

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	5007	100.0%	9.8%	2237	100.0%	9.1%	2769	100.0%	10.4%	1150	100.0%	6.8%
Sexe												
Homme	2237	44.7%	9.1%	2237	100.0%	9.1%	0	-	-	584	50.7%	6.6%
Femme	2769	55.3%	10.4%	0	-	-	2769	100.0%	10.4%	566	49.3%	6.9%
Age												
15 à 24 ans	734	14.7%	9.9%	345	15.4%	9.2%	389	14.1%	10.6%	238	20.7%	7.7%
25 à 34 ans	632	12.6%	8.2%	280	12.5%	7.4%	352	12.7%	9.0%	207	18.0%	6.0%
35 à 49 ans	1325	26.5%	10.5%	670	29.9%	10.7%	656	23.7%	10.2%	446	38.8%	7.3%
50 à 64 ans	1164	23.3%	9.5%	527	23.5%	8.9%	638	23.0%	10.1%	240	20.9%	5.8%
65 ans et plus	1151	23.0%	10.4%	416	18.6%	8.7%	734	26.5%	11.6%	19	1.6%	8.0%
Individu												
Ménagère	2410	48.1%	10.3%	0	-	-	2410	87.0%	10.3%	442	38.5%	6.5%
Personne de Référence	2821	56.3%	10.0%	1858	83.0%	9.1%	963	34.8%	12.2%	541	47.1%	6.4%
Responsable des achats	3584	71.6%	10.2%	1189	53.2%	9.8%	2395	86.5%	10.4%	701	61.0%	6.6%
PCS Individu												
Agriculteurs	42	0.8%	7.9%	27	1.2%	8.0%	16	0.6%	7.8%	1	0.1%	5.1%
Petits patrons	120	2.4%	7.3%	97	4.3%	8.2%	23	0.8%	4.9%	109	9.5%	7.3%
Affaires et Cadres	196	3.9%	4.1%	120	5.4%	4.1%	76	2.7%	4.2%	177	15.4%	4.0%
Professions intermédiaires	508	10.2%	7.5%	267	11.9%	7.8%	241	8.7%	7.3%	410	35.6%	7.4%
Employés	962	19.2%	11.5%	241	10.8%	11.9%	721	26.0%	11.3%	162	14.1%	8.9%
Ouvriers	841	16.8%	13.0%	637	28.5%	12.6%	203	7.3%	14.6%	27	2.4%	7.3%
Retraités	1301	26.0%	10.3%	530	23.7%	8.9%	771	27.8%	11.7%	18	1.6%	7.2%
Autres inactifs	1037	20.7%	10.4%	319	14.2%	9.2%	719	26.0%	11.0%	246	21.4%	8.0%
PCS Personne de Référence												
Agriculteurs	79	1.6%	9.9%	34	1.5%	9.1%	44	1.6%	10.5%	0	-	-
Petits patrons	217	4.3%	8.2%	115	5.1%	8.0%	102	3.7%	8.6%	217	18.9%	8.2%
Affaires et Cadres	338	6.7%	4.9%	160	7.2%	4.6%	177	6.4%	5.2%	338	29.4%	4.9%
Professions intermédiaires	595	11.9%	8.0%	308	13.8%	7.9%	287	10.4%	8.0%	595	51.7%	8.0%
Employés	615	12.3%	11.6%	245	10.9%	11.0%	370	13.4%	12.0%	0	-	-
Ouvriers	1209	24.2%	12.8%	635	28.4%	12.8%	574	20.7%	12.8%	0	-	-
Retraités	1511	30.2%	10.3%	607	27.2%	9.1%	904	32.6%	11.2%	0	-	-
Autres inactifs	442	8.8%	11.4%	132	5.9%	9.1%	311	11.2%	12.7%	0	-	-

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	1084	21.7%	11.5%	433	19.4%	10.8%	651	23.5%	12.1%	116	10.1%	6.7%
2 personnes	1687	33.7%	9.4%	780	34.9%	8.9%	906	32.7%	9.9%	261	22.7%	5.9%
3 personnes	871	17.4%	9.4%	404	18.1%	8.8%	467	16.9%	10.0%	269	23.4%	7.2%
4 personnes	842	16.8%	9.2%	382	17.1%	8.4%	460	16.6%	10.0%	298	25.9%	6.4%
5 personnes et +	522	10.4%	10.0%	238	10.6%	9.7%	285	10.3%	10.1%	207	18.0%	8.3%
Présence d'enfants de moins de 15 ans												
Oui	1471	29.4%	9.4%	645	28.8%	9.0%	827	29.9%	9.8%	499	43.4%	6.6%
Non	3535	70.6%	10.0%	1593	71.2%	9.2%	1943	70.1%	10.7%	651	56.6%	6.9%
Habitat												
Communes rurales	1322	26.4%	11.3%	600	26.8%	10.7%	722	26.1%	11.8%	318	27.6%	9.4%
Agglo. - 20 000 hab	952	19.0%	10.7%	433	19.4%	10.2%	519	18.7%	11.1%	205	17.8%	8.0%
Agglo. 20 000 à 100 000 hab	688	13.7%	10.1%	325	14.5%	9.7%	363	13.1%	10.4%	137	11.9%	6.9%
Agglo. + 100 000 hab	1468	29.3%	9.6%	628	28.1%	8.7%	841	30.4%	10.5%	300	26.1%	5.8%
Agglo. Paris	576	11.5%	6.8%	252	11.3%	6.3%	324	11.7%	7.3%	191	16.6%	4.9%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	683	13.6%	7.2%	305	13.6%	6.8%	378	13.6%	7.6%	222	19.3%	5.1%
Nord-Pas-de-Calais	482	9.6%	15.0%	211	9.4%	13.8%	271	9.8%	16.1%	88	7.6%	9.6%
Lorraine	151	3.0%	7.8%	62	2.8%	6.6%	89	3.2%	8.9%	38	3.3%	6.8%
Alsace	89	1.8%	5.9%	42	1.9%	5.7%	47	1.7%	6.0%	23	2.0%	4.7%
Franche-Comté	101	2.0%	10.6%	49	2.2%	10.6%	52	1.9%	10.6%	20	1.7%	7.8%
Champagne-Ardenne	130	2.6%	11.9%	59	2.6%	11.2%	71	2.6%	12.6%	29	2.5%	9.5%
Picardie	220	4.4%	14.3%	105	4.7%	14.2%	115	4.1%	14.5%	49	4.3%	10.9%
Bourgogne	163	3.3%	12.0%	74	3.3%	11.3%	89	3.2%	12.6%	32	2.8%	9.1%
Haute-Normandie	187	3.7%	12.7%	97	4.3%	13.7%	91	3.3%	11.7%	47	4.1%	10.8%
Basse-Normandie	155	3.1%	12.8%	66	2.9%	11.4%	89	3.2%	14.2%	22	2.0%	6.8%
Centre	258	5.2%	12.4%	116	5.2%	11.6%	142	5.1%	13.2%	69	6.0%	10.8%
Pays de la Loire	249	5.0%	8.7%	111	5.0%	8.0%	138	5.0%	9.3%	50	4.3%	6.1%
Bretagne	179	3.6%	6.9%	90	4.0%	7.2%	89	3.2%	6.6%	31	2.7%	4.0%
Poitou-Charentes	179	3.6%	12.2%	84	3.7%	11.9%	96	3.5%	12.5%	36	3.2%	9.2%
Aquitaine	264	5.3%	9.8%	112	5.0%	8.8%	152	5.5%	10.8%	52	4.5%	6.3%
Midi-Pyrénées	285	5.7%	11.9%	104	4.6%	9.0%	181	6.5%	14.6%	58	5.0%	7.3%
Limousin	75	1.5%	12.0%	37	1.7%	12.3%	38	1.4%	11.7%	17	1.5%	11.0%
Auvergne	133	2.7%	11.8%	56	2.5%	10.4%	77	2.8%	13.2%	23	2.0%	7.4%
Rhône-Alpes	470	9.4%	9.4%	216	9.7%	9.0%	253	9.1%	9.7%	139	12.1%	8.0%
Languedoc-Roussillon	198	4.0%	9.1%	92	4.1%	8.9%	106	3.8%	9.3%	44	3.8%	6.9%
Provence-Alpes-Côte-d'Azur-Corse	355	7.1%	8.2%	151	6.7%	7.4%	205	7.4%	9.0%	61	5.3%	4.2%
Habitudes de connexion Internet												
Tous les jours	2221	44.4%	8.0%	1060	47.4%	7.5%	1161	41.9%	8.5%	814	70.8%	6.3%
Presque tous les jours	561	11.2%	9.2%	266	11.9%	9.1%	294	10.6%	9.3%	173	15.0%	7.1%
1 à 2 fois par semaine	412	8.2%	12.8%	177	7.9%	12.3%	235	8.5%	13.1%	70	6.0%	7.7%
1 à 3 fois par mois	123	2.5%	14.2%	56	2.5%	14.8%	67	2.4%	13.7%	21	1.8%	11.0%
Moins souvent	144	2.9%	10.9%	60	2.7%	10.1%	85	3.1%	11.6%	15	1.3%	11.5%
Jamais	37	0.7%	17.6%	20	0.9%	15.3%	17	0.6%	21.5%	4	0.3%	18.4%

	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	312	6.2%	13.4%	120	5.3%	12.8%	192	6.9%	13.8%	11	1.0%	5.8%
De 9 000 à moins de 12 000 euros par an	509	10.2%	15.6%	176	7.9%	16.0%	333	12.0%	15.4%	36	3.1%	14.5%
De 12 000 à moins de 18 000 euros par an	932	18.6%	13.8%	400	17.9%	13.6%	532	19.2%	14.0%	88	7.7%	10.8%
De 18 000 à moins de 24 000 euros par an	839	16.8%	11.4%	373	16.7%	10.7%	466	16.8%	12.1%	118	10.2%	7.3%
De 24 000 à moins de 36 000 euros par an	1056	21.1%	9.3%	492	22.0%	8.9%	564	20.4%	9.8%	322	28.0%	8.6%
De 36 000 à moins de 45 000 euros par an	478	9.6%	7.5%	262	11.7%	7.7%	216	7.8%	7.3%	184	16.0%	6.5%
De 45 000 à moins de 65 000 euros par an	340	6.8%	5.9%	188	8.4%	5.9%	153	5.5%	5.9%	194	16.9%	5.6%
De 65 000 à moins de 80 000 euros par an	72	1.4%	4.6%	45	2.0%	4.7%	27	1.0%	4.6%	45	3.9%	4.1%
De 80 000 à moins de 115 000 euros par an	41	0.8%	4.1%	19	0.9%	3.2%	22	0.8%	5.4%	33	2.9%	4.1%
115 000 euros et plus par an	18	0.4%	3.6%	8	0.3%	2.8%	10	0.4%	4.7%	17	1.5%	4.1%
Refus	280	5.6%	8.5%	105	4.7%	7.8%	175	6.3%	8.9%	65	5.6%	5.7%
Ne sait pas	129	2.6%	8.2%	50	2.2%	7.5%	79	2.9%	8.7%	36	3.1%	6.6%