

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2855	100.0%	5.6%	482	100.0%	2.0%	2373	100.0%	8.9%	1096	100.0%	6.5%
Sexe												
Homme	482	16.9%	2.0%	482	100.0%	2.0%	0	-	-	192	17.5%	2.2%
Femme	2373	83.1%	8.9%	0	-	-	2373	100.0%	8.9%	905	82.5%	11.1%
Age												
15 à 24 ans	323	11.3%	4.4%	15	3.2%	0.4%	307	13.0%	8.4%	138	12.6%	4.5%
25 à 34 ans	322	11.3%	4.2%	56	11.7%	1.5%	266	11.2%	6.8%	153	14.0%	4.5%
35 à 49 ans	821	28.8%	6.5%	133	27.7%	2.1%	688	29.0%	10.7%	461	42.0%	7.5%
50 à 64 ans	885	31.0%	7.2%	177	36.8%	3.0%	708	29.9%	11.2%	324	29.6%	7.9%
65 ans et plus	503	17.6%	4.5%	99	20.6%	2.1%	404	17.0%	6.4%	20	1.8%	8.7%
Individu												
Ménagère	2097	73.5%	9.0%	0	-	-	2097	88.4%	9.0%	782	71.3%	11.4%
Personne de Référence	1182	41.4%	4.2%	462	95.9%	2.3%	720	30.3%	9.1%	371	33.9%	4.4%
Responsable des achats	2338	81.9%	6.6%	250	51.9%	2.1%	2088	88.0%	9.1%	873	79.6%	8.2%
PCS Individu												
Agriculteurs	14	0.5%	2.7%	2	0.4%	0.6%	12	0.5%	6.2%	0	-	-
Petits patrons	130	4.6%	7.9%	45	9.4%	3.8%	85	3.6%	18.1%	108	9.9%	7.2%
Affaires et Cadres	309	10.8%	6.5%	80	16.5%	2.7%	229	9.7%	12.7%	271	24.7%	6.2%
Professions intermédiaires	416	14.6%	6.2%	68	14.1%	2.0%	348	14.7%	10.6%	331	30.2%	6.0%
Employés	571	20.0%	6.8%	41	8.6%	2.1%	530	22.3%	8.3%	143	13.0%	7.8%
Ouvriers	203	7.1%	3.1%	90	18.7%	1.8%	113	4.8%	8.1%	11	1.0%	3.1%
Retraités	637	22.3%	5.1%	120	25.0%	2.0%	517	21.8%	7.8%	36	3.3%	14.4%
Autres inactifs	574	20.1%	5.7%	35	7.2%	1.0%	539	22.7%	8.2%	196	17.9%	6.4%
PCS Personne de Référence												
Agriculteurs	37	1.3%	4.7%	2	0.4%	0.6%	35	1.5%	8.4%	0	-	-
Petits patrons	194	6.8%	7.4%	48	10.1%	3.4%	146	6.1%	12.2%	194	17.7%	7.4%
Affaires et Cadres	519	18.2%	7.6%	77	16.0%	2.2%	442	18.6%	13.0%	519	47.3%	7.6%
Professions intermédiaires	384	13.4%	5.1%	66	13.7%	1.7%	317	13.4%	8.8%	384	35.0%	5.1%
Employés	338	11.8%	6.4%	43	8.9%	1.9%	295	12.4%	9.6%	0	-	-
Ouvriers	444	15.6%	4.7%	91	19.0%	1.8%	353	14.9%	7.8%	0	-	-
Retraités	731	25.6%	5.0%	127	26.4%	1.9%	604	25.4%	7.5%	0	-	-
Autres inactifs	208	7.3%	5.3%	26	5.5%	1.8%	182	7.7%	7.4%	0	-	-

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	504	17.7%	5.4%	50	10.3%	1.2%	455	19.2%	8.5%	103	9.4%	6.0%
2 personnes	1024	35.9%	5.7%	200	41.6%	2.3%	824	34.7%	9.0%	312	28.4%	7.1%
3 personnes	486	17.0%	5.2%	63	13.0%	1.4%	423	17.8%	9.0%	212	19.4%	5.7%
4 personnes	523	18.3%	5.7%	115	23.8%	2.5%	408	17.2%	8.9%	287	26.2%	6.2%
5 personnes et +	318	11.1%	6.1%	54	11.2%	2.2%	264	11.1%	9.4%	182	16.6%	7.3%
Présence d'enfants de moins de 15 ans												
Oui	943	33.0%	6.0%	177	36.7%	2.5%	767	32.3%	9.0%	511	46.7%	6.8%
Non	1912	67.0%	5.4%	305	63.3%	1.8%	1607	67.7%	8.8%	585	53.3%	6.2%
Habitat												
Communes rurales	493	17.3%	4.2%	80	16.7%	1.4%	413	17.4%	6.8%	157	14.3%	4.6%
Agglo. - 20 000 hab	441	15.5%	5.0%	99	20.5%	2.3%	343	14.4%	7.4%	130	11.9%	5.1%
Agglo. 20 000 à 100 000 hab	379	13.3%	5.5%	61	12.6%	1.8%	318	13.4%	9.1%	114	10.4%	5.7%
Agglo. + 100 000 hab	920	32.2%	6.0%	151	31.3%	2.1%	769	32.4%	9.6%	370	33.8%	7.2%
Agglo. Paris	621	21.8%	7.4%	91	18.9%	2.3%	531	22.4%	12.0%	325	29.6%	8.4%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	665	23.3%	7.0%	102	21.2%	2.3%	563	23.7%	11.4%	343	31.3%	7.9%
Nord-Pas-de-Calais	151	5.3%	4.7%	29	5.9%	1.9%	122	5.2%	7.2%	48	4.4%	5.3%
Lorraine	104	3.7%	5.4%	20	4.2%	2.1%	84	3.6%	8.4%	27	2.4%	4.7%
Alsace	77	2.7%	5.1%	11	2.3%	1.5%	66	2.8%	8.4%	29	2.6%	5.8%
Franche-Comté	48	1.7%	5.0%	16	3.4%	3.5%	31	1.3%	6.4%	18	1.7%	7.2%
Champagne-Ardenne	53	1.9%	4.9%	9	2.0%	1.8%	44	1.8%	7.7%	13	1.1%	4.1%
Picardie	58	2.0%	3.8%	18	3.8%	2.5%	40	1.7%	5.1%	16	1.4%	3.5%
Bourgogne	56	1.9%	4.1%	11	2.4%	1.7%	44	1.9%	6.2%	17	1.5%	4.7%
Haute-Normandie	47	1.6%	3.1%	4	0.8%	0.5%	43	1.8%	5.5%	17	1.6%	3.9%
Basse-Normandie	44	1.6%	3.7%	13	2.7%	2.2%	32	1.3%	5.0%	14	1.3%	4.2%
Centre	80	2.8%	3.9%	19	4.0%	1.9%	61	2.6%	5.6%	27	2.5%	4.2%
Pays de la Loire	156	5.4%	5.4%	23	4.7%	1.6%	133	5.6%	8.9%	44	4.0%	5.4%
Bretagne	139	4.9%	5.3%	17	3.6%	1.4%	121	5.1%	9.0%	40	3.6%	5.0%
Poitou-Charentes	84	3.0%	5.7%	18	3.7%	2.5%	66	2.8%	8.7%	30	2.7%	7.5%
Aquitaine	155	5.4%	5.8%	20	4.2%	1.6%	135	5.7%	9.6%	62	5.7%	7.6%
Midi-Pyrénées	130	4.6%	5.4%	28	5.9%	2.4%	102	4.3%	8.2%	47	4.3%	5.9%
Limousin	34	1.2%	5.3%	5	1.1%	1.8%	28	1.2%	8.6%	9	0.9%	5.9%
Auvergne	69	2.4%	6.1%	11	2.3%	2.0%	58	2.4%	9.9%	21	1.9%	6.9%
Rhône-Alpes	276	9.7%	5.5%	39	8.0%	1.6%	237	10.0%	9.1%	108	9.9%	6.3%
Languedoc-Roussillon	147	5.2%	6.8%	27	5.5%	2.6%	120	5.1%	10.5%	51	4.6%	8.0%
Provence-Alpes-Côte-d'Azur-Corse	282	9.9%	6.5%	41	8.4%	2.0%	241	10.2%	10.6%	115	10.5%	8.0%
Habitudes de connexion Internet												
Tous les jours	1662	58.2%	6.0%	290	60.2%	2.1%	1372	57.8%	10.1%	841	76.7%	6.5%
Presque tous les jours	344	12.0%	5.7%	46	9.5%	1.6%	298	12.6%	9.4%	137	12.5%	5.7%
1 à 2 fois par semaine	197	6.9%	6.1%	36	7.5%	2.5%	161	6.8%	9.0%	64	5.9%	7.1%
1 à 3 fois par mois	50	1.8%	5.8%	13	2.7%	3.4%	37	1.6%	7.6%	12	1.1%	6.0%
Moins souvent	56	2.0%	4.3%	4	0.7%	0.6%	53	2.2%	7.2%	6	0.5%	4.7%
Jamais	1	0.0%	0.4%	0	-	-	1	0.0%	1.1%	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	130	4.5%	5.6%	16	3.3%	1.7%	114	4.8%	8.1%	10	0.9%	5.0%
De 9 000 à moins de 12 000 euros par an	173	6.0%	5.3%	18	3.7%	1.6%	155	6.5%	7.2%	9	0.9%	3.8%
De 12 000 à moins de 18 000 euros par an	345	12.1%	5.1%	53	11.1%	1.8%	292	12.3%	7.7%	53	4.8%	6.4%
De 18 000 à moins de 24 000 euros par an	385	13.5%	5.2%	60	12.4%	1.7%	325	13.7%	8.4%	92	8.3%	5.7%
De 24 000 à moins de 36 000 euros par an	586	20.5%	5.2%	108	22.3%	1.9%	479	20.2%	8.3%	209	19.1%	5.6%
De 36 000 à moins de 45 000 euros par an	362	12.7%	5.7%	90	18.6%	2.6%	273	11.5%	9.1%	168	15.3%	5.9%
De 45 000 à moins de 65 000 euros par an	403	14.1%	7.0%	63	13.2%	2.0%	340	14.3%	13.2%	247	22.5%	7.1%
De 65 000 à moins de 80 000 euros par an	87	3.1%	5.6%	21	4.3%	2.2%	67	2.8%	11.1%	71	6.5%	6.5%
De 80 000 à moins de 115 000 euros par an	85	3.0%	8.5%	21	4.4%	3.5%	64	2.7%	15.9%	75	6.8%	9.2%
115 000 euros et plus par an	41	1.4%	8.4%	11	2.3%	4.0%	30	1.3%	14.1%	34	3.1%	8.2%
Refus	209	7.3%	6.3%	19	3.9%	1.4%	191	8.0%	9.7%	105	9.6%	9.2%
Ne sait pas	48	1.7%	3.0%	3	0.6%	0.4%	45	1.9%	5.0%	24	2.2%	4.4%