

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	416	100.0%	0.8%	188	100.0%	0.8%	228	100.0%	0.9%	246	100.0%	1.5%
Sexe												
Homme	188	45.1%	0.8%	188	100.0%	0.8%	0	-	100.0%	109	44.4%	1.2%
Femme	228	54.9%	0.9%	0	-	100.0%	228	100.0%	0.9%	137	55.6%	1.7%
Age												
15 à 24 ans	168	40.5%	2.3%	76	40.6%	2.0%	92	40.4%	2.5%	106	43.2%	3.6%
25 à 34 ans	42	10.0%	0.5%	18	9.7%	0.5%	24	10.3%	0.6%	25	10.1%	0.7%
35 à 49 ans	98	23.5%	0.8%	37	19.6%	0.6%	61	26.7%	0.9%	72	29.3%	1.2%
50 à 64 ans	65	15.5%	0.5%	26	13.7%	0.4%	39	17.0%	0.6%	40	16.1%	1.0%
65 ans et plus	44	10.5%	0.4%	31	16.4%	0.7%	13	5.6%	0.2%	3	1.3%	1.3%
Individu												
Ménagère	146	35.1%	0.6%	0	-	100.0%	146	64.0%	0.6%	85	34.6%	1.3%
Personne de Référence	163	39.3%	0.6%	110	58.9%	0.5%	53	23.2%	0.7%	87	35.4%	1.0%
Responsable des achats	155	37.4%	0.6%	49	26.3%	0.6%	106	46.5%	0.6%	87	35.4%	1.0%
PCS Individu												
Agriculteurs	0	0.1%	0.1%	0	-	-	0	0.2%	0.2%	0	-	-
Petits patrons	16	3.9%	1.0%	11	6.0%	1.0%	5	2.2%	1.1%	14	5.7%	1.0%
Affaires et Cadres	62	15.0%	1.3%	31	16.6%	1.1%	31	13.7%	1.8%	60	24.3%	1.4%
Professions intermédiaires	61	14.6%	0.9%	19	10.4%	0.6%	41	18.1%	1.3%	50	20.5%	0.9%
Employés	58	14.0%	0.7%	14	7.5%	0.7%	44	19.4%	0.7%	18	7.3%	1.0%
Ouvriers	11	2.6%	0.2%	7	3.6%	0.1%	4	1.7%	0.3%	2	0.8%	0.6%
Retraités	55	13.3%	0.4%	37	19.6%	0.6%	18	8.0%	0.3%	3	1.3%	1.4%
Autres inactifs	152	36.6%	1.5%	68	36.3%	1.9%	84	36.8%	1.2%	99	40.1%	3.1%
PCS Personne de Référence												
Agriculteurs	4	0.9%	0.5%	1	0.3%	0.1%	3	1.4%	0.8%	0	-	100.0%
Petits patrons	29	7.1%	1.2%	18	9.6%	1.3%	11	5.0%	1.0%	29	11.9%	1.2%
Affaires et Cadres	127	30.6%	1.9%	57	30.6%	1.7%	70	30.6%	2.1%	127	51.7%	1.9%
Professions intermédiaires	90	21.6%	1.2%	34	18.1%	0.9%	56	24.4%	1.5%	90	36.4%	1.2%
Employés	33	7.9%	0.6%	11	5.8%	0.5%	22	9.6%	0.7%	0	-	100.0%
Ouvriers	52	12.4%	0.5%	24	12.9%	0.5%	27	12.0%	0.6%	0	-	100.0%
Retraités	68	16.3%	0.5%	35	18.9%	0.5%	33	14.3%	0.4%	0	-	100.0%
Autres inactifs	13	3.2%	0.4%	7	3.8%	0.5%	6	2.8%	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	39	9.3%	0.4%	10	5.3%	0.3%	29	12.5%	0.5%	17	7.1%	1.0%
2 personnes	101	24.3%	0.6%	55	29.3%	0.6%	46	20.2%	0.5%	52	20.9%	1.2%
3 personnes	89	21.5%	1.0%	39	20.6%	0.8%	51	22.3%	1.1%	55	22.5%	1.5%
4 personnes	118	28.3%	1.3%	55	29.5%	1.2%	62	27.3%	1.3%	80	32.4%	1.7%
5 personnes et +	69	16.5%	1.3%	29	15.2%	1.2%	40	17.6%	1.4%	42	17.1%	1.7%
Présence d'enfants de moins de 15 ans												
Oui	142	34.2%	0.9%	59	31.2%	0.8%	84	36.7%	1.0%	99	40.1%	1.3%
Non	273	65.8%	0.8%	129	68.8%	0.8%	144	63.3%	0.8%	147	59.9%	1.6%
Habitat												
Communes rurales	62	15.0%	0.5%	34	18.3%	0.6%	28	12.2%	0.4%	35	14.4%	1.0%
Agglo. - 20 000 hab	55	13.2%	0.6%	23	12.3%	0.6%	32	14.0%	0.7%	39	15.8%	1.6%
Agglo. 20 000 à 100 000 hab	43	10.3%	0.6%	17	9.2%	0.5%	25	11.2%	0.7%	23	9.5%	1.2%
Agglo. + 100 000 hab	141	34.0%	1.0%	68	36.1%	1.0%	73	32.2%	1.0%	71	28.7%	1.4%
Agglo. Paris	115	27.6%	1.4%	45	24.2%	1.1%	69	30.4%	1.6%	78	31.7%	2.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	125	30.0%	1.3%	49	26.0%	1.1%	76	33.3%	1.5%	84	34.2%	1.9%
Nord-Pas-de-Calais	17	4.2%	0.5%	6	3.3%	0.4%	11	4.9%	0.7%	9	3.9%	1.1%
Lorraine	6	1.4%	0.3%	5	2.6%	0.5%	1	0.4%	0.1%	3	1.4%	0.7%
Alsace	15	3.7%	1.0%	6	3.4%	0.9%	9	3.8%	1.1%	7	2.8%	1.3%
Franche-Comté	4	0.9%	0.4%	2	1.1%	0.5%	1	0.6%	0.3%	1	0.6%	0.6%
Champagne-Ardenne	4	1.0%	0.4%	2	0.9%	0.3%	3	1.1%	0.4%	2	0.8%	0.7%
Picardie	8	2.0%	0.5%	3	1.3%	0.3%	6	2.5%	0.7%	5	2.1%	1.2%
Bourgogne	5	1.3%	0.4%	4	2.1%	0.6%	1	0.6%	0.2%	3	1.3%	1.0%
Haute-Normandie	9	2.2%	0.6%	6	3.2%	0.9%	3	1.4%	0.4%	6	2.6%	1.4%
Basse-Normandie	2	0.6%	0.2%	2	1.1%	0.4%	0	0.2%	0.1%	1	0.6%	0.5%
Centre	12	2.9%	0.6%	6	3.0%	0.6%	6	2.8%	0.6%	7	2.9%	1.1%
Pays de la Loire	18	4.4%	0.6%	9	4.8%	0.6%	10	4.2%	0.6%	11	4.6%	1.3%
Bretagne	15	3.7%	0.6%	10	5.3%	0.8%	5	2.3%	0.4%	4	1.5%	0.5%
Poitou-Charentes	4	0.9%	0.3%	3	1.4%	0.4%	1	0.6%	0.2%	2	0.6%	0.4%
Aquitaine	20	4.8%	0.8%	6	3.3%	0.5%	14	6.0%	1.0%	11	4.3%	1.2%
Midi-Pyrénées	23	5.5%	1.0%	15	7.8%	1.3%	8	3.5%	0.6%	7	3.0%	1.0%
Limousin	7	1.7%	1.1%	2	1.3%	0.8%	4	2.0%	1.4%	3	1.1%	1.7%
Auvergne	10	2.4%	0.9%	6	3.3%	1.1%	4	1.7%	0.7%	5	1.9%	1.5%
Rhône-Alpes	60	14.4%	1.2%	30	16.1%	1.3%	30	13.1%	1.2%	37	14.9%	2.2%
Languedoc-Roussillon	26	6.4%	1.2%	6	3.0%	0.6%	21	9.1%	1.8%	22	8.9%	3.5%
Provence-Alpes-Côte-d'Azur-Corse	24	5.8%	0.6%	10	5.6%	0.5%	14	5.9%	0.6%	15	6.1%	1.1%
Habitudes de connexion Internet												
Tous les jours	297	71.5%	1.1%	138	73.7%	1.0%	159	69.6%	1.2%	182	74.0%	1.4%
Presque tous les jours	56	13.4%	0.9%	24	12.6%	0.9%	32	14.0%	1.0%	36	14.6%	1.5%
1 à 2 fois par semaine	39	9.3%	1.2%	17	9.1%	1.2%	22	9.5%	1.2%	23	9.4%	2.6%
1 à 3 fois par mois	4	0.9%	0.5%	1	0.5%	0.2%	3	1.3%	0.6%	3	1.2%	1.5%
Moins souvent	7	1.8%	0.5%	0	-	-	7	3.3%	0.9%	0	-	-
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	15	3.7%	0.6%	4	2.4%	0.5%	11	4.7%	0.7%	5	2.2%	2.8%
De 9 000 à moins de 12 000 euros par an	9	2.1%	0.3%	3	1.8%	0.3%	5	2.4%	0.2%	5	1.9%	1.7%
De 12 000 à moins de 18 000 euros par an	33	7.9%	0.5%	17	9.3%	0.6%	16	6.8%	0.4%	18	7.2%	2.2%
De 18 000 à moins de 24 000 euros par an	51	12.3%	0.7%	14	7.4%	0.4%	37	16.2%	1.0%	23	9.3%	1.5%
De 24 000 à moins de 36 000 euros par an	71	17.0%	0.6%	37	19.6%	0.7%	34	14.9%	0.6%	37	15.1%	1.0%
De 36 000 à moins de 45 000 euros par an	61	14.7%	1.0%	32	17.3%	1.0%	29	12.6%	1.0%	34	13.6%	1.2%
De 45 000 à moins de 65 000 euros par an	77	18.6%	1.4%	39	20.8%	1.2%	38	16.7%	1.5%	59	24.0%	1.7%
65 000 euros et plus	40	9.7%	1.4%	20	10.6%	1.1%	20	8.9%	1.8%	33	13.3%	1.5%
Refus	42	10.0%	1.1%	12	6.5%	0.8%	29	12.9%	1.3%	21	8.5%	1.6%
Ne sait pas	17	4.1%	1.1%	8	4.3%	1.2%	9	3.9%	1.0%	12	5.0%	2.2%