

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	3440	100.0%	6.7%	957	100.0%	3.9%	2482	100.0%	9.3%	1142	100.0%	6.7%
Sexe												
Homme	957	27.8%	3.9%	957	100.0%	3.9%	0	-	-	337	29.5%	3.8%
Femme	2482	72.2%	9.3%	0	-	-	2482	100.0%	9.3%	805	70.5%	9.8%
Age												
15 à 24 ans	1045	30.4%	14.1%	226	23.6%	6.1%	819	33.0%	22.4%	393	34.4%	12.5%
25 à 34 ans	874	25.4%	11.3%	264	27.6%	7.0%	610	24.6%	15.6%	300	26.2%	8.8%
35 à 49 ans	850	24.7%	6.7%	240	25.1%	3.8%	609	24.6%	9.5%	320	28.0%	5.2%
50 à 64 ans	491	14.3%	4.0%	175	18.3%	3.0%	316	12.7%	5.0%	129	11.3%	3.2%
65 ans et plus	180	5.2%	1.6%	52	5.4%	1.1%	128	5.2%	2.0%	1	0.1%	0.5%
Individu												
Ménagère	1796	52.2%	7.7%	0	-	-	1796	72.3%	7.7%	523	45.8%	7.7%
Personne de Référence	1254	36.5%	4.5%	710	74.1%	3.5%	544	21.9%	6.9%	342	30.0%	4.1%
Responsable des achats	2279	66.3%	6.4%	439	45.9%	3.5%	1840	74.1%	8.0%	659	57.7%	6.1%
PCS Individu												
Agriculteurs	18	0.5%	3.3%	2	0.2%	0.5%	16	0.6%	7.8%	0	-	-
Petits patrons	99	2.9%	6.0%	53	5.6%	4.6%	46	1.9%	9.5%	78	6.8%	5.3%
Affaires et Cadres	166	4.8%	3.5%	73	7.6%	2.5%	93	3.8%	5.1%	142	12.4%	3.3%
Professions intermédiaires	437	12.7%	6.5%	154	16.0%	4.4%	284	11.4%	8.7%	328	28.7%	5.9%
Employés	1003	29.2%	12.0%	130	13.5%	6.2%	873	35.2%	13.9%	206	18.1%	11.4%
Ouvriers	469	13.6%	7.3%	278	29.1%	5.6%	191	7.7%	12.9%	36	3.1%	8.4%
Retraités	255	7.4%	2.0%	90	9.4%	1.5%	164	6.6%	2.5%	6	0.6%	2.7%
Autres inactifs	992	28.8%	9.9%	178	18.6%	5.1%	814	32.8%	12.5%	346	30.3%	11.2%
PCS Personne de Référence												
Agriculteurs	42	1.2%	5.3%	7	0.7%	1.9%	35	1.4%	8.6%	0	-	-
Petits patrons	178	5.2%	6.8%	47	4.9%	3.4%	131	5.3%	10.5%	178	15.6%	6.8%
Affaires et Cadres	345	10.0%	5.0%	101	10.5%	2.9%	244	9.8%	7.3%	345	30.2%	5.0%
Professions intermédiaires	619	18.0%	8.3%	189	19.7%	4.8%	430	17.3%	12.0%	619	54.2%	8.3%
Employés	610	17.7%	11.5%	148	15.4%	6.6%	462	18.6%	15.1%	0	-	-
Ouvriers	1016	29.5%	10.7%	286	29.9%	5.9%	730	29.4%	15.9%	0	-	-
Retraités	415	12.1%	2.8%	136	14.2%	2.0%	279	11.2%	3.5%	0	-	-
Autres inactifs	214	6.2%	5.5%	43	4.5%	2.9%	171	6.9%	7.1%	0	-	-

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	336	9.8%	3.6%	65	6.8%	1.6%	272	10.9%	5.1%	53	4.7%	3.1%
2 personnes	839	24.4%	4.7%	268	28.0%	3.1%	571	23.0%	6.2%	230	20.2%	5.3%
3 personnes	882	25.6%	9.5%	232	24.2%	5.1%	651	26.2%	13.8%	293	25.6%	7.7%
4 personnes	797	23.2%	8.7%	249	26.0%	5.4%	548	22.1%	11.9%	355	31.1%	7.6%
5 personnes et +	585	17.0%	11.1%	144	15.0%	5.8%	441	17.8%	15.9%	210	18.4%	8.5%
Présence d'enfants de moins de 15 ans												
Oui	1585	46.1%	10.1%	430	44.9%	5.9%	1156	46.6%	13.7%	611	53.5%	8.0%
Non	1854	53.9%	5.2%	528	55.1%	3.1%	1327	53.4%	7.3%	530	46.5%	5.7%
Habitat												
Communes rurales	666	19.4%	5.7%	177	18.5%	3.2%	488	19.7%	7.9%	211	18.5%	6.3%
Agglo. - 20 000 hab	559	16.3%	6.3%	165	17.2%	3.9%	395	15.9%	8.4%	172	15.0%	6.7%
Agglo. 20 000 à 100 000 hab	500	14.5%	7.3%	158	16.5%	4.6%	342	13.8%	10.0%	153	13.4%	7.7%
Agglo. + 100 000 hab	1060	30.8%	7.0%	273	28.5%	3.8%	787	31.7%	9.9%	348	30.5%	6.7%
Agglo. Paris	655	19.0%	7.8%	184	19.3%	4.6%	470	18.9%	10.6%	258	22.6%	6.7%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	741	21.5%	7.8%	207	21.7%	4.6%	534	21.5%	10.8%	305	26.7%	7.0%
Nord-Pas-de-Calais	253	7.4%	7.9%	88	9.2%	5.8%	165	6.6%	9.8%	54	4.7%	5.9%
Lorraine	175	5.1%	9.1%	56	5.8%	6.0%	120	4.8%	12.0%	58	5.1%	10.6%
Alsace	116	3.4%	7.7%	32	3.4%	4.4%	84	3.4%	10.7%	39	3.5%	8.1%
Franche-Comté	60	1.7%	6.3%	22	2.3%	4.8%	38	1.5%	7.7%	18	1.6%	6.8%
Champagne-Ardenne	82	2.4%	7.5%	26	2.7%	5.0%	56	2.3%	10.0%	25	2.2%	7.8%
Picardie	129	3.8%	8.4%	39	4.1%	5.2%	90	3.6%	11.4%	34	3.0%	7.8%
Bourgogne	74	2.2%	5.4%	23	2.4%	3.5%	51	2.1%	7.2%	25	2.2%	6.9%
Haute-Normandie	80	2.3%	5.4%	24	2.5%	3.4%	56	2.3%	7.3%	24	2.1%	5.6%
Basse-Normandie	52	1.5%	4.3%	11	1.2%	2.0%	40	1.6%	6.4%	14	1.2%	4.2%
Centre	129	3.8%	6.2%	44	4.6%	4.4%	85	3.4%	7.9%	41	3.6%	6.5%
Pays de la Loire	152	4.4%	5.3%	39	4.1%	2.8%	113	4.5%	7.6%	51	4.5%	6.2%
Bretagne	128	3.7%	4.9%	26	2.8%	2.1%	102	4.1%	7.5%	37	3.2%	4.7%
Poitou-Charentes	94	2.7%	6.4%	25	2.6%	3.5%	69	2.8%	9.1%	20	1.7%	5.2%
Aquitaine	201	5.8%	7.5%	50	5.2%	3.9%	151	6.1%	10.7%	70	6.1%	8.7%
Midi-Pyrénées	136	4.0%	5.7%	26	2.7%	2.2%	110	4.4%	8.9%	42	3.7%	5.2%
Limousin	30	0.9%	4.8%	7	0.7%	2.2%	24	1.0%	7.2%	9	0.8%	6.0%
Auvergne	55	1.6%	4.9%	12	1.2%	2.2%	43	1.7%	7.4%	19	1.7%	6.4%
Rhône-Alpes	310	9.0%	6.2%	76	7.9%	3.1%	234	9.4%	9.0%	96	8.4%	5.3%
Languedoc-Roussillon	154	4.5%	7.1%	46	4.8%	4.5%	108	4.4%	9.5%	48	4.2%	7.4%
Provence-Alpes-Côte-d'Azur-Corse	287	8.3%	6.6%	78	8.1%	3.8%	209	8.4%	9.2%	113	9.9%	7.9%
Habitudes de connexion Internet												
Tous les jours	2214	64.4%	8.0%	648	67.6%	4.6%	1566	63.1%	11.6%	903	79.1%	7.0%
Presque tous les jours	439	12.8%	7.1%	110	11.5%	3.8%	328	13.2%	10.1%	133	11.7%	5.7%
1 à 2 fois par semaine	222	6.5%	6.9%	48	5.0%	3.3%	174	7.0%	9.8%	44	3.8%	4.7%
1 à 3 fois par mois	52	1.5%	6.1%	7	0.8%	2.2%	44	1.8%	8.7%	10	0.9%	7.0%
Moins souvent	105	3.0%	7.8%	12	1.2%	1.9%	93	3.7%	13.2%	11	0.9%	8.0%
Jamais	13	0.4%	9.6%	7	0.7%	7.9%	6	0.3%	12.4%	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	134	3.9%	6.3%	22	2.3%	2.6%	112	4.5%	8.7%	20	1.7%	10.8%
De 9 000 à moins de 12 000 euros par an	250	7.3%	7.5%	37	3.8%	3.2%	214	8.6%	9.8%	6	0.5%	2.3%
De 12 000 à moins de 18 000 euros par an	425	12.4%	6.5%	97	10.1%	3.5%	329	13.2%	8.7%	66	5.8%	8.7%
De 18 000 à moins de 24 000 euros par an	567	16.5%	7.6%	156	16.3%	4.4%	411	16.5%	10.4%	137	12.0%	8.6%
De 24 000 à moins de 36 000 euros par an	825	24.0%	7.1%	250	26.1%	4.5%	576	23.2%	9.5%	248	21.7%	6.7%
De 36 000 à moins de 45 000 euros par an	405	11.8%	6.2%	164	17.1%	4.6%	241	9.7%	8.2%	197	17.2%	6.6%
De 45 000 à moins de 65 000 euros par an	355	10.3%	6.0%	107	11.2%	3.2%	248	10.0%	9.4%	218	19.1%	6.1%
De 65 000 à moins de 80 000 euros par an	73	2.1%	4.8%	19	2.0%	2.1%	54	2.2%	8.8%	50	4.4%	4.5%
De 80 000 à moins de 115 000 euros par an	45	1.3%	4.6%	22	2.3%	3.6%	24	0.9%	6.2%	39	3.4%	4.9%
115 000 euros et plus par an	14	0.4%	3.0%	7	0.7%	2.5%	7	0.3%	3.7%	11	1.0%	3.0%
Refus	218	6.3%	6.8%	44	4.6%	3.3%	174	7.0%	9.3%	98	8.6%	8.6%
Ne sait pas	128	3.7%	8.9%	33	3.5%	5.3%	95	3.8%	11.6%	51	4.4%	10.6%