

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2069	100.0%	4.0%	422	100.0%	1.7%	1647	100.0%	6.2%	955	100.0%	5.6%
Sexe												
Homme	422	20.4%	1.7%	422	100.0%	1.7%	0	-	-	207	21.7%	2.4%
Femme	1647	79.6%	6.2%	0	-	-	1647	100.0%	6.2%	748	78.3%	9.1%
Age												
15 à 24 ans	445	21.5%	6.0%	49	11.7%	1.3%	396	24.0%	10.8%	203	21.3%	6.4%
25 à 34 ans	300	14.5%	3.9%	62	14.8%	1.6%	238	14.4%	6.1%	161	16.9%	4.7%
35 à 49 ans	560	27.0%	4.4%	121	28.8%	1.9%	438	26.6%	6.8%	349	36.6%	5.7%
50 à 64 ans	447	21.6%	3.6%	105	25.0%	1.8%	341	20.7%	5.4%	222	23.3%	5.5%
65 ans et plus	318	15.4%	2.9%	83	19.8%	1.8%	234	14.2%	3.7%	19	2.0%	10.4%
Individu												
Ménagère	1301	62.9%	5.6%	0	-	-	1301	79.0%	5.6%	589	61.7%	8.7%
Personne de Référence	775	37.5%	2.8%	350	82.9%	1.7%	425	25.8%	5.4%	314	32.9%	3.7%
Responsable des achats	1510	73.0%	4.3%	212	50.2%	1.7%	1299	78.8%	5.6%	672	70.4%	6.3%
PCS Individu												
Agriculteurs	12	0.6%	2.3%	3	0.7%	0.9%	9	0.6%	4.6%	3	0.4%	13.6%
Petits patrons	91	4.4%	5.5%	30	7.0%	2.6%	62	3.7%	12.6%	78	8.1%	5.3%
Affaires et Cadres	279	13.5%	5.9%	91	21.5%	3.1%	188	11.4%	10.2%	248	26.0%	5.7%
Professions intermédiaires	274	13.2%	4.1%	55	13.0%	1.6%	219	13.3%	6.7%	240	25.1%	4.3%
Employés	351	17.0%	4.2%	34	8.1%	1.6%	317	19.2%	5.0%	101	10.6%	5.6%
Ouvriers	137	6.6%	2.1%	66	15.5%	1.3%	71	4.3%	4.8%	14	1.5%	3.4%
Retraités	340	16.4%	2.7%	91	21.6%	1.5%	249	15.1%	3.8%	10	1.0%	4.2%
Autres inactifs	585	28.3%	5.8%	53	12.5%	1.5%	532	32.3%	8.2%	261	27.3%	8.4%
PCS Personne de Référence												
Agriculteurs	18	0.9%	2.3%	3	0.7%	0.8%	15	0.9%	3.6%	0	-	-
Petits patrons	136	6.6%	5.2%	33	7.8%	2.4%	103	6.2%	8.2%	136	14.2%	5.2%
Affaires et Cadres	491	23.7%	7.2%	109	25.8%	3.1%	382	23.2%	11.4%	491	51.4%	7.2%
Professions intermédiaires	329	15.9%	4.4%	65	15.4%	1.7%	264	16.0%	7.4%	329	34.4%	4.4%
Employés	232	11.2%	4.4%	40	9.5%	1.8%	192	11.6%	6.3%	0	-	-
Ouvriers	279	13.5%	2.9%	53	12.6%	1.1%	226	13.7%	4.9%	0	-	-
Retraités	445	21.5%	3.0%	99	23.4%	1.5%	346	21.0%	4.3%	0	-	-
Autres inactifs	139	6.7%	3.6%	20	4.8%	1.4%	119	7.2%	5.0%	0	-	-

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	320	15.5%	3.4%	44	10.5%	1.1%	276	16.7%	5.2%	93	9.7%	5.3%
2 personnes	641	31.0%	3.6%	154	36.5%	1.8%	487	29.6%	5.3%	222	23.2%	5.2%
3 personnes	402	19.4%	4.3%	69	16.5%	1.5%	332	20.2%	7.0%	230	24.1%	6.1%
4 personnes	421	20.3%	4.6%	108	25.6%	2.4%	313	19.0%	6.8%	262	27.5%	5.6%
5 personnes et +	285	13.8%	5.4%	46	10.9%	1.9%	239	14.5%	8.6%	148	15.5%	6.0%
Présence d'enfants de moins de 15 ans												
Oui	757	36.6%	4.8%	148	35.0%	2.0%	609	37.0%	7.2%	454	47.6%	5.9%
Non	1312	63.4%	3.7%	274	65.0%	1.6%	1038	63.0%	5.7%	501	52.4%	5.4%
Habitat												
Communes rurales	308	14.9%	2.6%	58	13.8%	1.0%	249	15.1%	4.0%	118	12.3%	3.5%
Agglo. - 20 000 hab	288	13.9%	3.2%	73	17.3%	1.7%	215	13.0%	4.5%	111	11.7%	4.4%
Agglo. 20 000 à 100 000 hab	227	11.0%	3.3%	44	10.3%	1.3%	183	11.1%	5.4%	93	9.7%	4.6%
Agglo. + 100 000 hab	657	31.8%	4.3%	134	31.7%	1.8%	523	31.8%	6.6%	319	33.4%	6.1%
Agglo. Paris	590	28.5%	7.0%	114	26.9%	2.8%	477	28.9%	10.8%	314	32.9%	8.1%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	625	30.2%	6.6%	129	30.7%	2.9%	495	30.1%	10.0%	332	34.8%	7.7%
Nord-Pas-de-Calais	76	3.7%	2.4%	13	3.2%	0.9%	63	3.8%	3.7%	23	2.4%	2.5%
Lorraine	56	2.7%	2.9%	9	2.2%	1.0%	47	2.8%	4.7%	29	3.0%	5.2%
Alsace	51	2.5%	3.4%	12	2.9%	1.6%	39	2.4%	5.0%	29	3.0%	5.9%
Franche-Comté	28	1.4%	2.9%	11	2.6%	2.4%	17	1.0%	3.4%	12	1.2%	4.5%
Champagne-Ardenne	37	1.8%	3.4%	4	1.0%	0.8%	33	2.0%	5.8%	12	1.3%	3.8%
Picardie	40	1.9%	2.6%	10	2.3%	1.3%	30	1.8%	3.8%	13	1.3%	2.9%
Bourgogne	36	1.8%	2.7%	6	1.3%	0.9%	31	1.9%	4.3%	8	0.9%	2.4%
Haute-Normandie	36	1.7%	2.4%	7	1.7%	1.0%	29	1.7%	3.7%	21	2.2%	4.9%
Basse-Normandie	33	1.6%	2.7%	9	2.1%	1.6%	24	1.4%	3.8%	12	1.3%	3.6%
Centre	70	3.4%	3.4%	14	3.2%	1.3%	56	3.4%	5.2%	30	3.1%	4.7%
Pays de la Loire	73	3.5%	2.5%	20	4.7%	1.4%	53	3.2%	3.6%	42	4.4%	5.1%
Bretagne	84	4.0%	3.2%	12	2.8%	1.0%	72	4.3%	5.3%	34	3.5%	4.4%
Poitou-Charentes	44	2.1%	3.0%	6	1.5%	0.9%	38	2.3%	4.9%	8	0.8%	2.1%
Aquitaine	121	5.9%	4.5%	24	5.6%	1.9%	98	5.9%	6.9%	59	6.1%	7.3%
Midi-Pyrénées	114	5.5%	4.7%	25	5.9%	2.2%	89	5.4%	7.1%	60	6.3%	7.4%
Limousin	21	1.0%	3.3%	4	1.0%	1.5%	16	1.0%	4.9%	8	0.8%	4.9%
Auvergne	38	1.8%	3.4%	10	2.4%	1.9%	28	1.7%	4.8%	11	1.2%	3.8%
Rhône-Alpes	212	10.3%	4.2%	43	10.2%	1.8%	169	10.3%	6.5%	98	10.3%	5.5%
Languedoc-Roussillon	91	4.4%	4.2%	11	2.6%	1.1%	80	4.8%	7.0%	31	3.3%	4.8%
Provence-Alpes-Côte-d'Azur-Corse	184	8.9%	4.3%	41	9.8%	2.0%	142	8.6%	6.2%	84	8.8%	5.8%
Habitudes de connexion Internet												
Tous les jours	1342	64.9%	4.9%	289	68.4%	2.1%	1053	63.9%	7.8%	753	78.8%	5.8%
Presque tous les jours	292	14.1%	4.7%	47	11.1%	1.6%	245	14.9%	7.5%	137	14.3%	5.9%
1 à 2 fois par semaine	117	5.7%	3.6%	16	3.8%	1.1%	101	6.1%	5.7%	36	3.8%	3.8%
1 à 3 fois par mois	30	1.5%	3.6%	5	1.3%	1.6%	25	1.5%	4.9%	11	1.1%	7.3%
Moins souvent	52	2.5%	3.9%	16	3.7%	2.5%	36	2.2%	5.1%	6	0.6%	4.1%
Jamais	0	-	-	0	-	-	0	-	-	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	78	3.8%	3.7%	11	2.6%	1.3%	68	4.1%	5.3%	9	0.9%	4.7%
De 9 000 à moins de 12 000 euros par an	84	4.1%	2.5%	19	4.6%	1.7%	64	3.9%	2.9%	14	1.4%	5.6%
De 12 000 à moins de 18 000 euros par an	207	10.0%	3.2%	31	7.4%	1.1%	176	10.7%	4.7%	23	2.4%	3.0%
De 18 000 à moins de 24 000 euros par an	252	12.2%	3.4%	36	8.6%	1.0%	216	13.1%	5.5%	82	8.6%	5.2%
De 24 000 à moins de 36 000 euros par an	430	20.8%	3.7%	78	18.6%	1.4%	351	21.3%	5.8%	185	19.4%	5.0%
De 36 000 à moins de 45 000 euros par an	256	12.4%	3.9%	61	14.4%	1.7%	195	11.8%	6.6%	134	14.0%	4.5%
De 45 000 à moins de 65 000 euros par an	305	14.7%	5.1%	69	16.4%	2.1%	236	14.3%	9.0%	200	20.9%	5.6%
De 65 000 à moins de 80 000 euros par an	106	5.1%	6.9%	39	9.3%	4.3%	66	4.0%	10.7%	83	8.7%	7.5%
De 80 000 à moins de 115 000 euros par an	79	3.8%	8.0%	31	7.2%	5.1%	48	2.9%	12.6%	65	6.8%	8.1%
115 000 euros et plus par an	40	1.9%	8.6%	10	2.3%	3.6%	30	1.8%	16.1%	36	3.8%	9.5%
Refus	158	7.6%	4.9%	35	8.2%	2.6%	123	7.5%	6.6%	91	9.5%	8.0%
Ne sait pas	75	3.6%	5.2%	2	0.4%	0.2%	74	4.5%	9.0%	34	3.6%	7.1%