610	25.6%	6.6%	229	21.3%	5.2%
3 personnes	780	23.5%	8.4%	228	24.5%	4.9%	552	23.1%	11.8%	240	22.3%	6.5%
4 personnes	771	23.2%	8.4%	246	26.5%	5.4%	524	22.0%	11.4%	355	33.0%	7.7%
5 personnes et +	559	16.9%	10.7%	137	14.7%	5.6%	423	17.7%	15.1%	194	18.1%	7.8%
Présence d'enfants de moins de 15 ans												
Oui	1481	44.6%	9.4%	403	43.3%	5.6%	1078	45.1%	12.7%	544	50.6%	7.2%
Non	1838	55.4%	5.2%	528	56.7%	3.1%	1310	54.9%	7.2%	531	49.4%	5.6%
Habitat												
Communes rurales	677	20.4%	5.8%	173	18.6%	3.1%	504	21.1%	8.3%	226	21.0%	6.7%
Agglo. - 20 000 hab	559	16.9%	6.3%	176	18.9%	4.1%	383	16.1%	8.2%	179	16.6%	7.0%
Agglo. 20 000 à 100 000 hab	455	13.7%	6.7%	139	14.9%	4.1%	316	13.3%	9.1%	133	12.4%	6.7%
Agglo. + 100 000 hab	1017	30.7%	6.7%	270	29.0%	3.7%	748	31.3%	9.4%	287	26.7%	5.6%
Agglo. Paris	609	18.4%	7.2%	173	18.6%	4.3%	436	18.3%	9.8%	251	23.4%	6.5%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	704	21.2%	7.4%	202	21.7%	4.5%	502	21.0%	10.1%	299	27.8%	6.9%
Nord-Pas-de-Calais	260	7.8%	8.1%	79	8.4%	5.2%	182	7.6%	10.8%	70	6.5%	7.7%
Lorraine	163	4.9%	8.4%	45	4.8%	4.8%	118	5.0%	11.8%	57	5.3%	10.1%
Alsace	119	3.6%	7.9%	24	2.6%	3.3%	95	4.0%	12.1%	23	2.1%	4.6%
Franche-Comté	53	1.6%	5.6%	14	1.5%	3.0%	39	1.7%	8.1%	14	1.3%	5.6%
Champagne-Ardenne	72	2.2%	6.6%	20	2.2%	3.9%	52	2.2%	9.2%	16	1.5%	5.3%
Picardie	116	3.5%	7.6%	39	4.2%	5.2%	77	3.2%	9.8%	35	3.2%	7.7%
Bourgogne	97	2.9%	7.1%	33	3.6%	5.1%	63	2.6%	8.9%	29	2.7%	8.1%
Haute-Normandie	70	2.1%	4.7%	19	2.1%	2.7%	51	2.1%	6.6%	26	2.4%	5.9%
Basse-Normandie	52	1.6%	4.3%	18	2.0%	3.2%	33	1.4%	5.3%	11	1.0%	3.2%
Centre	113	3.4%	5.4%	32	3.4%	3.2%	81	3.4%	7.5%	35	3.3%	5.5%
Pays de la Loire	155	4.7%	5.4%	31	3.3%	2.2%	124	5.2%	8.3%	43	4.0%	5.3%
Bretagne	132	4.0%	5.1%	26	2.8%	2.1%	106	4.4%	7.8%	33	3.1%	4.2%
Poitou-Charentes	78	2.4%	5.3%	24	2.6%	3.5%	54	2.3%	7.1%	25	2.3%	6.2%
Aquitaine	176	5.3%	6.6%	39	4.2%	3.1%	137	5.7%	9.7%	65	6.1%	7.9%
Midi-Pyrénées	118	3.6%	4.9%	32	3.5%	2.8%	86	3.6%	6.9%	33	3.1%	4.2%
Limousin	36	1.1%	5.7%	11	1.2%	3.6%	25	1.0%	7.6%	9	0.8%	5.6%
Auvergne	59	1.8%	5.3%	12	1.3%	2.2%	47	2.0%	8.1%	22	2.1%	7.3%
Rhône-Alpes	294	8.9%	5.9%	97	10.4%	4.0%	197	8.3%	7.6%	73	6.8%	4.2%
Languedoc-Roussillon	157	4.7%	7.2%	43	4.6%	4.2%	114	4.8%	10.0%	48	4.5%	7.6%
Provence-Alpes-Côte-d'Azur-Corse	292	8.8%	6.7%	89	9.6%	4.4%	202	8.5%	8.9%	109	10.1%	7.5%
Habitudes de connexion Internet												
Tous les jours	2072	62.4%	7.5%	602	64.7%	4.3%	1470	61.6%	10.8%	807	75.0%	6.3%
Presque tous les jours	430	13.0%	7.1%	122	13.1%	4.2%	308	12.9%	9.8%	140	13.0%	5.8%
1 à 2 fois par semaine	242	7.3%	7.5%	58	6.2%	4.0%	184	7.7%	10.2%	70	6.5%	7.7%
1 à 3 fois par mois	56	1.7%	6.5%	10	1.1%	2.8%	46	1.9%	9.3%	15	1.4%	8.0%
Moins souvent	108	3.3%	8.2%	16	1.7%	2.7%	93	3.9%	12.7%	7	0.7%	5.8%
Jamais	15	0.5%	7.3%	6	0.6%	4.6%	9	0.4%	11.8%	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	152	4.6%	6.5%	18	1.9%	1.9%	134	5.6%	9.6%	17	1.6%	8.5%
De 9 000 à moins de 12 000 euros par an	238	7.2%	7.3%	47	5.1%	4.3%	191	8.0%	8.8%	11	1.0%	4.4%
De 12 000 à moins de 18 000 euros par an	438	13.2%	6.5%	111	11.9%	3.8%	327	13.7%	8.6%	82	7.6%	10.0%
De 18 000 à moins de 24 000 euros par an	563	17.0%	7.7%	145	15.6%	4.2%	418	17.5%	10.9%	148	13.7%	9.2%
De 24 000 à moins de 36 000 euros par an	730	22.0%	6.4%	227	24.4%	4.1%	503	21.1%	8.7%	220	20.5%	5.9%
De 36 000 à moins de 45 000 euros par an	399	12.0%	6.2%	147	15.8%	4.3%	251	10.5%	8.4%	177	16.5%	6.3%
De 45 000 à moins de 65 000 euros par an	316	9.5%	5.5%	107	11.5%	3.3%	210	8.8%	8.1%	195	18.1%	5.6%
De 65 000 à moins de 80 000 euros par an	56	1.7%	3.6%	17	1.8%	1.8%	39	1.6%	6.5%	34	3.1%	3.1%
De 80 000 à moins de 115 000 euros par an	51	1.5%	5.1%	22	2.4%	3.6%	29	1.2%	7.2%	44	4.1%	5.4%
115 000 euros et plus par an	17	0.5%	3.5%	7	0.8%	2.6%	10	0.4%	4.8%	15	1.4%	3.6%
Refus	224	6.7%	6.8%	47	5.0%	3.5%	177	7.4%	9.0%	83	7.7%	7.3%
Ne sait pas	133	4.0%	8.4%	37	3.9%	5.4%	97	4.1%	10.7%	49	4.5%	8.9%