

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	4268	100.0%	8.4%	2157	100.0%	8.8%	2112	100.0%	7.9%	1715	100.0%	10.1%
Sexe												
Homme	2157	50.5%	8.8%	2157	100.0%	8.8%	0	-	-	907	52.9%	10.3%
Femme	2112	49.5%	7.9%	0	-	-	2112	100.0%	7.9%	807	47.1%	9.9%
Age												
15 à 24 ans	507	11.9%	6.9%	284	13.2%	7.6%	223	10.6%	6.1%	246	14.4%	8.0%
25 à 34 ans	474	11.1%	6.1%	265	12.3%	7.0%	209	9.9%	5.3%	227	13.2%	6.6%
35 à 49 ans	1141	26.7%	9.0%	588	27.3%	9.4%	553	26.2%	8.6%	655	38.2%	10.7%
50 à 64 ans	1228	28.8%	10.0%	600	27.8%	10.1%	628	29.8%	9.9%	555	32.4%	13.5%
65 ans et plus	919	21.5%	8.3%	420	19.5%	8.8%	499	23.6%	7.9%	31	1.8%	13.2%
Individu												
Ménagère	1872	43.9%	8.0%	0	-	-	1872	88.6%	8.0%	703	41.0%	10.3%
Personne de Référence	2435	57.0%	8.6%	1821	84.4%	8.9%	614	29.1%	7.8%	925	54.0%	10.9%
Responsable des achats	2927	68.6%	8.3%	1089	50.5%	8.9%	1839	87.1%	8.0%	1097	64.0%	10.3%
PCS Individu												
Agriculteurs	39	0.9%	7.2%	22	1.0%	6.7%	16	0.8%	8.2%	3	0.2%	18.9%
Petits patrons	224	5.2%	13.5%	163	7.6%	13.8%	60	2.9%	12.9%	192	11.2%	12.9%
Affaires et Cadres	505	11.8%	10.6%	320	14.8%	10.8%	185	8.8%	10.2%	464	27.0%	10.5%
Professions intermédiaires	671	15.7%	9.9%	332	15.4%	9.6%	339	16.0%	10.3%	570	33.2%	10.3%
Employés	614	14.4%	7.3%	211	9.8%	10.5%	402	19.1%	6.3%	154	9.0%	8.5%
Ouvriers	409	9.6%	6.3%	340	15.8%	6.7%	69	3.3%	4.9%	21	1.2%	5.7%
Retraités	1094	25.6%	8.7%	518	24.0%	8.6%	576	27.3%	8.7%	35	2.0%	13.9%
Autres inactifs	715	16.7%	7.1%	251	11.6%	7.2%	464	22.0%	7.1%	275	16.1%	9.0%
PCS Personne de Référence												
Agriculteurs	70	1.7%	8.8%	30	1.4%	8.1%	40	1.9%	9.6%	0	-	-
Petits patrons	275	6.4%	10.4%	198	9.2%	13.7%	77	3.7%	6.5%	275	16.0%	10.4%
Affaires et Cadres	753	17.7%	11.0%	358	16.6%	10.3%	395	18.7%	11.7%	753	43.9%	11.0%
Professions intermédiaires	686	16.1%	9.2%	352	16.3%	9.0%	335	15.9%	9.3%	686	40.0%	9.2%
Employés	399	9.4%	7.5%	215	10.0%	9.7%	184	8.7%	6.0%	0	-	-
Ouvriers	548	12.8%	5.8%	330	15.3%	6.6%	218	10.3%	4.8%	0	-	-
Retraités	1276	29.9%	8.7%	576	26.7%	8.7%	700	33.2%	8.7%	0	-	-
Autres inactifs	260	6.1%	6.7%	98	4.5%	6.7%	162	7.7%	6.6%	0	-	-

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	724	17.0%	7.7%	320	14.8%	8.0%	404	19.1%	7.5%	193	11.3%	11.2%
2 personnes	1641	38.5%	9.1%	830	38.5%	9.4%	811	38.4%	8.8%	464	27.0%	10.5%
3 personnes	761	17.8%	8.2%	399	18.5%	8.7%	362	17.1%	7.7%	343	20.0%	9.2%
4 personnes	743	17.4%	8.1%	395	18.3%	8.6%	348	16.5%	7.6%	461	26.9%	10.0%
5 personnes et +	400	9.4%	7.6%	213	9.9%	8.7%	187	8.8%	6.7%	254	14.8%	10.1%
Présence d'enfants de moins de 15 ans												
Oui	1197	28.1%	7.6%	610	28.3%	8.5%	588	27.8%	6.9%	711	41.4%	9.4%
Non	3071	71.9%	8.7%	1547	71.7%	9.0%	1524	72.2%	8.4%	1004	58.6%	10.7%
Habitat												
Communes rurales	889	20.8%	7.6%	459	21.3%	8.2%	430	20.4%	7.0%	279	16.3%	8.2%
Agglo. - 20 000 hab	738	17.3%	8.3%	363	16.8%	8.5%	375	17.8%	8.1%	256	14.9%	10.0%
Agglo. 20 000 à 100 000 hab	576	13.5%	8.4%	286	13.2%	8.5%	290	13.7%	8.3%	238	13.9%	12.0%
Agglo. + 100 000 hab	1350	31.6%	8.9%	679	31.5%	9.4%	672	31.8%	8.4%	575	33.5%	11.2%
Agglo. Paris	716	16.8%	8.5%	370	17.2%	9.3%	345	16.4%	7.8%	367	21.4%	9.5%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	798	18.7%	8.4%	411	19.1%	9.1%	387	18.3%	7.8%	404	23.6%	9.4%
Nord-Pas-de-Calais	151	3.5%	4.7%	74	3.5%	4.9%	77	3.6%	4.6%	72	4.2%	7.8%
Lorraine	151	3.5%	7.8%	68	3.1%	7.3%	83	3.9%	8.3%	58	3.4%	10.3%
Alsace	132	3.1%	8.7%	73	3.4%	9.9%	59	2.8%	7.6%	53	3.1%	10.7%
Franche-Comté	80	1.9%	8.4%	32	1.5%	6.8%	48	2.3%	9.8%	29	1.7%	11.3%
Champagne-Ardenne	79	1.9%	7.3%	37	1.7%	7.1%	42	2.0%	7.5%	34	2.0%	11.4%
Picardie	106	2.5%	6.9%	58	2.7%	7.8%	48	2.3%	6.1%	51	3.0%	11.3%
Bourgogne	95	2.2%	7.0%	52	2.4%	8.0%	43	2.0%	6.0%	32	1.9%	9.0%
Haute-Normandie	105	2.5%	7.1%	55	2.6%	7.8%	50	2.4%	6.5%	37	2.2%	8.5%
Basse-Normandie	99	2.3%	8.2%	55	2.6%	9.5%	44	2.1%	7.1%	31	1.8%	9.3%
Centre	147	3.4%	7.1%	77	3.6%	7.7%	70	3.3%	6.5%	52	3.1%	8.2%
Pays de la Loire	246	5.8%	8.6%	125	5.8%	9.0%	121	5.7%	8.1%	90	5.2%	10.9%
Bretagne	251	5.9%	9.6%	136	6.3%	10.9%	114	5.4%	8.4%	80	4.6%	10.1%
Poitou-Charentes	141	3.3%	9.6%	65	3.0%	9.2%	76	3.6%	10.0%	46	2.7%	11.6%
Aquitaine	223	5.2%	8.3%	112	5.2%	8.8%	110	5.2%	7.8%	95	5.5%	11.5%
Midi-Pyrénées	244	5.7%	10.2%	126	5.8%	10.9%	118	5.6%	9.5%	92	5.4%	11.7%
Limousin	58	1.3%	9.1%	35	1.6%	11.6%	23	1.1%	6.9%	14	0.8%	8.6%
Auvergne	85	2.0%	7.6%	37	1.7%	6.9%	48	2.3%	8.1%	35	2.1%	11.5%
Rhône-Alpes	467	10.9%	9.3%	237	11.0%	9.8%	230	10.9%	8.8%	177	10.3%	10.2%
Languedoc-Roussillon	218	5.1%	10.0%	103	4.8%	10.0%	115	5.4%	10.1%	69	4.0%	10.9%
Provence-Alpes-Côte-d'Azur-Corse	394	9.2%	9.1%	189	8.8%	9.3%	205	9.7%	9.0%	164	9.6%	11.3%
Habitudes de connexion Internet												
Tous les jours	2437	57.1%	8.8%	1289	59.8%	9.2%	1148	54.4%	8.5%	1266	73.8%	9.8%
Presque tous les jours	563	13.2%	9.3%	288	13.3%	9.8%	276	13.1%	8.7%	228	13.3%	9.4%
1 à 2 fois par semaine	326	7.6%	10.1%	161	7.5%	11.3%	165	7.8%	9.2%	127	7.4%	14.1%
1 à 3 fois par mois	79	1.9%	9.1%	30	1.4%	8.0%	49	2.3%	10.0%	25	1.5%	12.9%
Moins souvent	115	2.7%	8.7%	54	2.5%	9.0%	61	2.9%	8.4%	15	0.9%	11.6%
Jamais	22	0.5%	10.7%	18	0.8%	13.9%	4	0.2%	5.4%	7	0.4%	34.8%

	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	136	3.2%	5.8%	62	2.9%	6.6%	74	3.5%	5.3%	17	1.0%	8.5%
De 9 000 à moins de 12 000 euros par an	211	4.9%	6.4%	64	3.0%	5.8%	146	6.9%	6.8%	30	1.7%	12.0%
De 12 000 à moins de 18 000 euros par an	431	10.1%	6.4%	200	9.3%	6.8%	231	10.9%	6.1%	87	5.1%	10.6%
De 18 000 à moins de 24 000 euros par an	590	13.8%	8.0%	293	13.6%	8.4%	298	14.1%	7.7%	137	8.0%	8.5%
De 24 000 à moins de 36 000 euros par an	880	20.6%	7.8%	464	21.5%	8.4%	416	19.7%	7.2%	307	17.9%	8.2%
De 36 000 à moins de 45 000 euros par an	601	14.1%	9.4%	361	16.7%	10.6%	241	11.4%	8.1%	286	16.7%	10.1%
De 45 000 à moins de 65 000 euros par an	633	14.8%	11.0%	335	15.5%	10.5%	298	14.1%	11.5%	375	21.9%	10.7%
De 65 000 à moins de 80 000 euros par an	207	4.8%	13.3%	122	5.7%	12.9%	84	4.0%	14.1%	138	8.0%	12.6%
De 80 000 à moins de 115 000 euros par an	137	3.2%	13.6%	88	4.1%	14.6%	48	2.3%	12.0%	110	6.4%	13.5%
115 000 euros et plus par an	56	1.3%	11.4%	24	1.1%	8.6%	32	1.5%	15.2%	47	2.7%	11.2%
Refus	293	6.9%	8.9%	105	4.9%	7.8%	188	8.9%	9.6%	119	7.0%	10.5%
Ne sait pas	94	2.2%	5.9%	39	1.8%	5.7%	55	2.6%	6.1%	62	3.6%	11.3%