

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2287	100.0%	4.5%	1837	100.0%	7.5%	450	100.0%	1.7%	885	100.0%	5.2%
Sexe												
Homme	1837	80.3%	7.5%	1837	100.0%	7.5%	0	-	-	709	80.1%	8.1%
Femme	450	19.7%	1.7%	0	-	-	450	100.0%	1.7%	176	19.9%	2.2%
Age												
15 à 24 ans	542	23.7%	7.3%	446	24.3%	12.0%	96	21.3%	2.6%	271	30.7%	8.6%
25 à 34 ans	401	17.5%	5.2%	328	17.8%	8.6%	73	16.2%	1.9%	138	15.6%	4.0%
35 à 49 ans	669	29.3%	5.3%	533	29.0%	8.5%	136	30.3%	2.1%	321	36.3%	5.2%
50 à 64 ans	466	20.4%	3.8%	371	20.2%	6.3%	95	21.1%	1.5%	155	17.5%	3.8%
65 ans et plus	209	9.1%	1.9%	159	8.7%	3.3%	50	11.1%	0.8%	0	-	-
Individu												
Ménagère	357	15.6%	1.5%	0	-	-	357	79.3%	1.5%	133	15.1%	2.0%
Personne de Référence	1412	61.8%	5.0%	1328	72.3%	6.6%	84	18.7%	1.1%	498	56.3%	5.9%
Responsable des achats	1196	52.3%	3.4%	824	44.8%	6.6%	372	82.6%	1.6%	401	45.3%	3.7%
PCS Individu												
Agriculteurs	27	1.2%	5.1%	21	1.1%	6.3%	6	1.4%	3.1%	0	-	-
Petits patrons	71	3.1%	4.3%	56	3.0%	4.8%	16	3.5%	3.2%	58	6.6%	4.0%
Affaires et Cadres	237	10.4%	5.0%	205	11.2%	7.0%	33	7.3%	1.8%	228	25.8%	5.3%
Professions intermédiaires	327	14.3%	4.8%	274	14.9%	7.9%	53	11.7%	1.6%	293	33.1%	5.3%
Employés	331	14.5%	4.0%	195	10.6%	9.3%	136	30.3%	2.2%	57	6.5%	3.2%
Ouvriers	474	20.7%	7.3%	452	24.6%	9.1%	23	5.1%	1.5%	37	4.2%	8.8%
Retraités	325	14.2%	2.6%	254	13.9%	4.2%	70	15.7%	1.1%	4	0.5%	1.7%
Autres inactifs	494	21.6%	4.9%	381	20.7%	10.9%	113	25.1%	1.7%	207	23.4%	6.7%
PCS Personne de Référence												
Agriculteurs	44	1.9%	5.5%	38	2.1%	9.9%	6	1.2%	1.4%	0	-	-
Petits patrons	117	5.1%	4.4%	77	4.2%	5.6%	39	8.7%	3.1%	117	13.2%	4.4%
Affaires et Cadres	352	15.4%	5.1%	287	15.6%	8.2%	65	14.4%	1.9%	352	39.7%	5.1%
Professions intermédiaires	417	18.2%	5.6%	345	18.8%	8.8%	72	16.0%	2.0%	417	47.1%	5.6%
Employés	269	11.8%	5.1%	213	11.6%	9.5%	56	12.4%	1.8%	0	-	-
Ouvriers	548	23.9%	5.8%	461	25.1%	9.4%	87	19.3%	1.9%	0	-	-
Retraités	399	17.5%	2.7%	303	16.5%	4.5%	96	21.4%	1.2%	0	-	-
Autres inactifs	142	6.2%	3.6%	112	6.1%	7.6%	29	6.5%	1.2%	0	-	-

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	258	11.3%	2.7%	212	11.6%	5.2%	45	10.1%	0.9%	45	5.1%	2.6%
2 personnes	639	28.0%	3.6%	492	26.8%	5.6%	148	32.8%	1.6%	184	20.8%	4.3%
3 personnes	527	23.1%	5.7%	437	23.8%	9.6%	90	20.0%	1.9%	193	21.8%	5.1%
4 personnes	537	23.5%	5.8%	437	23.8%	9.6%	99	22.1%	2.2%	292	32.9%	6.3%
5 personnes et +	326	14.2%	6.2%	258	14.1%	10.5%	68	15.0%	2.4%	172	19.4%	7.0%
Présence d'enfants de moins de 15 ans												
Oui	883	38.6%	5.6%	714	38.9%	9.8%	169	37.5%	2.0%	436	49.3%	5.7%
Non	1404	61.4%	4.0%	1123	61.1%	6.5%	281	62.5%	1.5%	449	50.7%	4.8%
Habitat												
Communes rurales	488	21.3%	4.2%	394	21.4%	7.1%	94	20.9%	1.5%	173	19.5%	5.2%
Agglo. - 20 000 hab	395	17.3%	4.4%	307	16.7%	7.3%	87	19.4%	1.9%	129	14.6%	5.1%
Agglo. 20 000 à 100 000 hab	370	16.2%	5.4%	309	16.8%	9.0%	60	13.4%	1.8%	126	14.2%	6.3%
Agglo. + 100 000 hab	659	28.8%	4.3%	516	28.1%	7.1%	143	31.7%	1.8%	291	32.8%	5.6%
Agglo. Paris	376	16.4%	4.5%	310	16.9%	7.7%	66	14.6%	1.5%	167	18.8%	4.3%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	429	18.8%	4.5%	353	19.2%	7.8%	76	16.9%	1.5%	195	22.0%	4.5%
Nord-Pas-de-Calais	109	4.8%	3.4%	87	4.8%	5.7%	22	4.9%	1.3%	34	3.8%	3.7%
Lorraine	53	2.3%	2.7%	45	2.4%	4.8%	8	1.8%	0.8%	23	2.6%	4.2%
Alsace	42	1.8%	2.8%	38	2.1%	5.2%	4	0.9%	0.5%	12	1.4%	2.5%
Franche-Comté	45	2.0%	4.7%	39	2.1%	8.5%	6	1.2%	1.1%	10	1.1%	3.8%
Champagne-Ardenne	56	2.4%	5.1%	42	2.3%	7.9%	14	3.1%	2.5%	25	2.8%	7.8%
Picardie	60	2.6%	3.9%	44	2.4%	6.0%	16	3.5%	2.0%	23	2.6%	5.2%
Bourgogne	67	2.9%	4.9%	46	2.5%	7.1%	20	4.5%	2.8%	29	3.2%	7.9%
Haute-Normandie	63	2.7%	4.2%	52	2.8%	7.3%	11	2.5%	1.4%	19	2.1%	4.4%
Basse-Normandie	44	1.9%	3.6%	35	1.9%	6.1%	8	1.8%	1.3%	19	2.2%	5.7%
Centre	93	4.1%	4.5%	81	4.4%	8.1%	12	2.7%	1.1%	35	3.9%	5.5%
Pays de la Loire	121	5.3%	4.2%	101	5.5%	7.3%	20	4.4%	1.3%	39	4.4%	4.8%
Bretagne	106	4.6%	4.1%	85	4.6%	6.8%	21	4.7%	1.6%	42	4.8%	5.5%
Poitou-Charentes	70	3.1%	4.8%	60	3.3%	8.5%	11	2.4%	1.4%	28	3.1%	7.5%
Aquitaine	118	5.2%	4.4%	92	5.0%	7.2%	27	5.9%	1.9%	34	3.8%	4.2%
Midi-Pyrénées	131	5.7%	5.5%	97	5.3%	8.4%	34	7.6%	2.8%	53	6.0%	6.6%
Limousin	26	1.1%	4.1%	22	1.2%	7.2%	4	1.0%	1.3%	10	1.2%	6.5%
Auvergne	62	2.7%	5.5%	43	2.3%	7.9%	19	4.2%	3.2%	32	3.7%	10.7%
Rhône-Alpes	239	10.4%	4.8%	182	9.9%	7.5%	57	12.7%	2.2%	87	9.9%	4.9%
Languedoc-Roussillon	120	5.2%	5.5%	112	6.1%	10.9%	8	1.8%	0.7%	51	5.8%	7.9%
Provence-Alpes-Côte-d'Azur-Corse	234	10.2%	5.4%	182	9.9%	8.9%	52	11.5%	2.3%	84	9.5%	5.9%
Habitudes de connexion Internet												
Tous les jours	1488	65.1%	5.4%	1197	65.2%	8.5%	290	64.4%	2.1%	731	82.6%	5.7%
Presque tous les jours	271	11.9%	4.4%	215	11.7%	7.4%	57	12.6%	1.7%	97	10.9%	4.2%
1 à 2 fois par semaine	177	7.8%	5.5%	146	7.9%	10.0%	32	7.1%	1.8%	42	4.8%	4.5%
1 à 3 fois par mois	19	0.8%	2.3%	12	0.7%	3.6%	7	1.5%	1.3%	5	0.6%	3.3%
Moins souvent	47	2.0%	3.5%	34	1.8%	5.3%	13	2.9%	1.9%	4	0.5%	3.0%
Jamais	1	0.0%	0.4%	1	0.0%	0.6%	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	54	2.3%	2.5%	37	2.0%	4.3%	17	3.7%	1.3%	4	0.5%	2.4%
De 9 000 à moins de 12 000 euros par an	86	3.8%	2.6%	67	3.6%	5.9%	19	4.3%	0.9%	4	0.5%	1.7%
De 12 000 à moins de 18 000 euros par an	239	10.4%	3.7%	191	10.4%	7.0%	47	10.5%	1.3%	31	3.5%	4.0%
De 18 000 à moins de 24 000 euros par an	310	13.5%	4.1%	247	13.5%	7.0%	62	13.9%	1.6%	80	9.0%	5.0%
De 24 000 à moins de 36 000 euros par an	480	21.0%	4.1%	377	20.5%	6.8%	103	22.9%	1.7%	157	17.8%	4.2%
De 36 000 à moins de 45 000 euros par an	369	16.2%	5.7%	306	16.7%	8.6%	63	14.1%	2.1%	161	18.1%	5.4%
De 45 000 à moins de 65 000 euros par an	361	15.8%	6.1%	312	17.0%	9.4%	48	10.7%	1.8%	212	24.0%	5.9%
De 65 000 à moins de 80 000 euros par an	101	4.4%	6.6%	69	3.8%	7.6%	31	6.9%	5.1%	74	8.4%	6.7%
De 80 000 à moins de 115 000 euros par an	63	2.8%	6.5%	51	2.8%	8.5%	12	2.7%	3.2%	52	5.9%	6.5%
115 000 euros et plus par an	23	1.0%	5.0%	22	1.2%	7.9%	1	0.3%	0.8%	16	1.8%	4.2%
Refus	124	5.4%	3.9%	100	5.4%	7.5%	24	5.3%	1.3%	65	7.4%	5.7%
Ne sait pas	78	3.4%	5.4%	57	3.1%	9.1%	21	4.7%	2.6%	29	3.2%	6.0%