

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	698	100.0%	1.4%	545	100.0%	2.2%	153	100.0%	0.6%	234	100.0%	1.4%
Sexe												
Homme	545	78.1%	2.2%	545	100.0%	2.2%	0	-	100.0%	182	77.8%	2.1%
Femme	153	21.9%	0.6%	0	-	100.0%	153	100.0%	0.6%	52	22.2%	0.6%
Age												
15 à 24 ans	96	13.7%	1.3%	82	15.0%	2.2%	14	8.9%	0.4%	27	11.6%	0.9%
25 à 34 ans	171	24.5%	2.2%	133	24.5%	3.5%	38	24.7%	1.0%	68	29.2%	2.0%
35 à 49 ans	240	34.4%	1.9%	187	34.2%	3.0%	53	34.8%	0.8%	94	40.3%	1.6%
50 à 64 ans	151	21.6%	1.2%	112	20.5%	1.9%	39	25.7%	0.6%	42	17.8%	1.0%
65 ans et plus	40	5.8%	0.4%	32	5.8%	0.7%	9	5.8%	0.1%	3	1.1%	1.1%
Individu												
Ménagère	133	19.1%	0.6%	0	-	100.0%	133	87.3%	0.6%	51	21.6%	0.8%
Personne de Référence	463	66.4%	1.7%	433	79.4%	2.1%	30	19.6%	0.4%	158	67.6%	1.9%
Responsable des achats	300	42.9%	1.2%	182	33.4%	2.4%	117	76.8%	0.7%	110	46.9%	1.3%
PCS Individu												
Agriculteurs	6	0.9%	1.1%	5	0.9%	1.4%	1	0.8%	0.6%	0	-	-
Petits patrons	41	5.8%	2.6%	33	6.1%	3.0%	7	4.8%	1.7%	36	15.5%	2.6%
Affaires et Cadres	46	6.6%	1.0%	39	7.2%	1.3%	7	4.3%	0.4%	39	16.9%	0.9%
Professions intermédiaires	125	17.9%	1.9%	100	18.3%	2.9%	25	16.3%	0.8%	109	46.4%	1.9%
Employés	134	19.2%	1.6%	75	13.8%	3.8%	59	38.7%	0.9%	16	7.0%	0.9%
Ouvriers	197	28.3%	3.1%	189	34.7%	3.7%	8	5.6%	0.6%	14	5.8%	4.0%
Retraités	68	9.8%	0.6%	55	10.0%	0.9%	14	9.0%	0.2%	1	0.5%	0.5%
Autres inactifs	81	11.5%	0.8%	49	9.0%	1.4%	31	20.5%	0.5%	18	7.9%	0.6%
PCS Personne de Référence												
Agriculteurs	10	1.5%	1.3%	5	0.9%	1.3%	5	3.6%	1.4%	0	-	100.0%
Petits patrons	44	6.2%	1.7%	35	6.4%	2.6%	9	5.6%	0.7%	44	18.6%	1.7%
Affaires et Cadres	59	8.5%	0.9%	40	7.4%	1.2%	19	12.3%	0.6%	59	25.3%	0.9%
Professions intermédiaires	131	18.8%	1.7%	106	19.5%	2.7%	25	16.2%	0.7%	131	56.1%	1.7%
Employés	103	14.8%	1.9%	78	14.3%	3.6%	25	16.5%	0.8%	0	-	100.0%
Ouvriers	210	30.0%	2.2%	178	32.7%	3.5%	31	20.6%	0.7%	0	-	100.0%
Retraités	117	16.8%	0.8%	85	15.6%	1.3%	32	21.0%	0.4%	0	-	100.0%
Autres inactifs	24	3.4%	0.6%	17	3.1%	1.3%	6	4.2%	0.3%	0	-	100.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	91	13.0%	1.0%	76	13.9%	1.9%	15	9.6%	0.3%	22	9.3%	1.2%
2 personnes	204	29.2%	1.1%	154	28.2%	1.8%	50	32.8%	0.5%	67	28.6%	1.6%
3 personnes	140	20.0%	1.5%	100	18.4%	2.2%	39	25.8%	0.8%	50	21.2%	1.3%
4 personnes	154	22.1%	1.7%	125	23.0%	2.7%	29	19.1%	0.6%	64	27.2%	1.4%
5 personnes et +	109	15.6%	2.1%	90	16.5%	3.7%	19	12.6%	0.7%	32	13.7%	1.3%
Présence d'enfants de moins de 15 ans												
Oui	268	38.4%	1.7%	215	39.5%	2.9%	53	34.8%	0.6%	110	47.2%	1.5%
Non	430	61.6%	1.2%	330	60.5%	1.9%	99	65.2%	0.5%	123	52.8%	1.3%
Habitat												
Communes rurales	195	28.0%	1.5%	148	27.2%	2.4%	47	30.6%	0.7%	62	26.5%	1.7%
Agglo. - 20 000 hab	143	20.5%	1.7%	102	18.7%	2.5%	41	27.1%	0.9%	44	18.9%	1.8%
Agglo. 20 000 à 100 000 hab	79	11.3%	1.2%	61	11.2%	1.9%	17	11.3%	0.5%	30	12.8%	1.5%
Agglo. + 100 000 hab	185	26.5%	1.3%	154	28.3%	2.2%	31	20.1%	0.4%	59	25.2%	1.2%
Agglo. Paris	96	13.8%	1.2%	79	14.6%	2.0%	17	10.8%	0.4%	39	16.7%	1.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	108	15.5%	1.2%	89	16.3%	2.0%	20	12.9%	0.4%	40	17.2%	0.9%
Nord-Pas-de-Calais	32	4.6%	1.0%	26	4.8%	1.7%	6	3.9%	0.4%	11	4.6%	1.2%
Lorraine	38	5.4%	1.9%	30	5.5%	3.2%	8	4.9%	0.8%	10	4.2%	1.9%
Alsace	21	3.0%	1.4%	16	3.0%	2.2%	5	3.0%	0.6%	7	3.1%	1.4%
Franche-Comté	25	3.5%	2.6%	21	3.9%	4.6%	4	2.4%	0.8%	8	3.3%	3.2%
Champagne-Ardenne	16	2.3%	1.4%	13	2.4%	2.5%	3	1.9%	0.5%	2	0.7%	0.6%
Picardie	24	3.5%	1.6%	16	3.0%	2.2%	8	5.4%	1.0%	8	3.4%	1.8%
Bourgogne	17	2.5%	1.3%	14	2.5%	2.1%	4	2.4%	0.5%	4	1.7%	1.2%
Haute-Normandie	18	2.6%	1.2%	16	2.9%	2.2%	2	1.5%	0.3%	9	3.7%	1.9%
Basse-Normandie	19	2.7%	1.5%	13	2.3%	2.2%	6	3.8%	0.9%	8	3.6%	2.7%
Centre	18	2.5%	0.8%	12	2.2%	1.2%	6	3.6%	0.5%	4	1.6%	0.6%
Pays de la Loire	38	5.4%	1.3%	31	5.7%	2.2%	7	4.4%	0.5%	13	5.6%	1.5%
Bretagne	45	6.5%	1.7%	32	5.9%	2.6%	13	8.5%	1.0%	18	7.8%	2.4%
Poitou-Charentes	27	3.8%	1.8%	21	3.9%	3.0%	5	3.5%	0.7%	10	4.1%	2.5%
Aquitaine	42	6.0%	1.6%	31	5.7%	2.5%	11	7.0%	0.8%	5	2.0%	0.6%
Midi-Pyrénées	37	5.3%	1.6%	26	4.7%	2.2%	12	7.6%	0.9%	16	7.0%	2.1%
Limousin	9	1.3%	1.4%	8	1.4%	2.6%	1	0.8%	0.4%	3	1.4%	2.1%
Auvergne	16	2.3%	1.4%	11	2.1%	2.1%	5	3.1%	0.8%	4	1.6%	1.2%
Rhône-Alpes	48	6.9%	1.0%	31	5.7%	1.3%	17	11.0%	0.7%	15	6.3%	0.9%
Languedoc-Roussillon	30	4.3%	1.4%	26	4.7%	2.5%	4	2.8%	0.4%	7	3.0%	1.1%
Provence-Alpes-Côte-d'Azur-Corse	71	10.2%	1.7%	63	11.6%	3.1%	8	5.5%	0.4%	32	13.8%	2.3%
Habitudes de connexion Internet												
Tous les jours	454	65.0%	1.7%	351	64.4%	2.5%	103	67.4%	0.8%	196	83.9%	1.5%
Presque tous les jours	76	10.8%	1.2%	60	11.0%	2.2%	16	10.4%	0.5%	21	8.9%	0.9%
1 à 2 fois par semaine	38	5.5%	1.2%	29	5.3%	2.0%	9	6.0%	0.5%	10	4.2%	1.1%
1 à 3 fois par mois	3	0.4%	0.3%	3	0.5%	0.8%	0	-	-	0	-	-
Moins souvent	31	4.4%	2.1%	25	4.6%	4.0%	6	3.8%	0.7%	5	2.0%	3.2%
Jamais	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	12	1.7%	0.5%	5	0.9%	0.5%	7	4.8%	0.5%	3	1.5%	1.8%
De 9 000 à moins de 12 000 euros par an	33	4.7%	1.0%	23	4.3%	2.2%	9	6.1%	0.4%	6	2.7%	2.3%
De 12 000 à moins de 18 000 euros par an	76	10.8%	1.1%	64	11.7%	2.1%	12	7.9%	0.3%	5	2.0%	0.6%
De 18 000 à moins de 24 000 euros par an	112	16.0%	1.5%	85	15.5%	2.5%	27	18.0%	0.7%	21	8.8%	1.3%
De 24 000 à moins de 36 000 euros par an	187	26.8%	1.7%	150	27.4%	2.7%	38	24.8%	0.7%	61	26.2%	1.7%
De 36 000 à moins de 45 000 euros par an	89	12.8%	1.4%	68	12.4%	2.1%	22	14.1%	0.7%	31	13.4%	1.1%
De 45 000 à moins de 65 000 euros par an	90	13.0%	1.6%	74	13.6%	2.4%	16	10.6%	0.6%	58	24.6%	1.7%
65 000 euros et plus	41	5.8%	1.4%	34	6.2%	1.9%	7	4.5%	0.6%	32	13.7%	1.4%
Refus	38	5.5%	1.0%	27	5.0%	1.8%	11	7.3%	0.5%	13	5.5%	1.0%
Ne sait pas	19	2.8%	1.3%	16	3.0%	2.5%	3	2.0%	0.4%	3	1.4%	0.6%