

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1683	100.0%	3.3%	1016	100.0%	4.2%	667	100.0%	2.5%	760	100.0%	4.5%
Sexe												
Homme	1016	60.4%	4.2%	1016	100.0%	4.2%	0	-	-	462	60.8%	5.3%
Femme	667	39.6%	2.5%	0	-	-	667	100.0%	2.5%	298	39.2%	3.6%
Age												
15 à 24 ans	287	17.1%	3.9%	204	20.0%	5.5%	84	12.5%	2.3%	126	16.5%	4.1%
25 à 34 ans	260	15.5%	3.4%	162	15.9%	4.3%	98	14.7%	2.5%	133	17.5%	3.9%
35 à 49 ans	425	25.2%	3.4%	259	25.5%	4.1%	166	24.9%	2.6%	271	35.7%	4.4%
50 à 64 ans	449	26.7%	3.7%	271	26.7%	4.6%	178	26.7%	2.8%	211	27.8%	5.1%
65 ans et plus	261	15.5%	2.4%	121	11.9%	2.5%	141	21.1%	2.2%	19	2.5%	8.2%
Individu												
Ménagère	569	33.8%	2.4%	0	-	-	569	85.3%	2.4%	253	33.3%	3.7%
Personne de Référence	1016	60.4%	3.6%	801	78.8%	3.9%	216	32.4%	2.7%	447	58.8%	5.3%
Responsable des achats	1091	64.8%	3.1%	514	50.6%	4.2%	577	86.5%	2.5%	470	61.8%	4.4%
PCS Individu												
Agriculteurs	21	1.3%	3.9%	18	1.7%	5.2%	4	0.5%	1.7%	0	-	-
Petits patrons	97	5.8%	5.9%	82	8.0%	6.9%	16	2.3%	3.3%	91	12.0%	6.1%
Affaires et Cadres	242	14.4%	5.1%	167	16.4%	5.6%	75	11.2%	4.2%	222	29.3%	5.1%
Professions intermédiaires	276	16.4%	4.1%	163	16.0%	4.7%	113	17.0%	3.4%	241	31.7%	4.4%
Employés	225	13.4%	2.7%	90	8.9%	4.5%	135	20.2%	2.1%	51	6.8%	2.8%
Ouvriers	210	12.5%	3.3%	189	18.6%	3.7%	22	3.3%	1.6%	13	1.7%	3.5%
Retraités	310	18.4%	2.5%	154	15.2%	2.6%	155	23.3%	2.4%	10	1.3%	4.0%
Autres inactifs	302	17.9%	3.0%	154	15.2%	4.4%	148	22.1%	2.3%	131	17.2%	4.3%
PCS Personne de Référence												
Agriculteurs	29	1.7%	3.7%	23	2.3%	6.2%	6	0.9%	1.4%	0	-	-
Petits patrons	131	7.8%	5.0%	103	10.1%	7.1%	29	4.3%	2.4%	131	17.3%	5.0%
Affaires et Cadres	340	20.2%	5.0%	186	18.3%	5.4%	154	23.1%	4.5%	340	44.7%	5.0%
Professions intermédiaires	289	17.2%	3.9%	174	17.1%	4.5%	115	17.3%	3.2%	289	38.0%	3.9%
Employés	162	9.6%	3.1%	94	9.2%	4.2%	68	10.2%	2.2%	0	-	-
Ouvriers	231	13.7%	2.4%	170	16.7%	3.4%	61	9.1%	1.4%	0	-	-
Retraités	400	23.8%	2.7%	203	20.0%	3.1%	197	29.6%	2.5%	0	-	-
Autres inactifs	100	5.9%	2.6%	64	6.3%	4.4%	36	5.4%	1.5%	0	-	-

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	292	17.4%	3.1%	146	14.3%	3.6%	146	21.9%	2.7%	91	11.9%	5.3%
2 personnes	578	34.4%	3.2%	345	33.9%	3.9%	234	35.1%	2.5%	211	27.8%	4.8%
3 personnes	304	18.0%	3.3%	193	19.0%	4.2%	110	16.5%	2.4%	138	18.2%	3.7%
4 personnes	349	20.7%	3.8%	230	22.7%	5.0%	118	17.8%	2.6%	228	29.9%	4.9%
5 personnes et +	160	9.5%	3.0%	102	10.0%	4.2%	58	8.7%	2.1%	92	12.2%	3.7%
Présence d'enfants de moins de 15 ans												
Oui	517	30.7%	3.3%	307	30.2%	4.3%	210	31.5%	2.5%	313	41.1%	4.1%
Non	1166	69.3%	3.3%	709	69.8%	4.1%	457	68.5%	2.5%	447	58.9%	4.8%
Habitat												
Communes rurales	328	19.5%	2.8%	208	20.5%	3.7%	119	17.9%	2.0%	130	17.1%	3.8%
Agglo. - 20 000 hab	285	17.0%	3.2%	165	16.3%	3.9%	120	18.0%	2.6%	106	14.0%	4.1%
Agglo. 20 000 à 100 000 hab	205	12.2%	3.0%	127	12.5%	3.8%	78	11.7%	2.2%	87	11.5%	4.4%
Agglo. + 100 000 hab	521	30.9%	3.4%	321	31.6%	4.4%	200	29.9%	2.5%	249	32.7%	4.8%
Agglo. Paris	344	20.4%	4.1%	194	19.1%	4.9%	150	22.5%	3.4%	188	24.7%	4.8%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	373	22.2%	3.9%	211	20.8%	4.7%	162	24.2%	3.3%	202	26.5%	4.7%
Nord-Pas-de-Calais	63	3.7%	2.0%	42	4.1%	2.8%	21	3.1%	1.2%	32	4.3%	3.5%
Lorraine	57	3.4%	3.0%	34	3.3%	3.6%	23	3.5%	2.3%	26	3.4%	4.6%
Alsace	50	2.9%	3.3%	31	3.0%	4.2%	19	2.8%	2.4%	26	3.4%	5.2%
Franche-Comté	30	1.8%	3.1%	15	1.5%	3.2%	15	2.2%	3.0%	11	1.4%	4.3%
Champagne-Ardenne	33	2.0%	3.1%	19	1.8%	3.6%	15	2.2%	2.6%	14	1.8%	4.5%
Picardie	33	1.9%	2.1%	18	1.7%	2.4%	15	2.3%	1.9%	23	3.0%	5.1%
Bourgogne	39	2.3%	2.9%	28	2.7%	4.3%	11	1.7%	1.6%	16	2.0%	4.4%
Haute-Normandie	38	2.3%	2.6%	27	2.6%	3.8%	11	1.7%	1.5%	17	2.3%	4.0%
Basse-Normandie	41	2.5%	3.4%	21	2.1%	3.7%	20	3.0%	3.2%	16	2.1%	4.7%
Centre	55	3.2%	2.6%	37	3.6%	3.7%	18	2.7%	1.7%	22	2.9%	3.4%
Pays de la Loire	64	3.8%	2.2%	40	3.9%	2.9%	24	3.7%	1.6%	27	3.6%	3.3%
Bretagne	86	5.1%	3.3%	62	6.1%	4.9%	24	3.6%	1.8%	38	5.0%	4.8%
Poitou-Charentes	50	3.0%	3.4%	27	2.7%	3.8%	23	3.5%	3.1%	18	2.4%	4.7%
Aquitaine	83	4.9%	3.1%	53	5.3%	4.2%	29	4.4%	2.1%	41	5.3%	4.9%
Midi-Pyrénées	83	4.9%	3.5%	55	5.4%	4.7%	29	4.3%	2.3%	29	3.9%	3.7%
Limousin	16	0.9%	2.5%	14	1.4%	4.7%	1	0.2%	0.4%	4	0.6%	2.8%
Auvergne	27	1.6%	2.4%	12	1.2%	2.3%	15	2.2%	2.5%	12	1.6%	4.1%
Rhône-Alpes	193	11.5%	3.8%	114	11.2%	4.7%	79	11.9%	3.0%	73	9.7%	4.2%
Languedoc-Roussillon	96	5.7%	4.4%	56	5.5%	5.4%	40	6.0%	3.5%	39	5.1%	6.1%
Provence-Alpes-Côte-d'Azur-Corse	173	10.3%	4.0%	101	10.0%	5.0%	72	10.8%	3.2%	73	9.6%	5.0%
Habitudes de connexion Internet												
Tous les jours	1055	62.7%	3.8%	660	65.0%	4.7%	395	59.2%	2.9%	592	77.9%	4.6%
Presque tous les jours	241	14.3%	4.0%	147	14.5%	5.0%	94	14.1%	3.0%	97	12.8%	4.0%
1 à 2 fois par semaine	112	6.7%	3.5%	62	6.1%	4.3%	50	7.5%	2.8%	44	5.8%	4.9%
1 à 3 fois par mois	31	1.8%	3.5%	19	1.8%	5.0%	12	1.8%	2.4%	5	0.6%	2.4%
Moins souvent	35	2.1%	2.6%	15	1.4%	2.4%	20	3.0%	2.8%	7	0.9%	5.6%
Jamais	12	0.7%	5.6%	12	1.1%	8.9%	0	-	-	3	0.3%	12.7%

	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	50	3.0%	2.1%	29	2.9%	3.1%	21	3.1%	1.5%	9	1.2%	4.7%
De 9 000 à moins de 12 000 euros par an	99	5.9%	3.0%	48	4.8%	4.4%	51	7.6%	2.3%	14	1.9%	5.7%
De 12 000 à moins de 18 000 euros par an	184	10.9%	2.7%	103	10.1%	3.5%	81	12.1%	2.1%	51	6.8%	6.2%
De 18 000 à moins de 24 000 euros par an	199	11.8%	2.7%	115	11.3%	3.3%	84	12.6%	2.2%	67	8.8%	4.1%
De 24 000 à moins de 36 000 euros par an	347	20.6%	3.1%	226	22.2%	4.1%	121	18.2%	2.1%	147	19.3%	3.9%
De 36 000 à moins de 45 000 euros par an	229	13.6%	3.6%	156	15.4%	4.6%	73	10.9%	2.4%	117	15.4%	4.1%
De 45 000 à moins de 65 000 euros par an	244	14.5%	4.2%	152	15.0%	4.8%	91	13.7%	3.5%	142	18.7%	4.1%
De 65 000 à moins de 80 000 euros par an	88	5.2%	5.7%	56	5.5%	5.9%	32	4.8%	5.4%	69	9.1%	6.3%
De 80 000 à moins de 115 000 euros par an	58	3.4%	5.7%	41	4.0%	6.7%	17	2.6%	4.2%	49	6.5%	6.1%
115 000 euros et plus par an	29	1.7%	5.9%	18	1.8%	6.5%	11	1.6%	5.2%	24	3.2%	5.9%
Refus	114	6.8%	3.5%	52	5.1%	3.9%	62	9.3%	3.2%	44	5.8%	3.9%
Ne sait pas	42	2.5%	2.7%	19	1.9%	2.9%	23	3.4%	2.5%	26	3.4%	4.7%