

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1961	100.0%	3.9%	1155	100.0%	4.7%	806	100.0%	3.0%	1014	100.0%	6.0%
Sexe												
Homme	1155	58.9%	4.7%	1155	100.0%	4.7%	0	-	100.0%	627	61.9%	7.1%
Femme	806	41.1%	3.0%	0	-	100.0%	806	100.0%	3.0%	386	38.1%	4.8%
Age												
15 à 24 ans	421	21.5%	5.7%	243	21.1%	6.5%	177	22.0%	4.8%	197	19.4%	6.6%
25 à 34 ans	318	16.2%	4.1%	215	18.6%	5.7%	102	12.7%	2.6%	185	18.3%	5.4%
35 à 49 ans	420	21.4%	3.3%	256	22.2%	4.1%	164	20.3%	2.5%	298	29.4%	4.9%
50 à 64 ans	447	22.8%	3.6%	247	21.4%	4.2%	200	24.8%	3.2%	301	29.7%	7.3%
65 ans et plus	355	18.1%	3.3%	193	16.7%	4.2%	163	20.2%	2.6%	33	3.3%	14.0%
Individu												
Ménagère	642	32.7%	2.8%	0	-	100.0%	642	79.6%	2.8%	304	30.0%	4.5%
Personne de Référence	1125	57.4%	4.0%	902	78.1%	4.5%	223	27.6%	2.8%	588	58.0%	6.9%
Responsable des achats	857	43.7%	3.6%	407	35.2%	5.3%	450	55.8%	2.7%	468	46.2%	5.6%
PCS Individu												
Agriculteurs	10	0.5%	1.9%	4	0.4%	1.2%	6	0.7%	3.1%	0	-	-
Petits patrons	70	3.6%	4.5%	60	5.2%	5.4%	11	1.3%	2.4%	68	6.7%	4.8%
Affaires et Cadres	502	25.6%	10.8%	341	29.5%	11.7%	161	19.9%	9.2%	475	46.8%	11.0%
Professions intermédiaires	256	13.1%	3.8%	139	12.1%	4.0%	117	14.5%	3.7%	221	21.8%	4.0%
Employés	194	9.9%	2.3%	82	7.1%	4.2%	111	13.8%	1.7%	33	3.3%	1.9%
Ouvriers	107	5.4%	1.7%	91	7.9%	1.8%	16	2.0%	1.1%	7	0.7%	2.1%
Retraités	368	18.8%	3.0%	206	17.8%	3.5%	162	20.1%	2.5%	9	0.9%	4.3%
Autres inactifs	454	23.2%	4.4%	232	20.1%	6.6%	222	27.6%	3.3%	201	19.8%	6.4%
PCS Personne de Référence												
Agriculteurs	11	0.5%	1.4%	6	0.5%	1.6%	5	0.6%	1.1%	0	-	100.0%
Petits patrons	111	5.7%	4.4%	74	6.4%	5.5%	38	4.7%	3.2%	111	11.0%	4.4%
Affaires et Cadres	615	31.4%	9.1%	384	33.2%	11.1%	231	28.7%	7.1%	615	60.7%	9.1%
Professions intermédiaires	288	14.7%	3.8%	170	14.7%	4.3%	117	14.6%	3.3%	288	28.4%	3.8%
Employés	167	8.5%	3.1%	95	8.3%	4.4%	72	8.9%	2.2%	0	-	100.0%
Ouvriers	193	9.8%	2.0%	121	10.5%	2.4%	72	8.9%	1.6%	0	-	100.0%
Retraités	446	22.8%	3.1%	238	20.6%	3.6%	209	25.9%	2.6%	0	-	100.0%
Autres inactifs	130	6.6%	3.4%	67	5.8%	4.9%	63	7.8%	2.6%	0	-	100.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	317	16.2%	3.4%	159	13.8%	4.0%	158	19.6%	3.0%	127	12.6%	7.3%
2 personnes	666	34.0%	3.8%	411	35.6%	4.8%	255	31.7%	2.8%	257	25.3%	6.1%
3 personnes	376	19.2%	4.0%	222	19.2%	4.8%	154	19.1%	3.3%	230	22.7%	6.2%
4 personnes	389	19.9%	4.2%	233	20.2%	5.0%	156	19.4%	3.4%	264	26.0%	5.7%
5 personnes et +	212	10.8%	4.0%	129	11.2%	5.3%	83	10.2%	3.0%	136	13.4%	5.4%
Présence d'enfants de moins de 15 ans												
Oui	581	29.6%	3.7%	363	31.4%	5.0%	218	27.1%	2.6%	392	38.7%	5.3%
Non	1380	70.4%	3.9%	792	68.6%	4.7%	588	72.9%	3.2%	621	61.3%	6.6%
Habitat												
Communes rurales	249	12.7%	1.9%	147	12.7%	2.4%	103	12.7%	1.5%	111	10.9%	3.1%
Agglo. - 20 000 hab	198	10.1%	2.3%	111	9.6%	2.7%	87	10.8%	1.9%	90	8.8%	3.6%
Agglo. 20 000 à 100 000 hab	190	9.7%	2.9%	124	10.7%	3.9%	66	8.2%	1.9%	101	10.0%	5.1%
Agglo. + 100 000 hab	585	29.8%	4.1%	360	31.1%	5.2%	226	28.0%	3.0%	286	28.2%	5.8%
Agglo. Paris	738	37.7%	8.9%	413	35.8%	10.5%	325	40.3%	7.4%	426	42.1%	11.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	767	39.1%	8.1%	433	37.5%	9.7%	334	41.5%	6.8%	446	44.0%	10.3%
Nord-Pas-de-Calais	66	3.4%	2.1%	40	3.5%	2.6%	26	3.3%	1.6%	28	2.8%	3.2%
Lorraine	36	1.8%	1.9%	24	2.1%	2.6%	11	1.4%	1.1%	23	2.2%	4.4%
Alsace	55	2.8%	3.6%	36	3.2%	5.0%	18	2.3%	2.4%	27	2.7%	5.3%
Franche-Comté	24	1.2%	2.5%	17	1.5%	3.6%	7	0.9%	1.5%	11	1.0%	4.3%
Champagne-Ardenne	29	1.5%	2.7%	19	1.6%	3.6%	11	1.3%	1.9%	16	1.6%	6.0%
Picardie	32	1.6%	2.1%	19	1.6%	2.5%	13	1.6%	1.7%	17	1.7%	3.9%
Bourgogne	35	1.8%	2.6%	19	1.6%	2.9%	16	2.0%	2.3%	14	1.4%	4.2%
Haute-Normandie	34	1.8%	2.3%	21	1.8%	2.9%	14	1.7%	1.8%	20	2.0%	4.5%
Basse-Normandie	23	1.2%	1.9%	16	1.4%	2.8%	7	0.9%	1.1%	16	1.5%	4.9%
Centre	59	3.0%	2.8%	37	3.2%	3.7%	22	2.7%	2.0%	30	2.9%	4.8%
Pays de la Loire	78	4.0%	2.7%	53	4.6%	3.9%	25	3.1%	1.7%	41	4.0%	4.7%
Bretagne	62	3.1%	2.4%	24	2.1%	1.9%	37	4.6%	2.8%	23	2.3%	3.1%
Poitou-Charentes	37	1.9%	2.6%	25	2.1%	3.5%	13	1.6%	1.7%	20	2.0%	5.2%
Aquitaine	77	3.9%	2.9%	54	4.7%	4.3%	23	2.9%	1.7%	38	3.7%	4.4%
Midi-Pyrénées	81	4.2%	3.4%	47	4.1%	4.1%	34	4.3%	2.8%	38	3.7%	4.8%
Limousin	13	0.7%	2.0%	8	0.7%	2.7%	5	0.6%	1.4%	4	0.4%	2.3%
Auvergne	23	1.2%	2.1%	12	1.1%	2.3%	11	1.3%	1.8%	10	1.0%	3.2%
Rhône-Alpes	175	8.9%	3.5%	109	9.4%	4.5%	66	8.2%	2.6%	74	7.3%	4.3%
Languedoc-Roussillon	77	3.9%	3.6%	47	4.0%	4.6%	30	3.8%	2.7%	42	4.2%	6.7%
Provence-Alpes-Côte-d'Azur-Corse	177	9.0%	4.1%	96	8.3%	4.7%	81	10.1%	3.6%	76	7.5%	5.4%
Habitudes de connexion Internet												
Tous les jours	1481	75.5%	5.5%	924	80.0%	6.7%	557	69.1%	4.2%	866	85.4%	6.8%
Presque tous les jours	194	9.9%	3.2%	102	8.8%	3.7%	92	11.4%	2.8%	96	9.5%	4.0%
1 à 2 fois par semaine	99	5.0%	3.1%	43	3.7%	3.0%	56	6.9%	3.1%	37	3.6%	4.1%
1 à 3 fois par mois	16	0.8%	1.8%	4	0.3%	1.0%	12	1.5%	2.6%	5	0.5%	2.5%
Moins souvent	33	1.7%	2.3%	12	1.0%	1.9%	22	2.7%	2.7%	3	0.3%	2.1%
Jamais	2	0.1%	0.8%	1	0.1%	0.7%	1	0.1%	1.0%	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	63	3.2%	2.6%	32	2.8%	3.4%	30	3.8%	2.1%	6	0.6%	3.1%
De 9 000 à moins de 12 000 euros par an	53	2.7%	1.6%	25	2.2%	2.3%	28	3.5%	1.3%	11	1.1%	3.9%
De 12 000 à moins de 18 000 euros par an	126	6.4%	1.8%	69	6.0%	2.3%	56	7.0%	1.5%	34	3.4%	4.2%
De 18 000 à moins de 24 000 euros par an	200	10.2%	2.8%	110	9.6%	3.3%	90	11.1%	2.3%	60	5.9%	3.8%
De 24 000 à moins de 36 000 euros par an	343	17.5%	3.1%	205	17.8%	3.7%	137	17.0%	2.5%	169	16.6%	4.7%
De 36 000 à moins de 45 000 euros par an	264	13.4%	4.2%	147	12.8%	4.5%	116	14.4%	3.9%	140	13.8%	5.0%
De 45 000 à moins de 65 000 euros par an	375	19.1%	6.6%	229	19.8%	7.2%	147	18.2%	5.9%	222	21.9%	6.4%
65 000 euros et plus	363	18.5%	12.7%	257	22.3%	14.8%	106	13.1%	9.4%	289	28.5%	12.9%
Refus	139	7.1%	3.7%	64	5.5%	4.1%	75	9.3%	3.4%	67	6.6%	5.2%
Ne sait pas	36	1.8%	2.4%	16	1.4%	2.4%	20	2.5%	2.4%	17	1.7%	3.1%