

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1171	100.0%	2.3%	991	100.0%	4.1%	181	100.0%	0.7%	490	100.0%	2.9%
Sexe												
Homme	991	84.6%	4.1%	991	100.0%	4.1%	0	-	-	414	84.5%	4.7%
Femme	181	15.4%	0.7%	0	-	-	181	100.0%	0.7%	76	15.5%	0.9%
Age												
15 à 24 ans	146	12.4%	2.0%	132	13.3%	3.5%	14	7.6%	0.4%	78	16.0%	2.5%
25 à 34 ans	167	14.2%	2.2%	143	14.5%	3.8%	23	13.0%	0.6%	81	16.5%	2.4%
35 à 49 ans	319	27.3%	2.5%	270	27.2%	4.3%	50	27.5%	0.8%	183	37.4%	3.0%
50 à 64 ans	374	32.0%	3.1%	309	31.1%	5.2%	66	36.4%	1.0%	140	28.6%	3.4%
65 ans et plus	165	14.1%	1.5%	137	13.8%	2.9%	28	15.5%	0.4%	8	1.6%	3.3%
Individu												
Ménagère	166	14.2%	0.7%	0	-	-	166	92.0%	0.7%	70	14.3%	1.0%
Personne de Référence	872	74.4%	3.1%	843	85.1%	4.1%	29	16.0%	0.4%	348	71.1%	4.1%
Responsable des achats	612	52.3%	1.7%	464	46.8%	3.8%	149	82.4%	0.6%	237	48.5%	2.2%
PCS Individu												
Agriculteurs	11	0.9%	2.1%	7	0.7%	2.0%	4	2.4%	2.2%	3	0.7%	18.9%
Petits patrons	65	5.5%	3.9%	59	5.9%	5.0%	6	3.3%	1.3%	61	12.5%	4.1%
Affaires et Cadres	152	13.0%	3.2%	129	13.0%	4.4%	23	12.7%	1.3%	146	29.7%	3.3%
Professions intermédiaires	203	17.3%	3.0%	177	17.8%	5.1%	26	14.4%	0.8%	185	37.7%	3.3%
Employés	122	10.4%	1.5%	84	8.4%	4.1%	38	21.3%	0.6%	23	4.7%	1.3%
Ouvriers	234	20.0%	3.6%	226	22.8%	4.5%	8	4.3%	0.6%	23	4.8%	6.3%
Retraités	222	19.0%	1.8%	194	19.5%	3.2%	29	16.0%	0.4%	0	0.1%	0.1%
Autres inactifs	162	13.9%	1.6%	116	11.7%	3.4%	46	25.5%	0.7%	48	9.8%	1.6%
PCS Personne de Référence												
Agriculteurs	9	0.8%	1.2%	7	0.7%	1.9%	2	1.2%	0.5%	0	-	-
Petits patrons	84	7.2%	3.2%	78	7.9%	5.4%	6	3.3%	0.5%	84	17.2%	3.2%
Affaires et Cadres	194	16.6%	2.8%	151	15.2%	4.4%	44	24.2%	1.3%	194	39.7%	2.8%
Professions intermédiaires	211	18.0%	2.8%	185	18.7%	4.8%	26	14.6%	0.7%	211	43.1%	2.8%
Employés	112	9.6%	2.1%	95	9.6%	4.3%	17	9.1%	0.5%	0	-	-
Ouvriers	218	18.6%	2.3%	196	19.7%	3.9%	22	12.1%	0.5%	0	-	-
Retraités	275	23.5%	1.9%	225	22.7%	3.4%	50	27.9%	0.6%	0	-	-
Autres inactifs	68	5.8%	1.7%	54	5.5%	3.7%	14	7.6%	0.6%	0	-	-

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	128	10.9%	1.4%	118	11.9%	2.9%	10	5.5%	0.2%	31	6.4%	1.8%
2 personnes	453	38.7%	2.5%	366	36.9%	4.2%	87	48.3%	1.0%	138	28.2%	3.1%
3 personnes	227	19.4%	2.4%	192	19.4%	4.2%	35	19.6%	0.8%	118	24.0%	3.2%
4 personnes	253	21.6%	2.8%	226	22.8%	4.9%	27	14.8%	0.6%	153	31.2%	3.3%
5 personnes et +	110	9.4%	2.1%	88	8.9%	3.6%	21	11.7%	0.8%	50	10.2%	2.0%
Présence d'enfants de moins de 15 ans												
Oui	380	32.4%	2.4%	329	33.2%	4.6%	51	28.1%	0.6%	200	40.8%	2.6%
Non	791	67.6%	2.2%	661	66.8%	3.8%	130	71.9%	0.7%	290	59.2%	3.1%
Habitat												
Communes rurales	231	19.8%	2.0%	194	19.5%	3.5%	38	21.0%	0.6%	74	15.0%	2.2%
Agglo. - 20 000 hab	225	19.2%	2.5%	194	19.6%	4.6%	31	17.2%	0.7%	104	21.2%	4.0%
Agglo. 20 000 à 100 000 hab	170	14.5%	2.5%	147	14.8%	4.4%	23	12.9%	0.7%	64	13.0%	3.2%
Agglo. + 100 000 hab	338	28.9%	2.2%	274	27.7%	3.8%	64	35.3%	0.8%	142	29.0%	2.8%
Agglo. Paris	207	17.7%	2.5%	182	18.4%	4.6%	25	13.6%	0.6%	106	21.7%	2.7%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	233	19.9%	2.5%	207	20.9%	4.6%	26	14.4%	0.5%	117	23.8%	2.7%
Nord-Pas-de-Calais	69	5.9%	2.1%	63	6.3%	4.1%	6	3.4%	0.4%	35	7.1%	3.8%
Lorraine	49	4.2%	2.5%	37	3.8%	4.0%	11	6.3%	1.1%	21	4.4%	3.8%
Alsace	29	2.5%	1.9%	21	2.1%	2.8%	8	4.6%	1.1%	12	2.4%	2.3%
Franche-Comté	31	2.7%	3.3%	26	2.7%	5.7%	5	2.7%	1.0%	12	2.4%	4.6%
Champagne-Ardenne	33	2.8%	3.0%	29	2.9%	5.5%	4	2.1%	0.7%	15	3.1%	5.0%
Picardie	28	2.4%	1.8%	24	2.4%	3.3%	4	2.1%	0.5%	8	1.6%	1.8%
Bourgogne	22	1.9%	1.6%	14	1.4%	2.1%	9	4.7%	1.2%	6	1.3%	1.8%
Haute-Normandie	36	3.1%	2.4%	29	2.9%	4.1%	7	3.8%	0.9%	16	3.2%	3.6%
Basse-Normandie	17	1.5%	1.4%	17	1.7%	3.0%	0	-	-	7	1.4%	2.0%
Centre	65	5.6%	3.1%	54	5.5%	5.4%	11	6.0%	1.0%	19	4.0%	3.0%
Pays de la Loire	50	4.3%	1.8%	47	4.8%	3.4%	3	1.7%	0.2%	13	2.7%	1.6%
Bretagne	40	3.4%	1.5%	37	3.8%	3.0%	3	1.4%	0.2%	15	3.1%	1.9%
Poitou-Charentes	32	2.7%	2.2%	21	2.1%	3.0%	11	6.0%	1.4%	11	2.3%	2.9%
Aquitaine	52	4.4%	1.9%	42	4.2%	3.3%	10	5.4%	0.7%	18	3.8%	2.2%
Midi-Pyrénées	52	4.4%	2.2%	45	4.6%	3.9%	6	3.6%	0.5%	22	4.5%	2.8%
Limousin	18	1.5%	2.8%	15	1.5%	5.1%	2	1.4%	0.8%	4	0.9%	2.8%
Auvergne	31	2.6%	2.7%	27	2.8%	5.1%	3	1.8%	0.6%	7	1.4%	2.3%
Rhône-Alpes	117	10.0%	2.3%	90	9.1%	3.7%	28	15.3%	1.1%	58	11.8%	3.3%
Languedoc-Roussillon	35	3.0%	1.6%	32	3.3%	3.1%	3	1.5%	0.2%	15	3.1%	2.4%
Provence-Alpes-Côte-d'Azur-Corse	132	11.3%	3.1%	111	11.2%	5.4%	21	11.8%	0.9%	58	11.8%	4.0%
Habitudes de connexion Internet												
Tous les jours	727	62.1%	2.6%	631	63.7%	4.5%	97	53.5%	0.7%	391	79.9%	3.0%
Presque tous les jours	125	10.7%	2.1%	106	10.7%	3.6%	19	10.6%	0.6%	46	9.5%	1.9%
1 à 2 fois par semaine	98	8.4%	3.0%	71	7.2%	5.0%	27	14.8%	1.5%	29	5.9%	3.2%
1 à 3 fois par mois	11	0.9%	1.2%	8	0.8%	2.0%	3	1.8%	0.6%	2	0.4%	1.0%
Moins souvent	27	2.3%	2.0%	26	2.6%	4.4%	1	0.5%	0.1%	6	1.2%	4.6%
Jamais	6	0.6%	3.1%	6	0.7%	5.0%	0	-	-	4	0.7%	17.7%

	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	38	3.3%	1.6%	32	3.2%	3.4%	6	3.5%	0.5%	9	1.8%	4.4%
De 9 000 à moins de 12 000 euros par an	32	2.7%	1.0%	27	2.7%	2.4%	5	2.9%	0.2%	5	1.0%	1.9%
De 12 000 à moins de 18 000 euros par an	93	7.9%	1.4%	74	7.5%	2.5%	19	10.4%	0.5%	24	4.9%	2.9%
De 18 000 à moins de 24 000 euros par an	163	13.9%	2.2%	142	14.4%	4.1%	21	11.6%	0.5%	34	7.0%	2.1%
De 24 000 à moins de 36 000 euros par an	238	20.3%	2.1%	193	19.5%	3.5%	45	25.0%	0.8%	84	17.2%	2.2%
De 36 000 à moins de 45 000 euros par an	192	16.4%	3.0%	170	17.1%	5.0%	22	12.4%	0.8%	83	16.9%	2.9%
De 45 000 à moins de 65 000 euros par an	186	15.9%	3.2%	161	16.2%	5.0%	25	13.9%	1.0%	120	24.5%	3.4%
De 65 000 à moins de 80 000 euros par an	61	5.2%	4.0%	54	5.4%	5.7%	7	4.1%	1.2%	48	9.9%	4.4%
De 80 000 à moins de 115 000 euros par an	45	3.8%	4.4%	39	4.0%	6.5%	5	2.9%	1.3%	35	7.1%	4.2%
115 000 euros et plus par an	24	2.1%	4.9%	22	2.2%	7.9%	2	1.2%	1.1%	18	3.6%	4.3%
Refus	55	4.7%	1.7%	45	4.5%	3.3%	10	5.6%	0.5%	15	3.1%	1.4%
Ne sait pas	44	3.7%	2.8%	32	3.2%	4.7%	12	6.5%	1.3%	15	3.1%	2.8%