

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1922	100.0%	3.8%	1113	100.0%	4.5%	809	100.0%	3.0%	972	100.0%	5.7%
Sexe												
Homme	1113	57.9%	4.5%	1113	100.0%	4.5%	0	-	-	595	61.2%	6.8%
Femme	809	42.1%	3.0%	0	-	-	809	100.0%	3.0%	377	38.8%	4.6%
Age												
15 à 24 ans	408	21.2%	5.5%	234	21.0%	6.3%	174	21.5%	4.7%	172	17.7%	5.6%
25 à 34 ans	318	16.5%	4.1%	209	18.8%	5.5%	108	13.4%	2.8%	188	19.3%	5.5%
35 à 49 ans	403	20.9%	3.2%	242	21.7%	3.9%	161	19.9%	2.5%	294	30.3%	4.8%
50 à 64 ans	422	22.0%	3.4%	227	20.4%	3.8%	195	24.1%	3.1%	279	28.7%	6.8%
65 ans et plus	372	19.4%	3.4%	200	18.0%	4.2%	172	21.2%	2.7%	39	4.0%	16.7%
Individu												
Ménagère	652	33.9%	2.8%	0	-	-	652	80.6%	2.8%	308	31.7%	4.5%
Personne de Référence	1110	57.8%	3.9%	880	79.1%	4.3%	230	28.4%	2.9%	581	59.8%	6.9%
Responsable des achats	1221	63.5%	3.5%	582	52.3%	4.8%	639	79.0%	2.8%	601	61.8%	5.6%
PCS Individu												
Agriculteurs	14	0.7%	2.7%	7	0.6%	2.1%	7	0.9%	3.6%	0	-	-
Petits patrons	74	3.8%	4.5%	56	5.1%	4.8%	18	2.2%	3.8%	68	7.0%	4.6%
Affaires et Cadres	498	25.9%	10.5%	342	30.7%	11.6%	157	19.4%	8.7%	466	47.9%	10.6%
Professions intermédiaires	235	12.3%	3.5%	130	11.7%	3.8%	105	13.0%	3.2%	200	20.6%	3.6%
Employés	199	10.3%	2.4%	87	7.8%	4.3%	112	13.9%	1.8%	38	3.9%	2.1%
Ouvriers	86	4.5%	1.3%	70	6.3%	1.4%	17	2.0%	1.2%	1	0.1%	0.4%
Retraités	381	19.8%	3.0%	214	19.2%	3.6%	167	20.7%	2.5%	13	1.3%	5.2%
Autres inactifs	434	22.6%	4.3%	207	18.6%	6.0%	226	28.0%	3.5%	185	19.0%	6.0%
PCS Personne de Référence												
Agriculteurs	18	0.9%	2.2%	10	0.9%	2.7%	7	0.9%	1.7%	0	-	-
Petits patrons	105	5.5%	4.0%	63	5.7%	4.4%	42	5.2%	3.5%	105	10.8%	4.0%
Affaires et Cadres	594	30.9%	8.7%	374	33.6%	10.8%	220	27.2%	6.5%	594	61.2%	8.7%
Professions intermédiaires	272	14.2%	3.6%	158	14.2%	4.1%	115	14.2%	3.2%	272	28.0%	3.6%
Employés	169	8.8%	3.2%	95	8.5%	4.3%	75	9.2%	2.4%	0	-	-
Ouvriers	164	8.5%	1.7%	92	8.2%	1.8%	72	8.9%	1.6%	0	-	-
Retraités	465	24.2%	3.2%	253	22.7%	3.8%	212	26.2%	2.6%	0	-	-
Autres inactifs	135	7.0%	3.5%	69	6.2%	4.7%	67	8.2%	2.7%	0	-	-

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	344	17.9%	3.7%	179	16.1%	4.5%	165	20.4%	3.1%	127	13.1%	7.4%
2 personnes	658	34.3%	3.7%	386	34.7%	4.4%	272	33.6%	3.0%	275	28.3%	6.2%
3 personnes	361	18.8%	3.9%	219	19.7%	4.8%	142	17.5%	3.0%	194	19.9%	5.2%
4 personnes	363	18.9%	3.9%	215	19.4%	4.7%	147	18.2%	3.2%	251	25.8%	5.4%
5 personnes et +	196	10.2%	3.7%	113	10.1%	4.6%	83	10.3%	3.0%	125	12.9%	5.0%
Présence d'enfants de moins de 15 ans												
Oui	538	28.0%	3.4%	327	29.4%	4.5%	211	26.0%	2.5%	369	38.0%	4.9%
Non	1384	72.0%	3.9%	786	70.6%	4.6%	599	74.0%	3.3%	602	62.0%	6.4%
Habitat												
Communes rurales	217	11.3%	1.9%	130	11.7%	2.3%	87	10.7%	1.4%	88	9.1%	2.6%
Agglo. - 20 000 hab	196	10.2%	2.2%	114	10.3%	2.7%	81	10.1%	1.7%	88	9.1%	3.4%
Agglo. 20 000 à 100 000 hab	189	9.8%	2.8%	115	10.3%	3.4%	75	9.2%	2.1%	97	10.0%	4.9%
Agglo. + 100 000 hab	593	30.9%	3.9%	346	31.1%	4.8%	247	30.6%	3.1%	282	29.0%	5.5%
Agglo. Paris	727	37.8%	8.6%	408	36.7%	10.2%	319	39.4%	7.2%	416	42.8%	10.7%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	764	39.7%	8.1%	433	38.9%	9.6%	332	41.0%	6.7%	440	45.3%	10.2%
Nord-Pas-de-Calais	58	3.0%	1.8%	39	3.5%	2.6%	19	2.4%	1.1%	33	3.4%	3.6%
Lorraine	42	2.2%	2.2%	25	2.3%	2.7%	17	2.1%	1.7%	21	2.1%	3.7%
Alsace	58	3.0%	3.8%	38	3.4%	5.2%	19	2.4%	2.5%	25	2.6%	5.0%
Franche-Comté	24	1.2%	2.5%	16	1.4%	3.4%	8	1.0%	1.7%	13	1.3%	5.0%
Champagne-Ardenne	31	1.6%	2.8%	17	1.5%	3.2%	14	1.7%	2.5%	14	1.4%	4.5%
Picardie	37	1.9%	2.4%	23	2.0%	3.0%	14	1.7%	1.8%	22	2.3%	4.9%
Bourgogne	33	1.7%	2.4%	19	1.7%	2.9%	14	1.8%	2.0%	15	1.5%	4.2%
Haute-Normandie	19	1.0%	1.3%	11	1.0%	1.6%	8	1.0%	1.1%	10	1.0%	2.3%
Basse-Normandie	21	1.1%	1.7%	14	1.2%	2.4%	7	0.9%	1.1%	11	1.1%	3.3%
Centre	51	2.7%	2.5%	28	2.5%	2.8%	23	2.8%	2.1%	23	2.3%	3.5%
Pays de la Loire	77	4.0%	2.7%	47	4.2%	3.4%	30	3.7%	2.0%	42	4.3%	5.1%
Bretagne	65	3.4%	2.5%	34	3.1%	2.8%	31	3.8%	2.3%	26	2.7%	3.3%
Poitou-Charentes	36	1.9%	2.5%	19	1.7%	2.7%	17	2.1%	2.2%	18	1.9%	4.7%
Aquitaine	75	3.9%	2.8%	44	4.0%	3.5%	31	3.8%	2.2%	29	3.0%	3.5%
Midi-Pyrénées	80	4.2%	3.3%	52	4.7%	4.5%	28	3.5%	2.3%	35	3.6%	4.4%
Limousin	15	0.8%	2.3%	10	0.9%	3.4%	5	0.6%	1.4%	4	0.4%	2.6%
Auvergne	25	1.3%	2.2%	13	1.2%	2.4%	12	1.5%	2.1%	11	1.1%	3.4%
Rhône-Alpes	157	8.2%	3.1%	89	8.0%	3.7%	68	8.4%	2.6%	64	6.6%	3.7%
Languedoc-Roussillon	78	4.0%	3.6%	50	4.5%	4.8%	28	3.4%	2.4%	34	3.5%	5.4%
Provence-Alpes-Côte-d'Azur-Corse	175	9.1%	4.1%	91	8.2%	4.5%	84	10.4%	3.7%	82	8.5%	5.7%
Habitudes de connexion Internet												
Tous les jours	1469	76.4%	5.3%	879	79.0%	6.3%	590	72.9%	4.3%	829	85.3%	6.4%
Presque tous les jours	206	10.7%	3.4%	112	10.0%	3.8%	95	11.7%	3.0%	102	10.5%	4.2%
1 à 2 fois par semaine	92	4.8%	2.8%	38	3.4%	2.7%	53	6.6%	3.0%	21	2.2%	2.4%
1 à 3 fois par mois	15	0.8%	1.7%	5	0.5%	1.4%	10	1.2%	2.0%	6	0.6%	3.0%
Moins souvent	27	1.4%	2.0%	9	0.8%	1.5%	18	2.2%	2.5%	6	0.6%	4.9%
Jamais	1	0.1%	0.6%	1	0.1%	0.8%	0	0.0%	0.4%	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	83	4.3%	3.5%	50	4.5%	5.3%	33	4.1%	2.4%	14	1.4%	7.0%
De 9 000 à moins de 12 000 euros par an	58	3.0%	1.8%	33	3.0%	3.0%	25	3.1%	1.1%	13	1.3%	5.1%
De 12 000 à moins de 18 000 euros par an	108	5.6%	1.6%	48	4.3%	1.6%	60	7.4%	1.6%	19	1.9%	2.3%
De 18 000 à moins de 24 000 euros par an	183	9.5%	2.5%	88	7.9%	2.5%	95	11.7%	2.5%	65	6.7%	4.0%
De 24 000 à moins de 36 000 euros par an	358	18.6%	3.2%	196	17.6%	3.5%	162	20.1%	2.8%	162	16.7%	4.3%
De 36 000 à moins de 45 000 euros par an	259	13.5%	4.0%	146	13.1%	4.3%	113	14.0%	3.8%	146	15.0%	5.2%
De 45 000 à moins de 65 000 euros par an	356	18.5%	6.2%	232	20.8%	7.3%	125	15.4%	4.8%	201	20.7%	5.7%
De 65 000 à moins de 80 000 euros par an	166	8.6%	10.7%	117	10.5%	12.3%	48	6.0%	8.1%	124	12.8%	11.3%
De 80 000 à moins de 115 000 euros par an	118	6.1%	11.7%	76	6.8%	12.6%	42	5.2%	10.5%	94	9.6%	11.5%
115 000 euros et plus par an	74	3.9%	15.2%	52	4.7%	18.9%	22	2.7%	10.3%	65	6.7%	15.6%
Refus	113	5.9%	3.4%	50	4.5%	3.7%	62	7.7%	3.2%	50	5.1%	4.4%
Ne sait pas	47	2.4%	3.0%	26	2.3%	3.8%	21	2.6%	2.3%	21	2.2%	3.8%