

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	3435	100.0%	6.7%	872	100.0%	3.6%	2563	100.0%	9.6%	981	100.0%	5.8%
Sexe												
Homme	872	25.4%	3.6%	872	100.0%	3.6%	0	-	-	229	23.3%	2.6%
Femme	2563	74.6%	9.6%	0	-	-	2563	100.0%	9.6%	752	76.7%	9.2%
Age												
15 à 24 ans	184	5.4%	2.5%	42	4.8%	1.1%	142	5.5%	3.9%	56	5.7%	1.8%
25 à 34 ans	406	11.8%	5.3%	76	8.7%	2.0%	330	12.9%	8.4%	160	16.3%	4.7%
35 à 49 ans	971	28.3%	7.7%	196	22.4%	3.1%	775	30.2%	12.1%	423	43.1%	6.9%
50 à 64 ans	1221	35.6%	10.0%	330	37.8%	5.6%	891	34.8%	14.1%	329	33.6%	8.1%
65 ans et plus	653	19.0%	5.9%	229	26.2%	4.8%	425	16.6%	6.7%	12	1.2%	6.5%
Individu												
Ménagère	2422	70.5%	10.3%	0	-	-	2422	94.5%	10.3%	716	73.0%	10.5%
Personne de Référence	1575	45.9%	5.6%	806	92.5%	4.0%	769	30.0%	9.7%	344	35.1%	4.1%
Responsable des achats	2853	83.1%	8.1%	465	53.4%	3.7%	2388	93.2%	10.4%	801	81.7%	7.5%
PCS Individu												
Agriculteurs	38	1.1%	7.0%	21	2.5%	6.5%	16	0.6%	7.9%	0	-	-
Petits patrons	73	2.1%	4.4%	29	3.3%	2.5%	44	1.7%	9.0%	63	6.4%	4.3%
Affaires et Cadres	208	6.1%	4.4%	59	6.8%	2.0%	149	5.8%	8.1%	170	17.3%	3.9%
Professions intermédiaires	473	13.8%	7.0%	124	14.3%	3.6%	348	13.6%	10.7%	365	37.2%	6.5%
Employés	915	26.6%	10.9%	81	9.2%	3.9%	834	32.5%	13.3%	225	22.9%	12.5%
Ouvriers	348	10.1%	5.4%	169	19.4%	3.4%	179	7.0%	12.1%	21	2.2%	5.0%
Retraités	836	24.3%	6.6%	299	34.3%	5.0%	537	20.9%	8.2%	27	2.7%	11.4%
Autres inactifs	545	15.9%	5.4%	89	10.3%	2.6%	456	17.8%	7.0%	110	11.3%	3.6%
PCS Personne de Référence												
Agriculteurs	64	1.9%	8.1%	20	2.3%	5.2%	44	1.7%	10.8%	0	-	-
Petits patrons	146	4.2%	5.5%	34	3.9%	2.5%	112	4.4%	8.9%	146	14.9%	5.5%
Affaires et Cadres	346	10.1%	5.1%	64	7.3%	1.8%	282	11.0%	8.4%	346	35.2%	5.1%
Professions intermédiaires	489	14.2%	6.5%	131	15.0%	3.4%	358	14.0%	10.0%	489	49.9%	6.5%
Employés	423	12.3%	8.0%	83	9.5%	3.7%	341	13.3%	11.1%	0	-	-
Ouvriers	672	19.6%	7.1%	162	18.6%	3.3%	510	19.9%	11.1%	0	-	-
Retraités	1029	30.0%	7.0%	311	35.7%	4.7%	718	28.0%	9.0%	0	-	-
Autres inactifs	264	7.7%	6.8%	67	7.7%	4.5%	198	7.7%	8.2%	0	-	-

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	583	17.0%	6.2%	133	15.3%	3.3%	450	17.5%	8.4%	95	9.7%	5.5%
2 personnes	1358	39.6%	7.5%	426	48.9%	4.8%	932	36.4%	10.1%	268	27.4%	6.2%
3 personnes	628	18.3%	6.8%	120	13.7%	2.6%	508	19.8%	10.8%	229	23.3%	6.0%
4 personnes	587	17.1%	6.4%	135	15.5%	2.9%	453	17.7%	9.8%	252	25.7%	5.4%
5 personnes et +	278	8.1%	5.3%	58	6.6%	2.3%	220	8.6%	7.9%	137	13.9%	5.5%
Présence d'enfants de moins de 15 ans												
Oui	1025	29.9%	6.5%	201	23.1%	2.8%	825	32.2%	9.7%	442	45.0%	5.8%
Non	2409	70.1%	6.8%	671	76.9%	3.9%	1739	67.8%	9.6%	539	55.0%	5.8%
Habitat												
Communes rurales	796	23.2%	6.8%	209	23.9%	3.8%	587	22.9%	9.5%	199	20.3%	6.0%
Agglo. - 20 000 hab	655	19.1%	7.3%	183	21.0%	4.3%	472	18.4%	10.0%	134	13.7%	5.2%
Agglo. 20 000 à 100 000 hab	518	15.1%	7.6%	133	15.2%	3.9%	385	15.0%	11.3%	125	12.8%	6.3%
Agglo. + 100 000 hab	944	27.5%	6.2%	248	28.4%	3.4%	696	27.2%	8.8%	307	31.3%	5.9%
Agglo. Paris	522	15.2%	6.2%	100	11.5%	2.5%	422	16.5%	9.5%	215	21.9%	5.6%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	579	16.8%	6.1%	112	12.8%	2.5%	467	18.2%	9.4%	236	24.1%	5.5%
Nord-Pas-de-Calais	217	6.3%	6.8%	68	7.9%	4.5%	149	5.8%	8.8%	79	8.1%	8.7%
Lorraine	136	4.0%	7.0%	36	4.2%	3.9%	100	3.9%	10.0%	34	3.5%	6.2%
Alsace	118	3.4%	7.8%	22	2.5%	3.0%	96	3.8%	12.3%	28	2.9%	5.7%
Franche-Comté	88	2.6%	9.2%	26	3.0%	5.6%	62	2.4%	12.6%	22	2.2%	8.2%
Champagne-Ardenne	75	2.2%	6.9%	21	2.4%	4.0%	54	2.1%	9.6%	20	2.1%	6.3%
Picardie	112	3.3%	7.3%	35	4.0%	4.7%	77	3.0%	9.7%	28	2.9%	6.5%
Bourgogne	92	2.7%	6.8%	23	2.6%	3.5%	69	2.7%	9.7%	20	2.1%	5.7%
Haute-Normandie	98	2.9%	6.6%	28	3.2%	3.9%	70	2.7%	9.1%	21	2.2%	5.0%
Basse-Normandie	87	2.5%	7.2%	22	2.5%	3.7%	65	2.6%	10.4%	27	2.8%	8.1%
Centre	128	3.7%	6.2%	33	3.8%	3.3%	95	3.7%	8.8%	34	3.5%	5.4%
Pays de la Loire	198	5.8%	6.9%	61	7.0%	4.4%	137	5.3%	9.2%	33	3.4%	4.0%
Bretagne	184	5.4%	7.1%	56	6.4%	4.5%	128	5.0%	9.5%	32	3.3%	4.2%
Poitou-Charentes	98	2.9%	6.7%	29	3.3%	4.0%	70	2.7%	9.1%	14	1.4%	3.7%
Aquitaine	161	4.7%	6.0%	29	3.4%	2.3%	132	5.2%	9.4%	49	5.0%	6.1%
Midi-Pyrénées	170	5.0%	7.1%	45	5.1%	3.9%	125	4.9%	10.1%	53	5.4%	6.6%
Limousin	39	1.1%	6.2%	12	1.4%	4.1%	27	1.0%	8.2%	10	1.0%	6.4%
Auvergne	74	2.1%	6.6%	14	1.6%	2.6%	60	2.3%	10.2%	19	2.0%	6.5%
Rhône-Alpes	361	10.5%	7.2%	103	11.8%	4.3%	258	10.1%	9.9%	111	11.3%	6.2%
Languedoc-Roussillon	151	4.4%	7.0%	37	4.3%	3.6%	114	4.5%	10.0%	35	3.6%	5.4%
Provence-Alpes-Côte-d'Azur-Corse	267	7.8%	6.2%	60	6.8%	2.9%	207	8.1%	9.1%	73	7.5%	5.1%
Habitudes de connexion Internet												
Tous les jours	1686	49.1%	6.1%	410	47.1%	2.9%	1276	49.8%	9.4%	687	70.1%	5.3%
Presque tous les jours	444	12.9%	7.2%	103	11.8%	3.6%	341	13.3%	10.5%	142	14.5%	6.1%
1 à 2 fois par semaine	292	8.5%	9.0%	68	7.8%	4.7%	224	8.7%	12.6%	82	8.4%	8.8%
1 à 3 fois par mois	56	1.6%	6.6%	12	1.4%	3.5%	44	1.7%	8.7%	23	2.3%	15.1%
Moins souvent	110	3.2%	8.2%	27	3.1%	4.2%	83	3.2%	11.8%	18	1.8%	13.2%
Jamais	10	0.3%	7.1%	4	0.4%	4.3%	6	0.2%	11.5%	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	154	4.5%	7.2%	44	5.1%	5.1%	110	4.3%	8.6%	5	0.5%	2.8%
De 9 000 à moins de 12 000 euros par an	210	6.1%	6.3%	34	3.9%	3.0%	176	6.9%	8.1%	7	0.7%	2.6%
De 12 000 à moins de 18 000 euros par an	475	13.8%	7.3%	123	14.1%	4.5%	352	13.7%	9.4%	46	4.7%	6.1%
De 18 000 à moins de 24 000 euros par an	537	15.6%	7.2%	126	14.4%	3.6%	412	16.1%	10.5%	108	11.0%	6.8%
De 24 000 à moins de 36 000 euros par an	780	22.7%	6.7%	190	21.8%	3.4%	590	23.0%	9.8%	220	22.5%	5.9%
De 36 000 à moins de 45 000 euros par an	473	13.8%	7.3%	143	16.4%	4.0%	330	12.9%	11.2%	181	18.5%	6.1%
De 45 000 à moins de 65 000 euros par an	408	11.9%	6.8%	112	12.9%	3.4%	296	11.5%	11.3%	246	25.1%	6.9%
De 65 000 à moins de 80 000 euros par an	79	2.3%	5.1%	30	3.4%	3.2%	49	1.9%	8.0%	52	5.3%	4.6%
De 80 000 à moins de 115 000 euros par an	39	1.1%	4.0%	15	1.7%	2.5%	24	0.9%	6.4%	32	3.2%	4.0%
115 000 euros et plus par an	12	0.3%	2.6%	3	0.3%	0.9%	9	0.4%	5.1%	9	1.0%	2.5%
Refus	214	6.2%	6.7%	46	5.3%	3.4%	169	6.6%	9.0%	64	6.6%	5.6%
Ne sait pas	53	1.6%	3.7%	7	0.8%	1.1%	46	1.8%	5.7%	11	1.1%	2.2%