

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	3683	100.0%	7.2%	2160	100.0%	8.8%	1522	100.0%	5.7%	1702	100.0%	10.0%
Sexe												
Homme	2160	58.7%	8.8%	2160	100.0%	8.8%	0	-	-	1020	59.9%	11.6%
Femme	1522	41.3%	5.7%	0	-	-	1522	100.0%	5.7%	682	40.1%	8.3%
Age												
15 à 24 ans	721	19.6%	9.7%	456	21.1%	12.2%	265	17.4%	7.2%	405	23.8%	13.2%
25 à 34 ans	547	14.9%	7.1%	361	16.7%	9.5%	186	12.2%	4.8%	278	16.3%	8.1%
35 à 49 ans	932	25.3%	7.4%	490	22.7%	7.8%	443	29.1%	6.9%	591	34.7%	9.7%
50 à 64 ans	926	25.2%	7.6%	545	25.2%	9.2%	381	25.0%	6.0%	407	23.9%	9.9%
65 ans et plus	556	15.1%	5.0%	308	14.3%	6.5%	247	16.3%	3.9%	20	1.2%	8.7%
Individu												
Ménagère	1279	34.7%	5.5%	0	-	-	1279	84.0%	5.5%	552	32.4%	8.1%
Personne de Référence	2061	56.0%	7.3%	1660	76.9%	8.2%	401	26.3%	5.1%	879	51.7%	10.4%
Responsable des achats	2304	62.6%	6.5%	1067	49.4%	8.8%	1237	81.2%	5.4%	974	57.2%	9.1%
PCS Individu												
Agriculteurs	38	1.0%	7.1%	26	1.2%	7.8%	12	0.8%	5.9%	3	0.2%	16.8%
Petits patrons	140	3.8%	8.5%	105	4.8%	8.8%	35	2.3%	7.5%	133	7.8%	8.9%
Affaires et Cadres	536	14.5%	11.2%	356	16.5%	12.0%	180	11.8%	10.0%	501	29.4%	11.4%
Professions intermédiaires	603	16.4%	8.9%	355	16.4%	10.3%	248	16.3%	7.5%	521	30.6%	9.4%
Employés	465	12.6%	5.5%	184	8.5%	9.1%	280	18.4%	4.4%	95	5.6%	5.2%
Ouvriers	342	9.3%	5.3%	299	13.8%	5.9%	43	2.8%	3.1%	13	0.8%	3.5%
Retraités	690	18.7%	5.5%	393	18.2%	6.6%	297	19.5%	4.5%	23	1.4%	9.2%
Autres inactifs	869	23.6%	8.7%	443	20.5%	12.8%	427	28.0%	6.5%	414	24.3%	13.5%
PCS Personne de Référence												
Agriculteurs	52	1.4%	6.5%	32	1.5%	8.5%	20	1.3%	4.8%	0	-	-
Petits patrons	180	4.9%	6.8%	121	5.6%	8.4%	59	3.9%	4.9%	180	10.6%	6.8%
Affaires et Cadres	832	22.6%	12.1%	473	21.9%	13.7%	359	23.6%	10.6%	832	48.9%	12.1%
Professions intermédiaires	690	18.7%	9.2%	426	19.7%	11.0%	264	17.4%	7.4%	690	40.6%	9.2%
Employés	364	9.9%	6.9%	211	9.8%	9.5%	153	10.0%	5.0%	0	-	-
Ouvriers	489	13.3%	5.2%	313	14.5%	6.3%	176	11.6%	3.9%	0	-	-
Retraités	840	22.8%	5.7%	459	21.2%	6.9%	381	25.0%	4.7%	0	-	-
Autres inactifs	236	6.4%	6.1%	126	5.8%	8.6%	110	7.2%	4.5%	0	-	-

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	593	16.1%	6.3%	355	16.4%	8.8%	238	15.6%	4.4%	177	10.4%	10.3%
2 personnes	1093	29.7%	6.1%	640	29.6%	7.3%	454	29.8%	4.9%	358	21.0%	8.1%
3 personnes	737	20.0%	7.9%	464	21.5%	10.1%	274	18.0%	5.8%	368	21.6%	9.9%
4 personnes	750	20.4%	8.2%	418	19.3%	9.1%	332	21.8%	7.2%	490	28.8%	10.6%
5 personnes et +	510	13.8%	9.7%	284	13.2%	11.7%	225	14.8%	8.0%	308	18.1%	12.3%
Présence d'enfants de moins de 15 ans												
Oui	1222	33.2%	7.8%	669	31.0%	9.3%	553	36.3%	6.5%	764	44.9%	10.1%
Non	2460	66.8%	6.9%	1491	69.0%	8.6%	969	63.7%	5.3%	938	55.1%	10.0%
Habitat												
Communes rurales	771	20.9%	6.6%	450	20.8%	8.0%	321	21.1%	5.3%	303	17.8%	9.0%
Agglo. - 20 000 hab	581	15.8%	6.5%	367	17.0%	8.6%	214	14.0%	4.6%	256	15.0%	10.0%
Agglo. 20 000 à 100 000 hab	479	13.0%	7.0%	258	11.9%	7.7%	221	14.5%	6.4%	195	11.5%	9.8%
Agglo. + 100 000 hab	1149	31.2%	7.5%	675	31.3%	9.3%	473	31.1%	5.9%	545	32.1%	10.6%
Agglo. Paris	703	19.1%	8.3%	410	19.0%	10.3%	293	19.2%	6.6%	402	23.7%	10.4%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	774	21.0%	8.2%	458	21.2%	10.2%	316	20.8%	6.4%	447	26.2%	10.3%
Nord-Pas-de-Calais	161	4.4%	5.0%	91	4.2%	6.0%	70	4.6%	4.2%	74	4.4%	8.1%
Lorraine	159	4.3%	8.2%	103	4.8%	11.0%	56	3.7%	5.6%	65	3.8%	11.5%
Alsace	135	3.7%	8.9%	87	4.0%	11.9%	48	3.1%	6.1%	69	4.0%	13.7%
Franche-Comté	79	2.2%	8.3%	42	1.9%	9.0%	37	2.5%	7.7%	32	1.9%	12.6%
Champagne-Ardenne	80	2.2%	7.3%	41	1.9%	7.9%	39	2.5%	6.9%	36	2.1%	11.8%
Picardie	89	2.4%	5.8%	60	2.8%	8.1%	30	1.9%	3.7%	47	2.8%	10.5%
Bourgogne	93	2.5%	6.8%	53	2.5%	8.2%	40	2.6%	5.6%	30	1.8%	8.4%
Haute-Normandie	72	2.0%	4.9%	37	1.7%	5.2%	35	2.3%	4.6%	33	2.0%	7.7%
Basse-Normandie	59	1.6%	4.9%	35	1.6%	6.1%	23	1.5%	3.7%	24	1.4%	7.3%
Centre	117	3.2%	5.6%	67	3.1%	6.7%	50	3.3%	4.7%	49	2.9%	7.7%
Pays de la Loire	194	5.3%	6.7%	107	4.9%	7.7%	87	5.7%	5.9%	83	4.9%	10.1%
Bretagne	178	4.8%	6.9%	110	5.1%	8.8%	69	4.5%	5.1%	76	4.4%	9.6%
Poitou-Charentes	117	3.2%	8.0%	68	3.2%	9.7%	49	3.2%	6.4%	42	2.5%	10.7%
Aquitaine	182	4.9%	6.8%	111	5.1%	8.7%	71	4.7%	5.0%	53	3.1%	6.5%
Midi-Pyrénées	186	5.1%	7.8%	98	4.5%	8.5%	88	5.8%	7.1%	77	4.5%	9.8%
Limousin	43	1.2%	6.8%	24	1.1%	8.1%	19	1.2%	5.7%	15	0.9%	9.2%
Auvergne	64	1.7%	5.7%	34	1.6%	6.3%	30	2.0%	5.2%	28	1.6%	9.1%
Rhône-Alpes	407	11.1%	8.1%	236	10.9%	9.8%	171	11.2%	6.6%	185	10.8%	10.7%
Languedoc-Roussillon	172	4.7%	7.9%	106	4.9%	10.3%	66	4.3%	5.8%	71	4.2%	11.1%
Provence-Alpes-Côte-d'Azur-Corse	319	8.7%	7.4%	191	8.8%	9.4%	128	8.4%	5.6%	167	9.8%	11.6%
Habitudes de connexion Internet												
Tous les jours	2318	62.9%	8.4%	1427	66.0%	10.1%	891	58.5%	6.6%	1308	76.8%	10.2%
Presque tous les jours	555	15.1%	9.1%	318	14.7%	10.9%	237	15.6%	7.5%	260	15.3%	10.7%
1 à 2 fois par semaine	230	6.3%	7.1%	126	5.8%	8.8%	104	6.8%	5.8%	77	4.5%	8.6%
1 à 3 fois par mois	69	1.9%	8.0%	26	1.2%	7.0%	43	2.8%	8.7%	25	1.5%	12.9%
Moins souvent	77	2.1%	5.8%	40	1.8%	6.7%	37	2.4%	5.0%	6	0.4%	4.9%
Jamais	5	0.1%	2.3%	4	0.2%	3.2%	1	0.0%	0.9%	1	0.0%	3.7%

	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	125	3.4%	5.4%	69	3.2%	7.4%	56	3.7%	4.0%	13	0.8%	6.8%
De 9 000 à moins de 12 000 euros par an	173	4.7%	5.3%	77	3.6%	7.0%	95	6.3%	4.4%	32	1.9%	13.0%
De 12 000 à moins de 18 000 euros par an	308	8.4%	4.6%	169	7.8%	5.8%	139	9.1%	3.6%	53	3.1%	6.4%
De 18 000 à moins de 24 000 euros par an	445	12.1%	6.1%	265	12.2%	7.6%	181	11.9%	4.7%	154	9.0%	9.5%
De 24 000 à moins de 36 000 euros par an	830	22.5%	7.3%	500	23.1%	9.0%	330	21.7%	5.7%	359	21.1%	9.6%
De 36 000 à moins de 45 000 euros par an	513	13.9%	8.0%	325	15.1%	9.5%	188	12.3%	6.3%	240	14.1%	8.5%
De 45 000 à moins de 65 000 euros par an	546	14.8%	9.5%	343	15.9%	10.8%	203	13.3%	7.9%	351	20.6%	10.0%
De 65 000 à moins de 80 000 euros par an	194	5.3%	12.5%	126	5.9%	13.3%	68	4.5%	11.3%	141	8.3%	12.9%
De 80 000 à moins de 115 000 euros par an	141	3.8%	14.0%	95	4.4%	15.7%	47	3.1%	11.6%	121	7.1%	14.9%
115 000 euros et plus par an	59	1.6%	12.0%	36	1.7%	13.0%	23	1.5%	10.7%	57	3.3%	13.7%
Refus	233	6.3%	7.0%	93	4.3%	6.9%	140	9.2%	7.1%	101	5.9%	8.9%
Ne sait pas	115	3.1%	7.2%	62	2.9%	9.1%	53	3.5%	5.8%	80	4.7%	14.5%