

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	6853	100.0%	13.5%	3827	100.0%	15.7%	3027	100.0%	11.4%	2825	100.0%	16.8%
Sexe												
Homme	3827	55.8%	15.7%	3827	100.0%	15.7%	0	-	100.0%	1610	57.0%	18.3%
Femme	3027	44.2%	11.4%	0	-	100.0%	3027	100.0%	11.4%	1214	43.0%	15.1%
Age												
15 à 24 ans	899	13.1%	12.2%	548	14.3%	14.7%	351	11.6%	9.6%	401	14.2%	13.4%
25 à 34 ans	1144	16.7%	14.9%	619	16.2%	16.4%	524	17.3%	13.4%	548	19.4%	16.0%
35 à 49 ans	1969	28.7%	15.5%	1124	29.4%	17.9%	845	27.9%	13.1%	1072	38.0%	17.7%
50 à 64 ans	1827	26.7%	14.9%	998	26.1%	16.8%	829	27.4%	13.1%	767	27.2%	18.6%
65 ans et plus	1015	14.8%	9.4%	537	14.0%	11.6%	478	15.8%	7.7%	36	1.3%	15.3%
Individu												
Ménagère	2695	39.3%	11.6%	0	-	100.0%	2695	89.0%	11.6%	1067	37.8%	16.0%
Personne de Référence	3610	52.7%	12.9%	3155	82.5%	15.6%	455	15.0%	5.8%	1481	52.4%	17.5%
Responsable des achats	3588	52.4%	14.9%	1286	33.6%	16.8%	2301	76.0%	14.0%	1486	52.6%	17.8%
PCS Individu												
Agriculteurs	55	0.8%	10.4%	30	0.8%	8.5%	26	0.8%	14.0%	0	0.0%	5.3%
Petits patrons	247	3.6%	16.0%	177	4.6%	16.0%	71	2.3%	16.0%	223	7.9%	15.8%
Affaires et Cadres	855	12.5%	18.3%	584	15.3%	20.0%	271	9.0%	15.6%	804	28.5%	18.6%
Professions intermédiaires	1150	16.8%	17.2%	652	17.0%	18.6%	498	16.4%	15.6%	962	34.0%	17.2%
Employés	1168	17.0%	13.9%	377	9.8%	19.3%	791	26.1%	12.3%	314	11.1%	17.7%
Ouvriers	895	13.1%	13.9%	752	19.6%	14.9%	143	4.7%	10.3%	37	1.3%	10.7%
Retraités	1337	19.5%	10.9%	776	20.3%	13.1%	561	18.6%	8.8%	40	1.4%	18.0%
Autres inactifs	1146	16.7%	11.2%	480	12.5%	13.6%	666	22.0%	9.9%	445	15.7%	14.1%
PCS Personne de Référence												
Agriculteurs	72	1.0%	9.2%	32	0.8%	8.4%	40	1.3%	10.0%	0	-	100.0%
Petits patrons	384	5.6%	15.3%	220	5.8%	16.4%	163	5.4%	14.1%	384	13.6%	15.3%
Affaires et Cadres	1209	17.6%	17.9%	688	18.0%	19.9%	521	17.2%	15.9%	1209	42.8%	17.9%
Professions intermédiaires	1232	18.0%	16.3%	701	18.3%	17.6%	531	17.5%	14.8%	1232	43.6%	16.3%
Employés	768	11.2%	14.3%	405	10.6%	18.8%	363	12.0%	11.3%	0	-	100.0%
Ouvriers	1206	17.6%	12.4%	718	18.8%	14.1%	488	16.1%	10.6%	0	-	100.0%
Retraités	1685	24.6%	11.7%	919	24.0%	14.0%	766	25.3%	9.7%	0	-	100.0%
Autres inactifs	298	4.3%	7.9%	143	3.7%	10.5%	155	5.1%	6.4%	0	-	100.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	682	9.9%	7.4%	439	11.5%	11.1%	243	8.0%	4.6%	198	7.0%	11.4%
2 personnes	2512	36.7%	14.2%	1342	35.1%	15.5%	1170	38.7%	12.9%	705	25.0%	16.6%
3 personnes	1378	20.1%	14.7%	779	20.4%	16.8%	599	19.8%	12.7%	635	22.5%	17.0%
4 personnes	1514	22.1%	16.3%	872	22.8%	18.8%	642	21.2%	13.8%	869	30.8%	18.8%
5 personnes et +	768	11.2%	14.6%	394	10.3%	16.1%	374	12.3%	13.4%	418	14.8%	16.7%
Présence d'enfants de moins de 15 ans												
Oui	2357	34.4%	15.0%	1263	33.0%	17.3%	1094	36.1%	13.0%	1325	46.9%	17.8%
Non	4496	65.6%	12.8%	2564	67.0%	15.1%	1933	63.9%	10.7%	1500	53.1%	16.0%
Habitat												
Communes rurales	1608	23.5%	12.5%	916	23.9%	14.7%	692	22.9%	10.4%	584	20.7%	16.1%
Agglo. - 20 000 hab	1220	17.8%	14.2%	688	18.0%	16.9%	532	17.6%	11.8%	460	16.3%	18.6%
Agglo. 20 000 à 100 000 hab	1000	14.6%	15.0%	532	13.9%	16.6%	468	15.5%	13.5%	380	13.4%	19.3%
Agglo. + 100 000 hab	1855	27.1%	12.9%	1057	27.6%	15.4%	798	26.4%	10.6%	780	27.6%	15.9%
Agglo. Paris	1170	17.1%	14.1%	634	16.6%	16.1%	536	17.7%	12.3%	621	22.0%	16.1%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	1322	19.3%	14.0%	720	18.8%	16.0%	602	19.9%	12.2%	693	24.5%	16.0%
Nord-Pas-de-Calais	338	4.9%	10.5%	192	5.0%	12.6%	147	4.8%	8.7%	134	4.7%	15.0%
Lorraine	220	3.2%	11.4%	123	3.2%	13.2%	97	3.2%	9.7%	82	2.9%	15.8%
Alsace	168	2.4%	11.1%	100	2.6%	13.7%	68	2.2%	8.7%	68	2.4%	13.1%
Franche-Comté	128	1.9%	13.5%	73	1.9%	15.7%	55	1.8%	11.3%	41	1.4%	16.6%
Champagne-Ardenne	126	1.8%	11.6%	70	1.8%	13.4%	56	1.9%	9.9%	47	1.7%	17.3%
Picardie	189	2.8%	12.4%	120	3.1%	16.3%	68	2.3%	8.7%	73	2.6%	16.4%
Bourgogne	198	2.9%	14.6%	104	2.7%	16.0%	95	3.1%	13.4%	78	2.8%	22.7%
Haute-Normandie	160	2.3%	10.8%	96	2.5%	13.6%	64	2.1%	8.3%	74	2.6%	16.4%
Basse-Normandie	129	1.9%	10.7%	65	1.7%	11.4%	64	2.1%	10.2%	49	1.7%	15.4%
Centre	238	3.5%	11.5%	128	3.3%	12.8%	110	3.6%	10.2%	86	3.1%	13.8%
Pays de la Loire	296	4.3%	10.4%	159	4.2%	11.6%	137	4.5%	9.3%	113	4.0%	12.9%
Bretagne	351	5.1%	13.6%	207	5.4%	16.7%	144	4.8%	10.7%	113	4.0%	14.8%
Poitou-Charentes	166	2.4%	11.3%	94	2.5%	13.4%	72	2.4%	9.4%	56	2.0%	14.6%
Aquitaine	484	7.1%	18.3%	258	6.7%	20.5%	226	7.5%	16.2%	189	6.7%	22.3%
Midi-Pyrénées	376	5.5%	15.8%	222	5.8%	19.4%	154	5.1%	12.5%	147	5.2%	18.7%
Limousin	106	1.5%	16.8%	57	1.5%	18.8%	49	1.6%	15.0%	30	1.1%	18.8%
Auvergne	173	2.5%	15.4%	109	2.8%	20.2%	64	2.1%	11.0%	66	2.3%	21.1%
Rhône-Alpes	633	9.2%	12.7%	344	9.0%	14.3%	289	9.5%	11.2%	257	9.1%	15.1%
Languedoc-Roussillon	302	4.4%	14.0%	163	4.2%	16.0%	140	4.6%	12.3%	115	4.1%	18.2%
Provence-Alpes-Côte-d'Azur-Corse	750	11.0%	17.4%	424	11.1%	20.9%	326	10.8%	14.3%	315	11.2%	22.4%
Habitudes de connexion Internet												
Tous les jours	4339	63.3%	16.1%	2504	65.4%	18.2%	1835	60.6%	13.9%	2201	77.9%	17.3%
Presque tous les jours	901	13.1%	14.8%	476	12.4%	17.1%	425	14.0%	12.9%	404	14.3%	16.6%
1 à 2 fois par semaine	422	6.2%	13.2%	204	5.3%	14.4%	218	7.2%	12.2%	134	4.7%	15.0%
1 à 3 fois par mois	82	1.2%	9.6%	50	1.3%	12.6%	32	1.1%	7.0%	15	0.5%	7.9%
Moins souvent	144	2.1%	10.0%	71	1.8%	11.4%	73	2.4%	9.0%	18	0.6%	11.9%
Jamais	30	0.4%	12.3%	21	0.6%	15.4%	9	0.3%	8.5%	2	0.1%	6.5%

Plus

Mensuel, Lecture Dernière Période

	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	115	1.7%	4.7%	48	1.3%	5.0%	67	2.2%	4.5%	10	0.4%	5.2%
De 9 000 à moins de 12 000 euros par an	205	3.0%	6.3%	84	2.2%	7.8%	122	4.0%	5.6%	19	0.7%	6.9%
De 12 000 à moins de 18 000 euros par an	570	8.3%	8.4%	310	8.1%	10.4%	260	8.6%	6.8%	83	2.9%	10.2%
De 18 000 à moins de 24 000 euros par an	831	12.1%	11.4%	479	12.5%	14.2%	352	11.6%	9.0%	191	6.8%	12.1%
De 24 000 à moins de 36 000 euros par an	1583	23.1%	14.3%	871	22.8%	15.8%	713	23.5%	12.9%	537	19.0%	14.8%
De 36 000 à moins de 45 000 euros par an	1147	16.7%	18.3%	635	16.6%	19.3%	512	16.9%	17.2%	534	18.9%	18.9%
De 45 000 à moins de 65 000 euros par an	1111	16.2%	19.7%	656	17.2%	20.8%	455	15.0%	18.2%	656	23.2%	19.0%
65 000 euros et plus	646	9.4%	22.6%	422	11.0%	24.2%	224	7.4%	20.0%	519	18.4%	23.2%
Refus	480	7.0%	12.8%	229	6.0%	14.7%	251	8.3%	11.4%	190	6.7%	14.7%
Ne sait pas	164	2.4%	10.9%	93	2.4%	14.0%	71	2.4%	8.4%	86	3.0%	15.7%