

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	4282	100.0%	8.4%	1902	100.0%	7.8%	2380	100.0%	8.9%	1205	100.0%	7.1%
Sexe												
Homme	1902	44.4%	7.8%	1902	100.0%	7.8%	0	-	-	545	45.3%	6.2%
Femme	2380	55.6%	8.9%	0	-	-	2380	100.0%	8.9%	659	54.7%	8.1%
Age												
15 à 24 ans	704	16.4%	9.5%	328	17.2%	8.8%	376	15.8%	10.3%	252	20.9%	8.0%
25 à 34 ans	663	15.5%	8.6%	296	15.5%	7.8%	367	15.4%	9.4%	220	18.2%	6.4%
35 à 49 ans	1190	27.8%	9.4%	580	30.5%	9.3%	610	25.6%	9.5%	448	37.2%	7.3%
50 à 64 ans	1102	25.7%	9.0%	475	25.0%	8.0%	627	26.3%	9.9%	278	23.1%	6.9%
65 ans et plus	623	14.6%	5.6%	223	11.7%	4.7%	400	16.8%	6.3%	7	0.6%	4.0%
Individu												
Ménagère	2051	47.9%	8.8%	0	-	-	2051	86.2%	8.8%	531	44.1%	7.8%
Personne de Référence	2166	50.6%	7.7%	1487	78.2%	7.4%	679	28.5%	8.6%	492	40.9%	5.9%
Responsable des achats	2948	68.8%	8.3%	909	47.8%	7.3%	2039	85.7%	8.9%	747	62.0%	7.0%
PCS Individu												
Agriculteurs	32	0.7%	6.0%	17	0.9%	5.0%	15	0.6%	7.5%	0	-	-
Petits patrons	113	2.6%	6.8%	84	4.4%	7.2%	29	1.2%	5.9%	95	7.9%	6.5%
Affaires et Cadres	227	5.3%	4.8%	132	6.9%	4.5%	95	4.0%	5.2%	188	15.6%	4.4%
Professions intermédiaires	494	11.5%	7.3%	263	13.8%	7.5%	231	9.7%	7.1%	388	32.2%	7.0%
Employés	903	21.1%	10.8%	186	9.8%	8.9%	717	30.1%	11.4%	188	15.6%	10.4%
Ouvriers	796	18.6%	12.3%	592	31.1%	11.9%	204	8.6%	13.7%	88	7.3%	20.6%
Retraités	798	18.6%	6.3%	339	17.8%	5.6%	459	19.3%	7.0%	24	2.0%	10.2%
Autres inactifs	920	21.5%	9.2%	290	15.2%	8.3%	630	26.5%	9.7%	234	19.4%	7.6%
PCS Personne de Référence												
Agriculteurs	56	1.3%	7.0%	23	1.2%	5.9%	33	1.4%	8.0%	0	-	-
Petits patrons	209	4.9%	7.9%	95	5.0%	6.9%	114	4.8%	9.1%	209	17.4%	7.9%
Affaires et Cadres	357	8.3%	5.2%	165	8.7%	4.7%	192	8.1%	5.7%	357	29.6%	5.2%
Professions intermédiaires	638	14.9%	8.5%	286	15.0%	7.3%	353	14.8%	9.9%	638	53.0%	8.5%
Employés	521	12.2%	9.8%	199	10.4%	8.9%	322	13.5%	10.5%	0	-	-
Ouvriers	1156	27.0%	12.2%	582	30.6%	11.9%	574	24.1%	12.5%	0	-	-
Retraités	1003	23.4%	6.8%	412	21.6%	6.2%	592	24.9%	7.4%	0	-	-
Autres inactifs	341	8.0%	8.8%	141	7.4%	9.5%	200	8.4%	8.3%	0	-	-

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	648	15.1%	6.9%	243	12.8%	6.0%	405	17.0%	7.6%	82	6.8%	4.7%
2 personnes	1426	33.3%	7.9%	624	32.8%	7.1%	802	33.7%	8.7%	310	25.8%	7.2%
3 personnes	881	20.6%	9.5%	402	21.1%	8.8%	479	20.1%	10.2%	302	25.0%	7.9%
4 personnes	871	20.3%	9.5%	415	21.8%	9.1%	456	19.1%	9.9%	359	29.8%	7.7%
5 personnes et +	456	10.7%	8.7%	218	11.5%	8.8%	238	10.0%	8.6%	151	12.5%	6.1%
Présence d'enfants de moins de 15 ans												
Oui	1413	33.0%	9.0%	622	32.7%	8.5%	791	33.2%	9.4%	536	44.5%	7.0%
Non	2869	67.0%	8.1%	1280	67.3%	7.5%	1589	66.8%	8.7%	668	55.5%	7.2%
Habitat												
Communes rurales	1083	25.3%	9.3%	485	25.5%	8.7%	598	25.1%	9.7%	285	23.6%	8.5%
Agglo. - 20 000 hab	814	19.0%	9.1%	343	18.1%	8.1%	471	19.8%	10.0%	207	17.2%	8.1%
Agglo. 20 000 à 100 000 hab	620	14.5%	9.1%	294	15.5%	8.6%	326	13.7%	9.6%	157	13.0%	7.8%
Agglo. + 100 000 hab	1205	28.1%	7.9%	538	28.3%	7.4%	667	28.0%	8.4%	336	27.9%	6.5%
Agglo. Paris	560	13.1%	6.6%	241	12.7%	6.0%	319	13.4%	7.2%	220	18.3%	5.7%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	668	15.6%	7.1%	297	15.6%	6.6%	371	15.6%	7.5%	270	22.4%	6.2%
Nord-Pas-de-Calais	390	9.1%	12.1%	179	9.4%	11.7%	211	8.9%	12.5%	96	7.9%	10.5%
Lorraine	351	8.2%	18.1%	145	7.6%	15.5%	206	8.7%	20.6%	106	8.8%	19.3%
Alsace	69	1.6%	4.5%	45	2.4%	6.1%	24	1.0%	3.1%	18	1.5%	3.7%
Franche-Comté	82	1.9%	8.6%	35	1.9%	7.6%	47	2.0%	9.5%	24	2.0%	9.1%
Champagne-Ardenne	106	2.5%	9.7%	61	3.2%	11.7%	44	1.9%	7.9%	28	2.3%	8.6%
Picardie	208	4.9%	13.6%	93	4.9%	12.5%	116	4.9%	14.6%	57	4.7%	13.0%
Bourgogne	118	2.7%	8.6%	58	3.0%	8.8%	60	2.5%	8.4%	27	2.3%	7.6%
Haute-Normandie	185	4.3%	12.5%	77	4.1%	11.0%	108	4.5%	13.9%	37	3.1%	8.7%
Basse-Normandie	125	2.9%	10.4%	53	2.8%	9.1%	72	3.0%	11.5%	21	1.8%	6.4%
Centre	186	4.3%	9.0%	81	4.2%	8.1%	106	4.4%	9.8%	49	4.0%	7.7%
Pays de la Loire	241	5.6%	8.4%	134	7.1%	9.7%	106	4.5%	7.2%	60	4.9%	7.2%
Bretagne	158	3.7%	6.1%	76	4.0%	6.1%	81	3.4%	6.0%	43	3.6%	5.6%
Poitou-Charentes	165	3.8%	11.2%	78	4.1%	11.1%	86	3.6%	11.3%	25	2.1%	6.8%
Aquitaine	163	3.8%	6.1%	52	2.7%	4.0%	111	4.7%	7.9%	57	4.7%	7.1%
Midi-Pyrénées	144	3.4%	6.0%	62	3.2%	5.3%	83	3.5%	6.7%	45	3.7%	5.6%
Limousin	59	1.4%	9.4%	25	1.3%	8.4%	34	1.4%	10.3%	10	0.8%	6.1%
Auvergne	75	1.7%	6.6%	25	1.3%	4.6%	50	2.1%	8.6%	17	1.4%	5.5%
Rhône-Alpes	382	8.9%	7.6%	158	8.3%	6.5%	224	9.4%	8.6%	117	9.7%	6.5%
Languedoc-Roussillon	118	2.8%	5.4%	44	2.3%	4.3%	74	3.1%	6.5%	32	2.7%	4.9%
Provence-Alpes-Côte-d'Azur-Corse	291	6.8%	6.7%	125	6.6%	6.1%	166	7.0%	7.3%	67	5.6%	4.7%
Habitudes de connexion Internet												
Tous les jours	2130	49.7%	7.7%	1017	53.5%	7.3%	1113	46.8%	8.2%	849	70.5%	6.6%
Presque tous les jours	545	12.7%	8.9%	229	12.0%	7.9%	317	13.3%	9.7%	187	15.5%	8.0%
1 à 2 fois par semaine	342	8.0%	10.6%	140	7.4%	9.6%	202	8.5%	11.4%	84	7.0%	8.9%
1 à 3 fois par mois	92	2.1%	10.9%	24	1.3%	7.1%	68	2.9%	13.3%	18	1.5%	12.2%
Moins souvent	131	3.1%	9.8%	63	3.3%	9.9%	69	2.9%	9.8%	15	1.3%	11.5%
Jamais	19	0.5%	14.3%	9	0.5%	11.2%	10	0.4%	19.5%	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	214	5.0%	10.0%	85	4.5%	9.9%	129	5.4%	10.1%	14	1.2%	7.8%
De 9 000 à moins de 12 000 euros par an	321	7.5%	9.7%	111	5.8%	9.8%	210	8.8%	9.6%	21	1.7%	8.4%
De 12 000 à moins de 18 000 euros par an	618	14.4%	9.5%	237	12.5%	8.6%	381	16.0%	10.1%	62	5.2%	8.1%
De 18 000 à moins de 24 000 euros par an	638	14.9%	8.5%	290	15.3%	8.2%	348	14.6%	8.8%	125	10.4%	7.9%
De 24 000 à moins de 36 000 euros par an	1042	24.3%	9.0%	468	24.6%	8.4%	574	24.1%	9.5%	292	24.2%	7.8%
De 36 000 à moins de 45 000 euros par an	567	13.2%	8.7%	285	15.0%	8.0%	282	11.9%	9.6%	242	20.1%	8.1%
De 45 000 à moins de 65 000 euros par an	392	9.2%	6.6%	198	10.4%	5.9%	195	8.2%	7.4%	233	19.3%	6.5%
De 65 000 à moins de 80 000 euros par an	102	2.4%	6.6%	54	2.8%	5.8%	48	2.0%	7.8%	70	5.8%	6.3%
De 80 000 à moins de 115 000 euros par an	30	0.7%	3.0%	13	0.7%	2.2%	17	0.7%	4.3%	28	2.3%	3.5%
115 000 euros et plus par an	16	0.4%	3.5%	12	0.6%	4.3%	4	0.2%	2.3%	11	0.9%	2.9%
Refus	237	5.5%	7.4%	96	5.1%	7.2%	140	5.9%	7.5%	75	6.2%	6.6%
Ne sait pas	105	2.5%	7.3%	53	2.8%	8.4%	52	2.2%	6.3%	33	2.7%	6.9%