

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2487	100.0%	4.9%	1508	100.0%	6.2%	979	100.0%	3.7%	1080	100.0%	6.4%
Sexe												
Homme	1508	60.6%	6.2%	1508	100.0%	6.2%	0	-	-	663	61.4%	7.5%
Femme	979	39.4%	3.7%	0	-	-	979	100.0%	3.7%	417	38.6%	5.1%
Age												
15 à 24 ans	361	14.5%	4.9%	220	14.6%	5.9%	140	14.3%	3.8%	176	16.2%	5.7%
25 à 34 ans	362	14.6%	4.7%	237	15.7%	6.3%	125	12.8%	3.2%	181	16.8%	5.3%
35 à 49 ans	640	25.7%	5.1%	363	24.1%	5.8%	277	28.2%	4.3%	391	36.2%	6.4%
50 à 64 ans	681	27.4%	5.6%	408	27.0%	6.9%	274	28.0%	4.3%	302	27.9%	7.3%
65 ans et plus	443	17.8%	4.0%	280	18.6%	5.9%	163	16.7%	2.6%	31	2.9%	13.4%
Individu												
Ménagère	853	34.3%	3.6%	0	-	-	853	87.1%	3.6%	359	33.3%	5.3%
Personne de Référence	1522	61.2%	5.4%	1231	81.6%	6.0%	292	29.8%	3.7%	637	58.9%	7.5%
Responsable des achats	1620	65.1%	4.6%	784	52.0%	6.4%	836	85.4%	3.6%	673	62.3%	6.3%
PCS Individu												
Agriculteurs	35	1.4%	6.5%	25	1.7%	7.5%	9	1.0%	4.6%	0	-	-
Petits patrons	116	4.7%	7.0%	85	5.6%	7.2%	31	3.2%	6.6%	107	9.9%	7.2%
Affaires et Cadres	372	14.9%	7.8%	249	16.5%	8.4%	123	12.6%	6.8%	346	32.0%	7.9%
Professions intermédiaires	398	16.0%	5.9%	248	16.4%	7.2%	150	15.3%	4.6%	345	32.0%	6.2%
Employés	287	11.6%	3.4%	122	8.1%	6.0%	166	16.9%	2.6%	59	5.4%	3.2%
Ouvriers	225	9.0%	3.5%	184	12.2%	3.6%	41	4.2%	3.0%	15	1.4%	4.0%
Retraités	551	22.2%	4.4%	347	23.0%	5.8%	204	20.8%	3.1%	14	1.3%	5.5%
Autres inactifs	504	20.3%	5.0%	249	16.5%	7.2%	255	26.1%	3.9%	194	18.0%	6.3%
PCS Personne de Référence												
Agriculteurs	48	1.9%	6.0%	29	1.9%	7.8%	18	1.9%	4.4%	0	-	-
Petits patrons	138	5.5%	5.2%	92	6.1%	6.4%	46	4.7%	3.8%	138	12.8%	5.2%
Affaires et Cadres	499	20.1%	7.3%	299	19.8%	8.6%	201	20.5%	5.9%	499	46.2%	7.3%
Professions intermédiaires	443	17.8%	5.9%	272	18.1%	7.0%	171	17.4%	4.7%	443	41.0%	5.9%
Employés	237	9.5%	4.5%	137	9.1%	6.1%	100	10.2%	3.2%	0	-	-
Ouvriers	307	12.4%	3.2%	204	13.5%	4.1%	103	10.6%	2.3%	0	-	-
Retraités	638	25.6%	4.3%	382	25.3%	5.7%	255	26.1%	3.2%	0	-	-
Autres inactifs	178	7.1%	4.6%	92	6.1%	6.3%	85	8.7%	3.5%	0	-	-

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	410	16.5%	4.4%	228	15.1%	5.7%	183	18.6%	3.4%	121	11.2%	7.0%
2 personnes	909	36.5%	5.1%	547	36.3%	6.2%	362	36.9%	3.9%	309	28.6%	7.0%
3 personnes	463	18.6%	5.0%	298	19.8%	6.5%	165	16.8%	3.5%	217	20.0%	5.8%
4 personnes	442	17.8%	4.8%	282	18.7%	6.2%	160	16.3%	3.5%	284	26.3%	6.1%
5 personnes et +	264	10.6%	5.0%	153	10.2%	6.3%	111	11.3%	3.9%	150	13.9%	6.0%
Présence d'enfants de moins de 15 ans												
Oui	752	30.2%	4.8%	435	28.8%	6.0%	317	32.4%	3.7%	451	41.8%	6.0%
Non	1736	69.8%	4.9%	1073	71.2%	6.2%	663	67.6%	3.6%	629	58.2%	6.7%
Habitat												
Communes rurales	532	21.4%	4.5%	306	20.3%	5.5%	225	23.0%	3.7%	186	17.2%	5.5%
Agglo. - 20 000 hab	392	15.7%	4.4%	246	16.3%	5.8%	146	14.9%	3.1%	162	15.0%	6.3%
Agglo. 20 000 à 100 000 hab	340	13.7%	5.0%	212	14.0%	6.3%	128	13.1%	3.7%	126	11.7%	6.3%
Agglo. + 100 000 hab	721	29.0%	4.7%	434	28.8%	6.0%	287	29.3%	3.6%	318	29.4%	6.2%
Agglo. Paris	504	20.2%	6.0%	310	20.6%	7.8%	193	19.7%	4.4%	288	26.7%	7.4%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	542	21.8%	5.7%	339	22.5%	7.5%	203	20.7%	4.1%	306	28.4%	7.1%
Nord-Pas-de-Calais	97	3.9%	3.0%	55	3.6%	3.6%	42	4.3%	2.5%	42	3.9%	4.6%
Lorraine	103	4.2%	5.3%	68	4.5%	7.3%	35	3.6%	3.5%	36	3.3%	6.4%
Alsace	93	3.7%	6.1%	61	4.1%	8.4%	31	3.2%	4.0%	44	4.1%	8.9%
Franche-Comté	59	2.4%	6.1%	35	2.3%	7.5%	24	2.4%	4.9%	21	2.0%	8.5%
Champagne-Ardenne	47	1.9%	4.3%	31	2.0%	5.8%	17	1.7%	3.0%	17	1.6%	5.7%
Picardie	59	2.4%	3.8%	43	2.9%	5.9%	15	1.5%	1.9%	32	3.0%	7.1%
Bourgogne	59	2.4%	4.4%	44	2.9%	6.7%	16	1.6%	2.2%	22	2.0%	6.1%
Haute-Normandie	52	2.1%	3.5%	24	1.6%	3.4%	28	2.8%	3.6%	26	2.4%	6.0%
Basse-Normandie	47	1.9%	3.9%	33	2.2%	5.7%	14	1.4%	2.2%	23	2.1%	6.9%
Centre	90	3.6%	4.3%	59	3.9%	5.9%	31	3.2%	2.9%	36	3.3%	5.6%
Pays de la Loire	123	4.9%	4.3%	53	3.5%	3.9%	69	7.1%	4.7%	43	4.0%	5.3%
Bretagne	104	4.2%	4.0%	73	4.8%	5.9%	31	3.1%	2.3%	37	3.5%	4.7%
Poitou-Charentes	77	3.1%	5.2%	40	2.7%	5.7%	36	3.7%	4.7%	27	2.5%	6.8%
Aquitaine	118	4.8%	4.4%	73	4.8%	5.7%	45	4.6%	3.2%	39	3.6%	4.7%
Midi-Pyrénées	136	5.5%	5.7%	80	5.3%	7.0%	56	5.7%	4.5%	54	5.0%	6.8%
Limousin	31	1.3%	4.9%	21	1.4%	6.9%	10	1.1%	3.2%	10	0.9%	6.2%
Auvergne	52	2.1%	4.7%	27	1.8%	5.1%	25	2.5%	4.3%	23	2.1%	7.4%
Rhône-Alpes	254	10.2%	5.1%	141	9.3%	5.8%	113	11.6%	4.4%	95	8.8%	5.5%
Languedoc-Roussillon	135	5.4%	6.2%	77	5.1%	7.5%	58	5.9%	5.1%	51	4.7%	8.0%
Provence-Alpes-Côte-d'Azur-Corse	210	8.4%	4.9%	130	8.6%	6.4%	80	8.1%	3.5%	96	8.9%	6.6%
Habitudes de connexion Internet												
Tous les jours	1646	66.2%	6.0%	1045	69.3%	7.4%	601	61.4%	4.4%	871	80.6%	6.8%
Presque tous les jours	301	12.1%	5.0%	171	11.3%	5.9%	130	13.3%	4.1%	138	12.8%	5.7%
1 à 2 fois par semaine	145	5.8%	4.5%	74	4.9%	5.1%	71	7.3%	4.0%	45	4.1%	5.0%
1 à 3 fois par mois	35	1.4%	4.1%	12	0.8%	3.1%	24	2.4%	4.8%	6	0.6%	3.2%
Moins souvent	49	2.0%	3.7%	24	1.6%	4.0%	25	2.6%	3.4%	5	0.4%	3.6%
Jamais	5	0.2%	2.3%	4	0.3%	3.1%	1	0.1%	0.9%	1	0.1%	3.7%

	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	91	3.7%	3.9%	41	2.7%	4.4%	50	5.1%	3.6%	19	1.7%	9.5%
De 9 000 à moins de 12 000 euros par an	130	5.2%	4.0%	52	3.5%	4.7%	77	7.9%	3.6%	26	2.4%	10.6%
De 12 000 à moins de 18 000 euros par an	235	9.4%	3.5%	139	9.2%	4.7%	96	9.8%	2.5%	40	3.7%	4.8%
De 18 000 à moins de 24 000 euros par an	312	12.5%	4.3%	169	11.2%	4.8%	143	14.6%	3.7%	104	9.6%	6.4%
De 24 000 à moins de 36 000 euros par an	565	22.7%	5.0%	354	23.5%	6.4%	211	21.5%	3.6%	232	21.5%	6.2%
De 36 000 à moins de 45 000 euros par an	351	14.1%	5.5%	246	16.3%	7.2%	106	10.8%	3.6%	170	15.8%	6.0%
De 45 000 à moins de 65 000 euros par an	346	13.9%	6.0%	226	15.0%	7.1%	120	12.2%	4.6%	199	18.4%	5.7%
De 65 000 à moins de 80 000 euros par an	106	4.2%	6.8%	72	4.8%	7.6%	34	3.4%	5.6%	71	6.6%	6.5%
De 80 000 à moins de 115 000 euros par an	86	3.4%	8.5%	62	4.1%	10.2%	24	2.5%	6.0%	76	7.0%	9.3%
115 000 euros et plus par an	48	1.9%	9.7%	29	2.0%	10.6%	18	1.8%	8.5%	45	4.2%	10.9%
Refus	152	6.1%	4.6%	76	5.0%	5.6%	76	7.7%	3.9%	62	5.8%	5.5%
Ne sait pas	67	2.7%	4.2%	42	2.8%	6.2%	25	2.5%	2.7%	37	3.4%	6.7%