

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	685	100.0%	1.3%	60	100.0%	0.2%	625	100.0%	2.3%	205	100.0%	1.1%
Sexe												
Homme	60	8.8%	0.2%	60	100.0%	0.2%	0	0.0%	0.0%	13	6.1%	0.1%
Femme	625	91.2%	2.3%	0	0.0%	0.0%	625	100.0%	2.3%	192	93.9%	2.2%
Age												
15 à 24 ans	50	7.2%	0.7%	5	8.3%	0.1%	44	7.1%	1.2%	3	1.5%	0.1%
25 à 34 ans	365	53.2%	4.8%	22	36.1%	0.6%	343	54.9%	8.8%	110	53.8%	3.4%
35 à 49 ans	210	30.6%	1.7%	25	41.8%	0.4%	184	29.5%	2.9%	74	36.2%	1.2%
50 à 59 ans	39	5.7%	0.5%	8	13.8%	0.2%	31	5.0%	0.7%	16	7.7%	0.4%
60 ans et plus	22	3.2%	0.1%	0	0.0%	0.0%	22	3.5%	0.2%	2	0.9%	0.1%
Individu												
Ménagères	592	86.4%	2.5%	0	0.0%	0.0%	592	94.7%	2.5%	191	93.1%	2.7%
Personne de référence	139	20.3%	0.5%	55	91.7%	0.3%	84	13.4%	1.1%	26	12.6%	0.3%
Responsable des achats	600	87.5%	1.7%	23	37.6%	0.2%	577	92.4%	2.5%	178	86.9%	1.6%
PCS Individu												
Agriculteurs	11	1.6%	2.1%	0	0.0%	0.0%	11	1.8%	5.7%	1	0.4%	2.1%
Petits patrons	9	1.3%	0.6%	0	0.0%	0.0%	9	1.5%	2.2%	3	1.7%	0.2%
Affaires et Cadres	65	9.4%	1.3%	5	7.9%	0.2%	60	9.6%	2.8%	50	24.4%	1.1%
Professions intermédiaires	104	15.2%	1.4%	8	12.9%	0.2%	96	15.4%	2.6%	67	33.0%	1.1%
Employés	240	35.0%	2.8%	15	24.1%	0.6%	225	36.1%	3.6%	54	26.6%	3.1%
Ouvriers	75	11.0%	1.2%	28	46.8%	0.5%	47	7.5%	3.6%	10	5.0%	2.3%
Retraités	16	2.4%	0.1%	0	0.0%	0.0%	16	2.6%	0.2%	2	0.9%	0.8%
Autres inactifs	165	24.0%	1.7%	5	8.3%	0.1%	160	25.6%	2.5%	17	8.2%	0.5%
PCS Personne de référence												
Agriculteurs	15	2.2%	1.9%	0	0.8%	0.1%	14	2.3%	3.5%	0	0.0%	0.0%
Petits patrons	19	2.7%	0.7%	0	0.0%	0.0%	19	3.0%	1.5%	19	9.2%	0.7%
Affaires et Cadres	72	10.5%	1.0%	5	7.9%	0.1%	67	10.7%	1.9%	72	35.0%	1.0%
Professions intermédiaires	114	16.7%	1.4%	8	12.9%	0.2%	106	17.0%	2.7%	114	55.8%	1.4%
Employés	124	18.1%	2.2%	15	25.1%	0.7%	109	17.5%	3.4%	0	0.0%	0.0%
Ouvriers	234	34.2%	2.4%	28	46.8%	0.5%	206	32.9%	4.5%	0	0.0%	0.0%
Retraités	24	3.5%	0.2%	0	0.0%	0.0%	24	3.8%	0.3%	0	0.0%	0.0%
Autres inactifs	83	12.1%	2.4%	4	6.5%	0.3%	79	12.7%	3.9%	0	0.0%	0.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du foyer												
1 personne	25	3.7%	0.3%	1	1.1%	0.0%	25	3.9%	0.4%	4	1.9%	0.2%
2 personnes	113	16.6%	0.6%	7	11.9%	0.1%	106	17.0%	1.1%	38	18.5%	0.9%
3 personnes	226	33.0%	2.4%	26	43.2%	0.6%	200	32.0%	4.3%	92	44.9%	2.3%
4 personnes	159	23.2%	1.7%	12	20.0%	0.3%	147	23.5%	3.1%	37	18.1%	0.8%
5 personnes et +	162	23.6%	2.9%	14	23.8%	0.6%	147	23.6%	4.9%	34	16.6%	1.3%
Présence d'enfants de moins de 15 ans												
Oui	554	80.8%	3.5%	51	83.8%	0.7%	503	80.5%	6.0%	162	78.9%	2.1%
Non	131	19.2%	0.4%	10	16.2%	0.1%	122	19.5%	0.6%	43	21.1%	0.4%
Habitat												
Communes rurales	141	20.6%	1.2%	7	12.0%	0.1%	134	21.4%	2.1%	34	16.6%	1.0%
Agglo. - 20 000 hab	120	17.6%	1.3%	6	10.4%	0.1%	114	18.2%	2.4%	31	15.1%	1.1%
Agglo. 20 000 à 100 000 hab	69	10.0%	1.0%	8	12.8%	0.2%	61	9.8%	1.7%	22	10.6%	1.0%
Agglo. + 100 000 hab	208	30.3%	1.3%	26	42.9%	0.3%	182	29.1%	2.2%	51	24.8%	0.9%
Agglo. Paris	147	21.5%	1.7%	13	21.8%	0.3%	134	21.5%	2.9%	67	32.8%	1.7%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	172	25.1%	1.8%	14	23.2%	0.3%	158	25.3%	3.1%	73	35.5%	1.7%
Nord Pas de Calais	66	9.7%	2.1%	7	12.0%	0.5%	59	9.4%	3.5%	16	7.9%	1.6%
Lorraine	18	2.6%	0.9%	1	2.2%	0.1%	17	2.7%	1.7%	2	1.2%	0.5%
Alsace	15	2.2%	1.0%	3	5.7%	0.5%	12	1.8%	1.4%	6	2.7%	1.2%
Franche-Comté	12	1.8%	1.3%	0	0.0%	0.0%	12	2.0%	2.5%	3	1.4%	1.0%
Champagne Ardennes	13	1.9%	1.2%	1	1.0%	0.1%	12	2.0%	2.1%	0	0.2%	0.1%
Picardie	25	3.6%	1.6%	4	6.7%	0.5%	21	3.3%	2.6%	2	0.9%	0.4%
Bourgogne	24	3.5%	1.7%	2	3.3%	0.3%	22	3.5%	3.0%	7	3.6%	1.9%
Haute Normandie	20	2.9%	1.3%	0	0.0%	0.0%	20	3.2%	2.6%	6	3.0%	1.3%
Basse Normandie	19	2.8%	1.6%	1	1.0%	0.1%	18	2.9%	2.9%	9	4.3%	2.4%
Centre	21	3.1%	1.0%	3	5.2%	0.3%	18	2.9%	1.7%	8	3.8%	1.2%
Pays de Loire	39	5.7%	1.3%	3	4.7%	0.2%	36	5.8%	2.3%	13	6.3%	1.4%
Bretagne	28	4.1%	1.1%	3	4.5%	0.2%	26	4.1%	1.8%	0	0.0%	0.0%
Poitou Charentes	16	2.3%	1.1%	4	6.5%	0.6%	12	1.9%	1.5%	1	0.3%	0.2%
Aquitaine	30	4.4%	1.1%	0	0.0%	0.0%	30	4.9%	2.1%	8	3.9%	0.9%
Midi Pyrénées	33	4.9%	1.4%	0	0.0%	0.0%	33	5.4%	2.6%	11	5.4%	1.3%
Limousin	7	1.0%	1.1%	0	0.4%	0.1%	6	1.0%	2.0%	4	2.0%	2.4%
Auvergne	12	1.8%	1.1%	1	1.0%	0.1%	12	1.9%	2.0%	1	0.7%	0.5%
Rhône Alpes	62	9.0%	1.2%	9	14.5%	0.3%	53	8.5%	1.9%	20	9.7%	1.0%
Languedoc Roussillon	31	4.5%	1.3%	1	2.3%	0.1%	29	4.7%	2.4%	7	3.6%	1.0%
Provence Alpes Côte d'Azur. Corse	21	3.1%	0.5%	3	5.7%	0.2%	18	2.9%	0.8%	7	3.3%	0.4%
Habitudes de connexion à Internet												
Tous les jours	618	90.3%	1.4%	50	82.1%	0.2%	569	91.0%	2.6%	187	91.6%	1.2%
Presque tous les jours	53	7.8%	0.9%	10	16.9%	0.4%	43	6.9%	1.3%	14	6.7%	1.0%
1 à 2 fois par semaine	10	1.5%	0.3%	1	1.1%	0.1%	10	1.5%	0.5%	4	1.7%	0.7%
1 à 3 fois par mois	3	0.5%	0.8%	0	0.0%	0.0%	3	0.5%	1.6%	0	0.0%	0.0%

	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	40	5.8%	2.9%	0	0.0%	0.0%	40	6.3%	5.3%	0	0.0%	0.0%
De 9 000 à moins de 12 000 euros par an	30	4.3%	1.5%	5	8.3%	0.7%	25	3.9%	2.0%	1	0.7%	0.6%
De 12 000 à moins de 18 000 euros par an	109	15.9%	2.2%	0	0.0%	0.0%	109	17.4%	3.7%	14	6.8%	1.8%
De 18 000 à moins de 24 000 euros par an	83	12.1%	1.2%	6	10.5%	0.2%	76	12.2%	1.9%	23	11.4%	1.6%
De 24 000 à moins de 36 000 euros par an	165	24.1%	1.3%	17	29.0%	0.3%	148	23.7%	2.2%	45	21.9%	1.3%
De 36 000 à moins de 45 000 euros par an	94	13.7%	1.2%	17	27.8%	0.4%	77	12.4%	2.0%	34	16.8%	1.2%
De 45 000 à moins de 65 000 euros par an	105	15.4%	1.4%	5	7.6%	0.1%	101	16.1%	2.9%	49	24.0%	1.3%
65 000 euros et plus par an	20	3.0%	0.5%	6	9.3%	0.2%	15	2.4%	0.8%	20	9.8%	0.7%
Refus	24	3.5%	0.7%	1	1.0%	0.0%	23	3.7%	1.1%	17	8.5%	1.3%
Ne sait pas	15	2.2%	1.0%	4	6.5%	0.5%	11	1.8%	1.4%	0	0.0%	0.0%