

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	5064	100.0%	9.9%	2317	100.0%	9.5%	2747	100.0%	10.3%	1163	100.0%	6.9%
Sexe												
Homme	2317	45.7%	9.5%	2317	100.0%	9.5%	0	-	-	613	52.7%	7.0%
Femme	2747	54.3%	10.3%	0	-	-	2747	100.0%	10.3%	550	47.3%	6.7%
Age												
15 à 24 ans	800	15.8%	10.8%	421	18.2%	11.3%	379	13.8%	10.4%	267	23.0%	8.5%
25 à 34 ans	664	13.1%	8.6%	310	13.4%	8.2%	355	12.9%	9.1%	194	16.7%	5.7%
35 à 49 ans	1305	25.8%	10.3%	701	30.3%	11.2%	604	22.0%	9.4%	451	38.8%	7.3%
50 à 64 ans	1154	22.8%	9.4%	473	20.4%	8.0%	681	24.8%	10.8%	241	20.7%	5.9%
65 ans et plus	1141	22.5%	10.3%	412	17.8%	8.7%	729	26.5%	11.5%	10	0.9%	5.3%
Individu												
Ménagère	2390	47.2%	10.2%	0	-	-	2390	87.0%	10.2%	430	36.9%	6.3%
Personne de Référence	2825	55.8%	10.0%	1831	79.0%	9.1%	994	36.2%	12.6%	564	48.5%	6.7%
Responsable des achats	3581	70.7%	10.1%	1200	51.8%	9.7%	2381	86.7%	10.3%	685	58.9%	6.4%
PCS Individu												
Agriculteurs	42	0.8%	7.9%	24	1.1%	7.4%	18	0.7%	8.8%	1	0.1%	2.8%
Petits patrons	95	1.9%	5.7%	77	3.3%	6.7%	17	0.6%	3.5%	86	7.4%	5.9%
Affaires et Cadres	201	4.0%	4.2%	122	5.3%	4.2%	78	2.9%	4.3%	180	15.5%	4.2%
Professions intermédiaires	577	11.4%	8.6%	301	13.0%	8.7%	276	10.0%	8.5%	453	39.0%	8.1%
Employés	960	19.0%	11.5%	275	11.9%	13.2%	685	24.9%	10.9%	158	13.6%	8.8%
Ouvriers	857	16.9%	13.2%	649	28.0%	13.0%	207	7.5%	14.0%	46	3.9%	10.8%
Retraités	1278	25.2%	10.2%	525	22.7%	8.7%	753	27.4%	11.5%	9	0.7%	3.6%
Autres inactifs	1054	20.8%	10.5%	342	14.7%	9.8%	713	25.9%	10.9%	230	19.8%	7.4%
PCS Personne de Référence												
Agriculteurs	76	1.5%	9.6%	36	1.5%	9.3%	41	1.5%	9.9%	0	-	-
Petits patrons	168	3.3%	6.4%	92	4.0%	6.6%	77	2.8%	6.1%	168	14.5%	6.4%
Affaires et Cadres	375	7.4%	5.5%	170	7.3%	4.9%	205	7.5%	6.1%	375	32.3%	5.5%
Professions intermédiaires	620	12.2%	8.3%	352	15.2%	9.0%	268	9.7%	7.5%	620	53.3%	8.3%
Employés	637	12.6%	12.0%	284	12.2%	12.7%	354	12.9%	11.6%	0	-	-
Ouvriers	1218	24.0%	12.9%	642	27.7%	13.1%	576	21.0%	12.6%	0	-	-
Retraités	1507	29.7%	10.3%	603	26.0%	9.0%	904	32.9%	11.3%	0	-	-
Autres inactifs	463	9.1%	11.9%	140	6.0%	9.4%	324	11.8%	13.4%	0	-	-

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	1107	21.8%	11.8%	420	18.1%	10.4%	687	25.0%	12.9%	107	9.2%	6.1%
2 personnes	1701	33.6%	9.4%	782	33.7%	8.9%	919	33.4%	10.0%	275	23.7%	6.4%
3 personnes	891	17.6%	9.6%	459	19.8%	10.0%	432	15.7%	9.1%	271	23.3%	7.1%
4 personnes	850	16.8%	9.3%	404	17.5%	8.8%	446	16.2%	9.7%	313	26.9%	6.7%
5 personnes et +	516	10.2%	9.8%	252	10.9%	10.2%	265	9.6%	9.5%	197	17.0%	8.0%
Présence d'enfants de moins de 15 ans												
Oui	1499	29.6%	9.5%	692	29.9%	9.5%	807	29.4%	9.5%	523	45.0%	6.8%
Non	3565	70.4%	10.1%	1625	70.1%	9.5%	1940	70.6%	10.7%	640	55.0%	6.9%
Habitat												
Communes rurales	1300	25.7%	11.1%	592	25.6%	10.7%	708	25.8%	11.5%	276	23.7%	8.3%
Agglo. - 20 000 hab	907	17.9%	10.1%	410	17.7%	9.7%	498	18.1%	10.5%	222	19.1%	8.7%
Agglo. 20 000 à 100 000 hab	774	15.3%	11.3%	366	15.8%	10.6%	408	14.8%	12.0%	164	14.1%	8.2%
Agglo. + 100 000 hab	1435	28.3%	9.4%	639	27.6%	8.8%	796	29.0%	10.0%	292	25.1%	5.6%
Agglo. Paris	649	12.8%	7.7%	310	13.4%	7.7%	339	12.3%	7.7%	209	18.0%	5.4%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	763	15.1%	8.1%	364	15.7%	8.1%	398	14.5%	8.0%	250	21.5%	5.8%
Nord-Pas-de-Calais	465	9.2%	14.5%	207	8.9%	13.6%	258	9.4%	15.3%	81	6.9%	8.9%
Lorraine	193	3.8%	9.9%	76	3.3%	8.1%	117	4.3%	11.7%	39	3.3%	7.0%
Alsace	92	1.8%	6.1%	43	1.9%	5.9%	49	1.8%	6.3%	26	2.2%	5.3%
Franche-Comté	101	2.0%	10.6%	42	1.8%	9.0%	59	2.1%	12.0%	21	1.8%	8.0%
Champagne-Ardenne	125	2.5%	11.5%	55	2.4%	10.5%	70	2.5%	12.3%	31	2.6%	9.6%
Picardie	208	4.1%	13.5%	96	4.1%	12.9%	112	4.1%	14.1%	35	3.0%	8.1%
Bourgogne	177	3.5%	13.0%	85	3.6%	12.9%	93	3.4%	13.1%	47	4.1%	13.1%
Haute-Normandie	176	3.5%	11.9%	94	4.1%	13.3%	82	3.0%	10.6%	39	3.4%	9.2%
Basse-Normandie	140	2.8%	11.6%	69	3.0%	12.0%	70	2.6%	11.2%	24	2.1%	7.2%
Centre	265	5.2%	12.7%	122	5.3%	12.2%	143	5.2%	13.2%	60	5.2%	9.5%
Pays de la Loire	255	5.0%	8.9%	127	5.5%	9.1%	128	4.7%	8.6%	53	4.5%	6.4%
Bretagne	173	3.4%	6.7%	86	3.7%	6.9%	87	3.2%	6.4%	45	3.9%	5.8%
Poitou-Charentes	206	4.1%	14.0%	86	3.7%	12.2%	120	4.4%	15.6%	38	3.3%	10.3%
Aquitaine	279	5.5%	10.4%	104	4.5%	8.2%	175	6.4%	12.4%	53	4.5%	6.5%
Midi-Pyrénées	276	5.5%	11.5%	123	5.3%	10.7%	153	5.6%	12.3%	69	5.9%	8.6%
Limousin	78	1.5%	12.4%	34	1.5%	11.4%	44	1.6%	13.4%	12	1.0%	7.7%
Auvergne	114	2.3%	10.1%	47	2.1%	8.8%	66	2.4%	11.4%	16	1.4%	5.3%
Rhône-Alpes	435	8.6%	8.7%	223	9.6%	9.2%	213	7.7%	8.2%	120	10.3%	6.7%
Languedoc-Roussillon	207	4.1%	9.5%	91	3.9%	8.9%	116	4.2%	10.2%	44	3.8%	6.7%
Provence-Alpes-Côte-d'Azur-Corse	337	6.7%	7.8%	142	6.1%	7.0%	195	7.1%	8.5%	60	5.2%	4.2%
Habitudes de connexion Internet												
Tous les jours	2276	44.9%	8.3%	1152	49.7%	8.2%	1124	40.9%	8.3%	843	72.5%	6.5%
Presque tous les jours	626	12.4%	10.2%	278	12.0%	9.6%	348	12.7%	10.7%	173	14.9%	7.4%
1 à 2 fois par semaine	374	7.4%	11.6%	184	8.0%	12.6%	190	6.9%	10.7%	74	6.4%	7.9%
1 à 3 fois par mois	120	2.4%	14.1%	51	2.2%	15.2%	69	2.5%	13.4%	16	1.4%	10.5%
Moins souvent	148	2.9%	11.0%	61	2.6%	9.7%	86	3.1%	12.3%	10	0.8%	7.3%
Jamais	26	0.5%	19.5%	16	0.7%	18.6%	11	0.4%	20.8%	1	0.1%	7.9%

	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	318	6.3%	14.9%	131	5.6%	15.2%	188	6.8%	14.7%	12	1.1%	6.7%
De 9 000 à moins de 12 000 euros par an	524	10.4%	15.8%	159	6.9%	14.1%	365	13.3%	16.7%	19	1.7%	7.8%
De 12 000 à moins de 18 000 euros par an	853	16.8%	13.1%	355	15.3%	12.9%	498	18.1%	13.2%	66	5.7%	8.7%
De 18 000 à moins de 24 000 euros par an	835	16.5%	11.2%	367	15.9%	10.4%	468	17.0%	11.9%	133	11.4%	8.3%
De 24 000 à moins de 36 000 euros par an	1100	21.7%	9.5%	537	23.2%	9.7%	563	20.5%	9.3%	309	26.5%	8.3%
De 36 000 à moins de 45 000 euros par an	522	10.3%	8.0%	309	13.3%	8.7%	213	7.7%	7.2%	185	15.9%	6.2%
De 45 000 à moins de 65 000 euros par an	367	7.3%	6.2%	213	9.2%	6.4%	154	5.6%	5.9%	229	19.7%	6.4%
De 65 000 à moins de 80 000 euros par an	89	1.8%	5.8%	46	2.0%	5.1%	43	1.6%	6.9%	68	5.9%	6.1%
De 80 000 à moins de 115 000 euros par an	29	0.6%	2.9%	15	0.6%	2.4%	14	0.5%	3.7%	26	2.3%	3.3%
115 000 euros et plus par an	13	0.3%	2.9%	6	0.2%	2.1%	8	0.3%	4.3%	12	1.1%	3.2%
Refus	272	5.4%	8.5%	109	4.7%	8.2%	163	5.9%	8.7%	66	5.6%	5.8%
Ne sait pas	141	2.8%	9.7%	69	3.0%	11.0%	72	2.6%	8.8%	37	3.2%	7.7%