

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2771	100.0%	5.4%	534	100.0%	2.2%	2238	100.0%	8.4%	1125	100.0%	6.6%
Sexe												
Homme	534	19.3%	2.2%	534	100.0%	2.2%	0	-	-	233	20.7%	2.7%
Femme	2238	80.7%	8.4%	0	-	-	2238	100.0%	8.4%	892	79.3%	10.9%
Age												
15 à 24 ans	286	10.3%	3.9%	20	3.7%	0.5%	266	11.9%	7.3%	141	12.5%	4.5%
25 à 34 ans	315	11.4%	4.1%	51	9.5%	1.3%	264	11.8%	6.8%	163	14.5%	4.8%
35 à 49 ans	857	30.9%	6.8%	183	34.2%	2.9%	675	30.1%	10.5%	482	42.9%	7.8%
50 à 64 ans	833	30.0%	6.8%	196	36.8%	3.3%	636	28.4%	10.1%	318	28.3%	7.8%
65 ans et plus	481	17.4%	4.3%	84	15.8%	1.8%	397	17.7%	6.3%	22	1.9%	11.5%
Individu												
Ménagère	1993	71.9%	8.5%	0	-	-	1993	89.0%	8.5%	771	68.5%	11.3%
Personne de Référence	1149	41.5%	4.1%	496	92.9%	2.5%	653	29.2%	8.3%	391	34.8%	4.7%
Responsable des achats	2252	81.3%	6.4%	299	56.1%	2.4%	1953	87.3%	8.5%	886	78.8%	8.3%
PCS Individu												
Agriculteurs	25	0.9%	4.7%	7	1.3%	2.1%	18	0.8%	8.8%	2	0.2%	7.2%
Petits patrons	110	4.0%	6.7%	44	8.3%	3.8%	66	3.0%	13.6%	90	8.0%	6.1%
Affaires et Cadres	313	11.3%	6.6%	97	18.1%	3.3%	216	9.6%	11.7%	281	25.0%	6.5%
Professions intermédiaires	427	15.4%	6.3%	90	16.9%	2.6%	337	15.0%	10.3%	360	32.0%	6.5%
Employés	564	20.4%	6.7%	45	8.4%	2.1%	519	23.2%	8.3%	145	12.9%	8.0%
Ouvriers	189	6.8%	2.9%	88	16.5%	1.8%	100	4.5%	6.8%	17	1.5%	4.0%
Retraités	590	21.3%	4.7%	105	19.7%	1.7%	485	21.7%	7.4%	32	2.9%	13.7%
Autres inactifs	554	20.0%	5.5%	57	10.8%	1.6%	497	22.2%	7.6%	197	17.5%	6.4%
PCS Personne de Référence												
Agriculteurs	48	1.7%	6.0%	7	1.3%	1.8%	41	1.8%	10.0%	0	-	-
Petits patrons	188	6.8%	7.1%	46	8.6%	3.3%	142	6.4%	11.3%	188	16.7%	7.1%
Affaires et Cadres	498	18.0%	7.3%	98	18.5%	2.8%	399	17.8%	11.9%	498	44.2%	7.3%
Professions intermédiaires	439	15.9%	5.9%	89	16.7%	2.3%	350	15.6%	9.8%	439	39.0%	5.9%
Employés	320	11.5%	6.0%	55	10.3%	2.5%	265	11.8%	8.7%	0	-	-
Ouvriers	405	14.6%	4.3%	86	16.2%	1.8%	318	14.2%	7.0%	0	-	-
Retraités	686	24.8%	4.7%	114	21.4%	1.7%	572	25.6%	7.1%	0	-	-
Autres inactifs	188	6.8%	4.8%	38	7.1%	2.5%	150	6.7%	6.2%	0	-	-

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	451	16.3%	4.8%	58	10.8%	1.4%	393	17.6%	7.4%	96	8.5%	5.5%
2 personnes	997	36.0%	5.5%	211	39.5%	2.4%	786	35.1%	8.5%	303	26.9%	7.0%
3 personnes	499	18.0%	5.4%	89	16.7%	1.9%	410	18.3%	8.7%	254	22.6%	6.7%
4 personnes	528	19.1%	5.7%	120	22.5%	2.6%	408	18.2%	8.9%	300	26.7%	6.4%
5 personnes et +	296	10.7%	5.6%	56	10.4%	2.3%	241	10.8%	8.7%	173	15.3%	7.0%
Présence d'enfants de moins de 15 ans												
Oui	946	34.1%	6.0%	197	36.9%	2.7%	749	33.5%	8.9%	546	48.5%	7.1%
Non	1825	65.9%	5.2%	337	63.1%	2.0%	1488	66.5%	8.2%	579	51.5%	6.2%
Habitat												
Communes rurales	494	17.8%	4.2%	87	16.4%	1.6%	407	18.2%	6.6%	169	15.0%	5.1%
Agglo. - 20 000 hab	437	15.8%	4.9%	107	20.0%	2.5%	331	14.8%	7.0%	132	11.7%	5.1%
Agglo. 20 000 à 100 000 hab	391	14.1%	5.7%	83	15.6%	2.4%	307	13.7%	9.0%	146	13.0%	7.3%
Agglo. + 100 000 hab	842	30.4%	5.5%	147	27.6%	2.0%	695	31.0%	8.7%	351	31.2%	6.8%
Agglo. Paris	608	21.9%	7.2%	109	20.4%	2.7%	499	22.3%	11.3%	327	29.1%	8.5%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	670	24.2%	7.1%	123	23.1%	2.7%	546	24.4%	11.0%	352	31.3%	8.1%
Nord-Pas-de-Calais	153	5.5%	4.8%	38	7.0%	2.5%	116	5.2%	6.8%	48	4.3%	5.3%
Lorraine	104	3.8%	5.4%	21	4.0%	2.3%	83	3.7%	8.3%	38	3.4%	6.9%
Alsace	69	2.5%	4.5%	17	3.3%	2.4%	51	2.3%	6.5%	19	1.7%	3.9%
Franche-Comté	47	1.7%	4.9%	12	2.3%	2.6%	35	1.5%	7.1%	22	1.9%	8.3%
Champagne-Ardenne	46	1.6%	4.2%	14	2.6%	2.6%	32	1.4%	5.6%	14	1.2%	4.3%
Picardie	52	1.9%	3.4%	19	3.6%	2.6%	33	1.5%	4.2%	16	1.4%	3.7%
Bourgogne	49	1.8%	3.6%	8	1.5%	1.2%	41	1.8%	5.8%	16	1.4%	4.3%
Haute-Normandie	65	2.4%	4.4%	13	2.4%	1.8%	53	2.4%	6.8%	26	2.3%	6.2%
Basse-Normandie	58	2.1%	4.8%	11	2.0%	1.9%	48	2.1%	7.6%	24	2.1%	7.1%
Centre	84	3.0%	4.1%	17	3.1%	1.7%	68	3.0%	6.3%	32	2.9%	5.1%
Pays de la Loire	133	4.8%	4.6%	33	6.2%	2.4%	99	4.4%	6.7%	46	4.1%	5.5%
Bretagne	129	4.6%	4.9%	24	4.5%	1.9%	105	4.7%	7.7%	48	4.3%	6.2%
Poitou-Charentes	91	3.3%	6.2%	10	1.8%	1.4%	81	3.6%	10.6%	21	1.8%	5.6%
Aquitaine	129	4.7%	4.8%	23	4.3%	1.8%	106	4.7%	7.5%	58	5.2%	7.2%
Midi-Pyrénées	128	4.6%	5.3%	29	5.5%	2.5%	98	4.4%	7.9%	51	4.6%	6.4%
Limousin	36	1.3%	5.8%	5	1.0%	1.7%	31	1.4%	9.5%	13	1.2%	8.4%
Auvergne	60	2.2%	5.3%	9	1.7%	1.6%	51	2.3%	8.7%	22	2.0%	7.4%
Rhône-Alpes	281	10.1%	5.6%	37	6.9%	1.5%	244	10.9%	9.4%	118	10.5%	6.6%
Languedoc-Roussillon	133	4.8%	6.1%	23	4.2%	2.2%	110	4.9%	9.6%	41	3.6%	6.3%
Provence-Alpes-Côte-d'Azur-Corse	255	9.2%	5.9%	48	9.0%	2.4%	207	9.3%	9.1%	100	8.9%	7.0%
Habitudes de connexion Internet												
Tous les jours	1595	57.6%	5.8%	332	62.3%	2.4%	1263	56.4%	9.3%	831	73.8%	6.4%
Presque tous les jours	365	13.2%	5.9%	56	10.5%	1.9%	309	13.8%	9.5%	167	14.9%	7.2%
1 à 2 fois par semaine	177	6.4%	5.5%	41	7.8%	2.8%	136	6.1%	7.6%	66	5.9%	7.0%
1 à 3 fois par mois	58	2.1%	6.9%	11	2.1%	3.4%	47	2.1%	9.2%	10	0.9%	6.8%
Moins souvent	69	2.5%	5.2%	5	1.0%	0.9%	64	2.8%	9.0%	12	1.1%	9.1%
Jamais	3	0.1%	2.0%	1	0.3%	1.6%	1	0.1%	2.6%	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	95	3.4%	4.4%	15	2.8%	1.7%	80	3.6%	6.3%	10	0.9%	5.3%
De 9 000 à moins de 12 000 euros par an	171	6.2%	5.1%	30	5.6%	2.6%	141	6.3%	6.4%	11	1.0%	4.4%
De 12 000 à moins de 18 000 euros par an	316	11.4%	4.9%	53	9.9%	1.9%	263	11.8%	7.0%	49	4.4%	6.5%
De 18 000 à moins de 24 000 euros par an	332	12.0%	4.4%	62	11.6%	1.7%	270	12.1%	6.9%	83	7.3%	5.2%
De 24 000 à moins de 36 000 euros par an	645	23.3%	5.6%	105	19.6%	1.9%	540	24.1%	8.9%	231	20.6%	6.2%
De 36 000 à moins de 45 000 euros par an	359	13.0%	5.5%	85	16.0%	2.4%	274	12.2%	9.3%	194	17.2%	6.5%
De 45 000 à moins de 65 000 euros par an	373	13.4%	6.2%	90	17.0%	2.7%	282	12.6%	10.7%	247	21.9%	6.9%
De 65 000 à moins de 80 000 euros par an	102	3.7%	6.7%	31	5.9%	3.4%	71	3.2%	11.5%	76	6.7%	6.8%
De 80 000 à moins de 115 000 euros par an	81	2.9%	8.3%	26	4.8%	4.3%	55	2.5%	14.5%	69	6.2%	8.7%
115 000 euros et plus par an	29	1.0%	6.2%	5	1.0%	2.0%	23	1.0%	12.5%	22	1.9%	5.7%
Refus	212	7.7%	6.6%	29	5.4%	2.2%	183	8.2%	9.8%	109	9.7%	9.6%
Ne sait pas	58	2.1%	4.0%	2	0.4%	0.3%	56	2.5%	6.8%	25	2.2%	5.2%