

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2405	100.0%	4.7%	1117	100.0%	4.6%	1288	100.0%	4.8%	1276	100.0%	7.5%
Sexe												
Homme	1117	46.4%	4.6%	1117	100.0%	4.6%	0	-	-	619	48.5%	7.1%
Femme	1288	53.6%	4.8%	0	-	-	1288	100.0%	4.8%	657	51.5%	8.0%
Age												
15 à 24 ans	309	12.8%	4.2%	166	14.8%	4.4%	143	11.1%	3.9%	230	18.1%	7.3%
25 à 34 ans	196	8.1%	2.5%	101	9.1%	2.7%	94	7.3%	2.4%	142	11.1%	4.2%
35 à 49 ans	531	22.1%	4.2%	250	22.4%	4.0%	281	21.8%	4.4%	432	33.8%	7.0%
50 à 64 ans	725	30.2%	5.9%	337	30.2%	5.7%	388	30.1%	6.1%	428	33.6%	10.6%
65 ans et plus	644	26.8%	5.8%	262	23.5%	5.5%	382	29.6%	6.0%	44	3.4%	23.4%
Individu												
Ménagère	1138	47.3%	4.9%	0	-	-	1138	88.3%	4.9%	547	42.8%	8.0%
Personne de Référence	1358	56.5%	4.8%	929	83.2%	4.6%	429	33.3%	5.4%	639	50.1%	7.6%
Responsable des achats	1710	71.1%	4.8%	619	55.4%	5.0%	1091	84.7%	4.7%	838	65.7%	7.8%
PCS Individu												
Agriculteurs	12	0.5%	2.3%	7	0.7%	2.2%	5	0.4%	2.4%	1	0.1%	3.7%
Petits patrons	84	3.5%	5.1%	52	4.7%	4.5%	32	2.5%	6.6%	83	6.5%	5.7%
Affaires et Cadres	511	21.2%	10.7%	283	25.4%	9.7%	228	17.7%	12.4%	481	37.7%	11.1%
Professions intermédiaires	419	17.4%	6.2%	176	15.8%	5.1%	243	18.9%	7.5%	386	30.3%	6.9%
Employés	191	7.9%	2.3%	52	4.6%	2.5%	139	10.8%	2.2%	45	3.6%	2.5%
Ouvriers	83	3.4%	1.3%	68	6.1%	1.4%	15	1.2%	1.0%	12	0.9%	2.8%
Retraités	710	29.5%	5.6%	314	28.1%	5.2%	396	30.8%	6.0%	33	2.6%	14.0%
Autres inactifs	394	16.4%	3.9%	164	14.7%	4.7%	230	17.9%	3.5%	235	18.4%	7.6%
PCS Personne de Référence												
Agriculteurs	19	0.8%	2.4%	9	0.8%	2.4%	10	0.8%	2.4%	0	-	-
Petits patrons	120	5.0%	4.6%	66	5.9%	4.8%	54	4.2%	4.3%	120	9.4%	4.6%
Affaires et Cadres	717	29.8%	10.5%	357	32.0%	10.2%	360	27.9%	10.7%	717	56.2%	10.5%
Professions intermédiaires	439	18.3%	5.9%	196	17.6%	5.0%	243	18.9%	6.8%	439	34.4%	5.9%
Employés	129	5.4%	2.4%	50	4.5%	2.3%	79	6.1%	2.6%	0	-	-
Ouvriers	110	4.6%	1.2%	62	5.6%	1.3%	48	3.7%	1.0%	0	-	-
Retraités	765	31.8%	5.2%	340	30.5%	5.1%	425	33.0%	5.3%	0	-	-
Autres inactifs	105	4.4%	2.7%	35	3.1%	2.4%	70	5.4%	2.9%	0	-	-

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	489	20.3%	5.2%	167	15.0%	4.1%	322	25.0%	6.0%	150	11.7%	8.6%
2 personnes	951	39.5%	5.3%	476	42.6%	5.4%	475	36.9%	5.2%	394	30.9%	9.2%
3 personnes	366	15.2%	3.9%	158	14.1%	3.5%	208	16.1%	4.4%	232	18.2%	6.1%
4 personnes	377	15.7%	4.1%	189	16.9%	4.1%	188	14.6%	4.1%	311	24.3%	6.7%
5 personnes et +	223	9.3%	4.2%	127	11.4%	5.1%	96	7.4%	3.4%	189	14.8%	7.7%
Présence d'enfants de moins de 15 ans												
Oui	605	25.2%	3.8%	298	26.7%	4.1%	307	23.8%	3.6%	502	39.4%	6.6%
Non	1800	74.8%	5.1%	818	73.3%	4.8%	981	76.2%	5.4%	774	60.6%	8.3%
Habitat												
Communes rurales	338	14.1%	2.9%	165	14.8%	3.0%	173	13.4%	2.8%	169	13.2%	5.1%
Agglo. - 20 000 hab	274	11.4%	3.1%	127	11.4%	3.0%	147	11.4%	3.1%	136	10.7%	5.3%
Agglo. 20 000 à 100 000 hab	201	8.3%	2.9%	99	8.8%	2.9%	102	7.9%	3.0%	99	7.7%	4.9%
Agglo. + 100 000 hab	761	31.6%	5.0%	353	31.6%	4.9%	408	31.7%	5.1%	383	30.0%	7.4%
Agglo. Paris	831	34.6%	9.9%	373	33.4%	9.3%	458	35.5%	10.4%	489	38.4%	12.6%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	868	36.1%	9.2%	385	34.5%	8.6%	483	37.5%	9.8%	511	40.1%	11.8%
Nord-Pas-de-Calais	58	2.4%	1.8%	28	2.5%	1.9%	30	2.3%	1.8%	28	2.2%	3.1%
Lorraine	44	1.8%	2.3%	25	2.2%	2.7%	19	1.5%	1.9%	19	1.5%	3.5%
Alsace	38	1.6%	2.5%	15	1.3%	2.0%	23	1.8%	2.9%	31	2.4%	6.2%
Franche-Comté	26	1.1%	2.8%	10	0.9%	2.2%	16	1.3%	3.3%	18	1.4%	7.0%
Champagne-Ardenne	27	1.1%	2.5%	13	1.1%	2.4%	14	1.1%	2.5%	12	0.9%	3.6%
Picardie	31	1.3%	2.0%	11	1.0%	1.5%	20	1.5%	2.5%	19	1.5%	4.4%
Bourgogne	45	1.9%	3.3%	15	1.4%	2.4%	30	2.3%	4.2%	28	2.2%	7.9%
Haute-Normandie	45	1.9%	3.0%	20	1.8%	2.8%	25	1.9%	3.2%	21	1.7%	5.0%
Basse-Normandie	41	1.7%	3.4%	15	1.4%	2.6%	26	2.0%	4.1%	20	1.6%	6.1%
Centre	87	3.6%	4.2%	43	3.8%	4.3%	44	3.4%	4.1%	45	3.5%	7.1%
Pays de la Loire	114	4.8%	4.0%	62	5.6%	4.5%	52	4.0%	3.5%	60	4.7%	7.3%
Bretagne	73	3.1%	2.8%	38	3.4%	3.0%	35	2.8%	2.6%	35	2.8%	4.6%
Poitou-Charentes	64	2.7%	4.4%	35	3.1%	5.0%	29	2.3%	3.8%	25	2.0%	6.7%
Aquitaine	113	4.7%	4.2%	58	5.2%	4.5%	55	4.2%	3.9%	61	4.8%	7.6%
Midi-Pyrénées	120	5.0%	5.0%	57	5.1%	4.9%	63	4.9%	5.1%	50	3.9%	6.2%
Limousin	31	1.3%	4.9%	17	1.6%	5.8%	14	1.1%	4.1%	14	1.1%	9.2%
Auvergne	40	1.6%	3.5%	19	1.7%	3.5%	20	1.6%	3.5%	18	1.4%	6.1%
Rhône-Alpes	277	11.5%	5.5%	120	10.8%	5.0%	157	12.2%	6.0%	132	10.4%	7.4%
Languedoc-Roussillon	75	3.1%	3.5%	31	2.8%	3.0%	44	3.4%	3.9%	28	2.2%	4.4%
Provence-Alpes-Côte-d'Azur-Corse	187	7.8%	4.3%	97	8.7%	4.8%	90	7.0%	3.9%	96	7.6%	6.7%
Habitudes de connexion Internet												
Tous les jours	1609	66.9%	5.8%	803	71.9%	5.7%	806	62.6%	6.0%	1000	78.4%	7.7%
Presque tous les jours	340	14.1%	5.5%	149	13.4%	5.2%	191	14.8%	5.9%	178	13.9%	7.6%
1 à 2 fois par semaine	118	4.9%	3.6%	35	3.1%	2.4%	83	6.5%	4.7%	55	4.3%	5.8%
1 à 3 fois par mois	48	2.0%	5.7%	13	1.2%	3.9%	35	2.7%	6.8%	15	1.2%	10.3%
Moins souvent	47	2.0%	3.5%	20	1.8%	3.1%	28	2.2%	3.9%	11	0.9%	8.2%
Jamais	8	0.3%	5.6%	2	0.2%	2.5%	5	0.4%	10.5%	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	55	2.3%	2.6%	25	2.3%	3.0%	29	2.3%	2.3%	5	0.4%	3.0%
De 9 000 à moins de 12 000 euros par an	63	2.6%	1.9%	29	2.6%	2.5%	34	2.7%	1.6%	15	1.2%	6.0%
De 12 000 à moins de 18 000 euros par an	113	4.7%	1.7%	34	3.0%	1.2%	79	6.2%	2.1%	34	2.7%	4.4%
De 18 000 à moins de 24 000 euros par an	237	9.8%	3.2%	81	7.3%	2.3%	155	12.1%	3.9%	72	5.6%	4.5%
De 24 000 à moins de 36 000 euros par an	472	19.6%	4.1%	192	17.2%	3.5%	281	21.8%	4.6%	219	17.1%	5.9%
De 36 000 à moins de 45 000 euros par an	344	14.3%	5.3%	173	15.5%	4.9%	171	13.3%	5.8%	183	14.4%	6.2%
De 45 000 à moins de 65 000 euros par an	550	22.9%	9.2%	284	25.4%	8.5%	266	20.7%	10.1%	349	27.3%	9.8%
De 65 000 à moins de 80 000 euros par an	160	6.6%	10.4%	101	9.0%	11.0%	59	4.6%	9.6%	114	8.9%	10.2%
De 80 000 à moins de 115 000 euros par an	134	5.6%	13.7%	81	7.2%	13.6%	53	4.1%	13.9%	111	8.7%	13.9%
115 000 euros et plus par an	45	1.9%	9.8%	27	2.4%	9.8%	18	1.4%	9.7%	42	3.3%	11.0%
Refus	167	6.9%	5.2%	71	6.4%	5.3%	95	7.4%	5.1%	94	7.4%	8.2%
Ne sait pas	66	2.7%	4.5%	19	1.7%	3.0%	47	3.6%	5.7%	39	3.0%	8.1%