

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	3832	100.0%	7.5%	2323	100.0%	9.5%	1510	100.0%	5.7%	1822	100.0%	10.7%
Sexe												
Homme	2323	60.6%	9.5%	2323	100.0%	9.5%	0	-	-	1128	61.9%	12.9%
Femme	1510	39.4%	5.7%	0	-	-	1510	100.0%	5.7%	695	38.1%	8.5%
Age												
15 à 24 ans	817	21.3%	11.1%	530	22.8%	14.2%	288	19.1%	7.9%	455	25.0%	14.5%
25 à 34 ans	591	15.4%	7.7%	379	16.3%	10.0%	212	14.1%	5.4%	323	17.7%	9.5%
35 à 49 ans	1003	26.2%	7.9%	575	24.8%	9.2%	428	28.3%	6.7%	650	35.7%	10.5%
50 à 64 ans	860	22.4%	7.0%	535	23.1%	9.0%	325	21.5%	5.1%	379	20.8%	9.4%
65 ans et plus	561	14.6%	5.1%	303	13.1%	6.4%	257	17.1%	4.1%	16	0.9%	8.3%
Individu												
Ménagère	1227	32.0%	5.2%	0	-	-	1227	81.3%	5.2%	544	29.9%	8.0%
Personne de Référence	2126	55.5%	7.6%	1728	74.4%	8.6%	398	26.4%	5.0%	923	50.6%	11.0%
Responsable des achats	2342	61.1%	6.6%	1148	49.4%	9.2%	1194	79.1%	5.2%	1033	56.7%	9.6%
PCS Individu												
Agriculteurs	37	1.0%	6.9%	26	1.1%	7.8%	11	0.7%	5.4%	3	0.2%	11.1%
Petits patrons	146	3.8%	8.8%	121	5.2%	10.4%	25	1.7%	5.1%	136	7.4%	9.2%
Affaires et Cadres	572	14.9%	12.0%	377	16.2%	12.9%	195	12.9%	10.6%	544	29.9%	12.6%
Professions intermédiaires	608	15.9%	9.0%	367	15.8%	10.5%	242	16.0%	7.4%	544	29.9%	9.8%
Employés	475	12.4%	5.7%	211	9.1%	10.1%	263	17.4%	4.2%	81	4.4%	4.5%
Ouvriers	356	9.3%	5.5%	316	13.6%	6.3%	40	2.6%	2.7%	19	1.1%	4.6%
Retraités	682	17.8%	5.4%	382	16.4%	6.4%	300	19.9%	4.6%	22	1.2%	9.5%
Autres inactifs	957	25.0%	9.6%	523	22.5%	15.0%	434	28.8%	6.7%	472	25.9%	15.3%
PCS Personne de Référence												
Agriculteurs	53	1.4%	6.6%	32	1.4%	8.2%	21	1.4%	5.1%	0	-	-
Petits patrons	211	5.5%	8.0%	140	6.0%	10.1%	72	4.7%	5.7%	211	11.6%	8.0%
Affaires et Cadres	883	23.1%	12.9%	525	22.6%	15.0%	359	23.8%	10.7%	883	48.5%	12.9%
Professions intermédiaires	728	19.0%	9.7%	463	20.0%	11.9%	264	17.5%	7.4%	728	39.9%	9.7%
Employés	392	10.2%	7.4%	241	10.4%	10.7%	151	10.0%	4.9%	0	-	-
Ouvriers	531	13.8%	5.6%	346	14.9%	7.1%	185	12.2%	4.0%	0	-	-
Retraités	806	21.0%	5.5%	445	19.2%	6.7%	361	23.9%	4.5%	0	-	-
Autres inactifs	228	5.9%	5.9%	131	5.7%	8.9%	96	6.4%	4.0%	0	-	-

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	638	16.7%	6.8%	395	17.0%	9.7%	244	16.1%	4.6%	207	11.3%	11.9%
2 personnes	1085	28.3%	6.0%	635	27.3%	7.2%	450	29.8%	4.9%	379	20.8%	8.8%
3 personnes	756	19.7%	8.1%	494	21.3%	10.8%	262	17.3%	5.6%	391	21.5%	10.3%
4 personnes	823	21.5%	9.0%	489	21.1%	10.7%	334	22.1%	7.2%	528	29.0%	11.4%
5 personnes et +	530	13.8%	10.1%	310	13.3%	12.6%	220	14.6%	7.9%	317	17.4%	12.8%
Présence d'enfants de moins de 15 ans												
Oui	1321	34.5%	8.4%	784	33.8%	10.8%	537	35.6%	6.3%	837	45.9%	10.9%
Non	2511	65.5%	7.1%	1538	66.2%	9.0%	972	64.4%	5.3%	986	54.1%	10.6%
Habitat												
Communes rurales	770	20.1%	6.6%	470	20.3%	8.5%	300	19.8%	4.9%	327	17.9%	9.8%
Agglo. - 20 000 hab	613	16.0%	6.9%	395	17.0%	9.4%	218	14.5%	4.6%	245	13.4%	9.6%
Agglo. 20 000 à 100 000 hab	527	13.8%	7.7%	320	13.8%	9.3%	208	13.8%	6.1%	222	12.2%	11.1%
Agglo. + 100 000 hab	1183	30.9%	7.8%	694	29.9%	9.6%	489	32.4%	6.2%	606	33.3%	11.7%
Agglo. Paris	738	19.3%	8.8%	443	19.1%	11.1%	295	19.6%	6.7%	423	23.2%	10.9%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	803	21.0%	8.5%	486	20.9%	10.8%	317	21.0%	6.4%	456	25.0%	10.5%
Nord-Pas-de-Calais	188	4.9%	5.9%	116	5.0%	7.6%	72	4.8%	4.3%	90	4.9%	9.9%
Lorraine	162	4.2%	8.3%	101	4.3%	10.8%	61	4.0%	6.1%	74	4.1%	13.5%
Alsace	127	3.3%	8.4%	83	3.6%	11.3%	44	2.9%	5.6%	50	2.8%	10.3%
Franche-Comté	71	1.8%	7.4%	43	1.9%	9.3%	27	1.8%	5.6%	33	1.8%	12.7%
Champagne-Ardenne	86	2.2%	7.9%	53	2.3%	10.1%	33	2.2%	5.8%	38	2.1%	11.7%
Picardie	88	2.3%	5.7%	57	2.5%	7.7%	31	2.1%	3.9%	38	2.1%	8.7%
Bourgogne	84	2.2%	6.2%	50	2.1%	7.6%	34	2.3%	4.9%	35	1.9%	9.7%
Haute-Normandie	94	2.4%	6.3%	54	2.3%	7.6%	40	2.6%	5.1%	43	2.3%	10.0%
Basse-Normandie	63	1.6%	5.2%	45	1.9%	7.8%	18	1.2%	2.9%	24	1.3%	7.3%
Centre	132	3.4%	6.3%	82	3.5%	8.2%	50	3.3%	4.6%	55	3.0%	8.6%
Pays de la Loire	184	4.8%	6.4%	106	4.6%	7.7%	78	5.1%	5.2%	73	4.0%	8.9%
Bretagne	183	4.8%	7.0%	124	5.3%	9.9%	58	3.9%	4.3%	80	4.4%	10.3%
Poitou-Charentes	117	3.1%	8.0%	68	2.9%	9.6%	49	3.3%	6.5%	40	2.2%	10.7%
Aquitaine	183	4.8%	6.8%	109	4.7%	8.6%	74	4.9%	5.2%	85	4.7%	10.5%
Midi-Pyrénées	186	4.9%	7.8%	112	4.8%	9.7%	74	4.9%	6.0%	96	5.3%	11.9%
Limousin	32	0.8%	5.1%	20	0.9%	6.6%	12	0.8%	3.7%	12	0.7%	7.9%
Auvergne	74	1.9%	6.6%	42	1.8%	7.9%	31	2.1%	5.4%	32	1.8%	10.8%
Rhône-Alpes	459	12.0%	9.1%	273	11.8%	11.3%	186	12.3%	7.1%	231	12.7%	12.9%
Languedoc-Roussillon	188	4.9%	8.7%	118	5.1%	11.5%	70	4.6%	6.1%	74	4.1%	11.4%
Provence-Alpes-Côte-d'Azur-Corse	330	8.6%	7.6%	180	7.7%	8.8%	150	10.0%	6.6%	163	8.9%	11.4%
Habitudes de connexion Internet												
Tous les jours	2412	62.9%	8.8%	1527	65.7%	10.9%	886	58.7%	6.5%	1378	75.6%	10.7%
Presque tous les jours	590	15.4%	9.6%	320	13.8%	11.1%	270	17.9%	8.3%	274	15.1%	11.8%
1 à 2 fois par semaine	264	6.9%	8.1%	153	6.6%	10.5%	111	7.4%	6.2%	109	6.0%	11.6%
1 à 3 fois par mois	50	1.3%	5.9%	20	0.9%	6.0%	30	2.0%	5.8%	17	0.9%	11.4%
Moins souvent	90	2.3%	6.7%	49	2.1%	7.7%	41	2.7%	5.9%	9	0.5%	6.9%
Jamais	6	0.2%	4.4%	6	0.3%	7.1%	0	-	-	1	0.0%	4.4%

	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	149	3.9%	7.0%	88	3.8%	10.3%	61	4.0%	4.8%	21	1.2%	11.6%
De 9 000 à moins de 12 000 euros par an	183	4.8%	5.5%	98	4.2%	8.6%	86	5.7%	3.9%	35	1.9%	14.2%
De 12 000 à moins de 18 000 euros par an	295	7.7%	4.5%	176	7.6%	6.4%	119	7.9%	3.2%	49	2.7%	6.4%
De 18 000 à moins de 24 000 euros par an	435	11.3%	5.8%	253	10.9%	7.2%	182	12.0%	4.6%	155	8.5%	9.7%
De 24 000 à moins de 36 000 euros par an	836	21.8%	7.2%	493	21.2%	8.9%	343	22.7%	5.7%	373	20.5%	10.0%
De 36 000 à moins de 45 000 euros par an	577	15.0%	8.9%	382	16.5%	10.7%	194	12.9%	6.6%	277	15.2%	9.3%
De 45 000 à moins de 65 000 euros par an	605	15.8%	10.2%	389	16.7%	11.7%	216	14.3%	8.2%	400	21.9%	11.2%
De 65 000 à moins de 80 000 euros par an	176	4.6%	11.5%	124	5.3%	13.5%	52	3.4%	8.4%	130	7.1%	11.7%
De 80 000 à moins de 115 000 euros par an	144	3.7%	14.7%	94	4.0%	15.8%	50	3.3%	13.1%	122	6.7%	15.3%
115 000 euros et plus par an	49	1.3%	10.8%	41	1.8%	14.9%	9	0.6%	4.6%	46	2.5%	12.0%
Refus	261	6.8%	8.1%	117	5.0%	8.8%	144	9.5%	7.7%	130	7.1%	11.4%
Ne sait pas	122	3.2%	8.4%	67	2.9%	10.6%	56	3.7%	6.8%	85	4.6%	17.7%