

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2631	100.0%	5.1%	781	100.0%	3.2%	1850	100.0%	6.9%	1323	100.0%	7.8%
Sexe												
Homme	781	29.7%	3.2%	781	100.0%	3.2%	0	-	-	422	31.9%	4.8%
Femme	1850	70.3%	6.9%	0	-	-	1850	100.0%	6.9%	900	68.1%	11.0%
Age												
15 à 24 ans	351	13.3%	4.7%	113	14.5%	3.0%	238	12.8%	6.5%	178	13.5%	5.8%
25 à 34 ans	383	14.5%	5.0%	101	12.9%	2.7%	282	15.3%	7.2%	217	16.4%	6.3%
35 à 49 ans	862	32.8%	6.8%	246	31.6%	3.9%	616	33.3%	9.6%	562	42.5%	9.2%
50 à 64 ans	752	28.6%	6.1%	240	30.7%	4.0%	513	27.7%	8.1%	341	25.8%	8.3%
65 ans et plus	283	10.8%	2.5%	81	10.4%	1.7%	202	10.9%	3.2%	25	1.9%	10.9%
Individu												
Ménagère	1631	62.0%	7.0%	0	-	-	1631	88.2%	7.0%	794	60.0%	11.6%
Personne de Référence	1265	48.1%	4.5%	667	85.5%	3.3%	598	32.3%	7.6%	586	44.3%	6.9%
Responsable des achats	2000	76.0%	5.7%	387	49.5%	3.2%	1614	87.2%	7.0%	975	73.7%	9.1%
PCS Individu												
Agriculteurs	18	0.7%	3.4%	11	1.4%	3.3%	7	0.4%	3.6%	2	0.1%	8.4%
Petits patrons	103	3.9%	6.2%	47	6.0%	4.0%	56	3.0%	11.9%	94	7.1%	6.3%
Affaires et Cadres	401	15.2%	8.4%	178	22.8%	6.0%	223	12.1%	12.4%	375	28.3%	8.5%
Professions intermédiaires	562	21.4%	8.3%	147	18.9%	4.3%	415	22.4%	12.6%	469	35.5%	8.5%
Employés	527	20.0%	6.3%	79	10.1%	3.9%	448	24.2%	7.1%	160	12.1%	8.8%
Ouvriers	179	6.8%	2.8%	118	15.1%	2.3%	61	3.3%	4.4%	17	1.3%	4.5%
Retraités	406	15.4%	3.2%	113	14.5%	1.9%	293	15.8%	4.4%	26	2.0%	10.4%
Autres inactifs	435	16.5%	4.3%	88	11.3%	2.5%	347	18.7%	5.3%	181	13.7%	5.9%
PCS Personne de Référence												
Agriculteurs	38	1.4%	4.8%	14	1.8%	3.7%	24	1.3%	5.8%	0	-	-
Petits patrons	168	6.4%	6.4%	57	7.3%	4.0%	111	6.0%	9.3%	168	12.7%	6.4%
Affaires et Cadres	570	21.7%	8.3%	201	25.7%	5.8%	369	19.9%	10.9%	570	43.1%	8.3%
Professions intermédiaires	585	22.2%	7.8%	165	21.1%	4.2%	421	22.7%	11.7%	585	44.2%	7.8%
Employés	307	11.7%	5.8%	82	10.5%	3.7%	225	12.1%	7.3%	0	-	-
Ouvriers	332	12.6%	3.5%	104	13.3%	2.1%	228	12.3%	5.1%	0	-	-
Retraités	477	18.1%	3.2%	127	16.3%	1.9%	349	18.9%	4.3%	0	-	-
Autres inactifs	155	5.9%	4.0%	31	4.0%	2.1%	124	6.7%	5.1%	0	-	-

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	494	18.8%	5.3%	132	16.9%	3.3%	362	19.6%	6.7%	159	12.0%	9.2%
2 personnes	773	29.4%	4.3%	247	31.6%	2.8%	526	28.4%	5.7%	336	25.4%	7.6%
3 personnes	529	20.1%	5.7%	161	20.7%	3.5%	368	19.9%	7.9%	284	21.5%	7.7%
4 personnes	558	21.2%	6.1%	167	21.4%	3.7%	391	21.1%	8.5%	372	28.1%	8.0%
5 personnes et +	276	10.5%	5.3%	73	9.4%	3.0%	203	11.0%	7.2%	172	13.0%	6.9%
Présence d'enfants de moins de 15 ans												
Oui	952	36.2%	6.1%	280	35.9%	3.9%	672	36.3%	7.9%	629	47.6%	8.3%
Non	1679	63.8%	4.7%	501	64.1%	2.9%	1179	63.7%	6.5%	694	52.4%	7.4%
Habitat												
Communes rurales	530	20.2%	4.5%	151	19.4%	2.7%	379	20.5%	6.2%	229	17.3%	6.8%
Agglo. - 20 000 hab	394	15.0%	4.4%	133	17.1%	3.1%	260	14.1%	5.6%	173	13.1%	6.7%
Agglo. 20 000 à 100 000 hab	368	14.0%	5.4%	100	12.8%	3.0%	268	14.5%	7.7%	158	11.9%	7.9%
Agglo. + 100 000 hab	813	30.9%	5.3%	248	31.8%	3.4%	565	30.5%	7.1%	441	33.3%	8.6%
Agglo. Paris	526	20.0%	6.2%	148	18.9%	3.7%	379	20.5%	8.5%	322	24.3%	8.3%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	570	21.7%	6.0%	162	20.8%	3.6%	408	22.1%	8.2%	344	26.0%	8.0%
Nord-Pas-de-Calais	102	3.9%	3.2%	28	3.6%	1.8%	74	4.0%	4.4%	44	3.3%	4.8%
Lorraine	85	3.2%	4.4%	25	3.2%	2.7%	59	3.2%	5.9%	38	2.8%	6.7%
Alsace	77	2.9%	5.1%	30	3.8%	4.1%	47	2.6%	6.1%	36	2.7%	7.3%
Franche-Comté	49	1.9%	5.2%	13	1.6%	2.7%	37	2.0%	7.5%	22	1.6%	8.5%
Champagne-Ardenne	44	1.7%	4.0%	17	2.1%	3.2%	28	1.5%	4.9%	24	1.8%	7.9%
Picardie	45	1.7%	2.9%	16	2.0%	2.1%	29	1.6%	3.7%	19	1.5%	4.3%
Bourgogne	41	1.6%	3.0%	9	1.2%	1.4%	32	1.7%	4.5%	16	1.2%	4.6%
Haute-Normandie	62	2.3%	4.2%	14	1.8%	2.0%	48	2.6%	6.2%	36	2.8%	8.4%
Basse-Normandie	45	1.7%	3.8%	12	1.5%	2.1%	33	1.8%	5.3%	22	1.7%	6.6%
Centre	101	3.8%	4.9%	28	3.6%	2.8%	73	3.9%	6.8%	47	3.6%	7.4%
Pays de la Loire	164	6.2%	5.7%	51	6.5%	3.7%	113	6.1%	7.6%	68	5.2%	8.3%
Bretagne	112	4.3%	4.3%	38	4.8%	3.0%	75	4.0%	5.5%	46	3.5%	5.9%
Poitou-Charentes	82	3.1%	5.6%	31	3.9%	4.3%	51	2.8%	6.7%	29	2.2%	7.3%
Aquitaine	147	5.6%	5.5%	43	5.6%	3.4%	103	5.6%	7.3%	78	5.9%	9.5%
Midi-Pyrénées	138	5.2%	5.8%	39	5.0%	3.4%	99	5.3%	8.0%	70	5.3%	8.8%
Limousin	26	1.0%	4.1%	9	1.1%	3.0%	17	0.9%	5.2%	10	0.8%	6.4%
Auvergne	45	1.7%	4.0%	12	1.6%	2.3%	33	1.8%	5.6%	24	1.8%	8.0%
Rhône-Alpes	329	12.5%	6.6%	88	11.2%	3.6%	241	13.0%	9.3%	166	12.6%	9.6%
Languedoc-Roussillon	131	5.0%	6.0%	38	4.9%	3.7%	93	5.1%	8.2%	64	4.9%	10.1%
Provence-Alpes-Côte-d'Azur-Corse	235	8.9%	5.4%	79	10.1%	3.9%	156	8.5%	6.8%	118	8.9%	8.1%
Habitudes de connexion Internet												
Tous les jours	1742	66.2%	6.3%	545	69.8%	3.9%	1197	64.7%	8.8%	1015	76.7%	7.9%
Presque tous les jours	364	13.8%	6.0%	121	15.5%	4.1%	243	13.1%	7.7%	195	14.8%	8.0%
1 à 2 fois par semaine	182	6.9%	5.6%	41	5.3%	2.9%	141	7.6%	7.8%	77	5.8%	8.5%
1 à 3 fois par mois	37	1.4%	4.3%	1	0.1%	0.2%	37	2.0%	7.4%	10	0.8%	5.1%
Moins souvent	49	1.9%	3.7%	13	1.6%	2.1%	37	2.0%	5.0%	6	0.5%	4.9%
Jamais	6	0.2%	2.7%	3	0.3%	2.0%	3	0.2%	3.7%	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	115	4.4%	4.9%	27	3.4%	2.9%	88	4.8%	6.3%	17	1.3%	8.5%
De 9 000 à moins de 12 000 euros par an	124	4.7%	3.8%	24	3.1%	2.2%	100	5.4%	4.6%	16	1.2%	6.4%
De 12 000 à moins de 18 000 euros par an	276	10.5%	4.1%	67	8.6%	2.3%	209	11.3%	5.5%	78	5.9%	9.5%
De 18 000 à moins de 24 000 euros par an	329	12.5%	4.5%	110	14.0%	3.1%	219	11.9%	5.7%	121	9.1%	7.5%
De 24 000 à moins de 36 000 euros par an	556	21.1%	4.9%	133	17.0%	2.4%	424	22.9%	7.3%	276	20.8%	7.4%
De 36 000 à moins de 45 000 euros par an	352	13.4%	5.5%	109	13.9%	3.2%	244	13.2%	8.2%	200	15.1%	7.0%
De 45 000 à moins de 65 000 euros par an	415	15.8%	7.2%	148	19.0%	4.7%	266	14.4%	10.3%	297	22.5%	8.5%
De 65 000 à moins de 80 000 euros par an	101	3.8%	6.5%	43	5.5%	4.5%	58	3.1%	9.6%	73	5.5%	6.6%
De 80 000 à moins de 115 000 euros par an	85	3.2%	8.4%	38	4.9%	6.4%	46	2.5%	11.5%	71	5.4%	8.7%
115 000 euros et plus par an	39	1.5%	7.9%	19	2.4%	6.8%	20	1.1%	9.3%	37	2.8%	8.9%
Refus	195	7.4%	5.9%	48	6.2%	3.6%	147	7.9%	7.5%	110	8.3%	9.7%
Ne sait pas	45	1.7%	2.8%	15	2.0%	2.3%	29	1.6%	3.2%	28	2.1%	5.1%