

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1287	100.0%	2.5%	192	100.0%	0.8%	1095	100.0%	4.1%	433	100.0%	2.6%
Sexe												
Homme	192	14.9%	0.8%	192	100.0%	0.8%	0	-	100.0%	52	12.0%	0.6%
Femme	1095	85.1%	4.1%	0	-	100.0%	1095	100.0%	4.1%	381	88.0%	4.8%
Age												
15 à 24 ans	106	8.2%	1.4%	7	3.6%	0.2%	99	9.1%	2.7%	26	5.9%	0.9%
25 à 34 ans	537	41.7%	7.0%	59	30.7%	1.6%	478	43.7%	12.3%	204	47.1%	6.0%
35 à 49 ans	458	35.6%	3.6%	91	47.3%	1.4%	367	33.6%	5.7%	173	40.0%	2.9%
50 à 64 ans	149	11.5%	1.2%	30	15.7%	0.5%	118	10.8%	1.9%	30	7.0%	0.7%
65 ans et plus	37	2.9%	0.3%	5	2.8%	0.1%	32	2.9%	0.5%	0	-	-
Individu												
Ménagère	1026	79.7%	4.4%	0	-	100.0%	1026	93.7%	4.4%	366	84.4%	5.5%
Personne de Référence	393	30.6%	1.4%	182	94.7%	0.9%	211	19.3%	2.7%	69	16.0%	0.8%
Responsable des achats	954	74.1%	4.0%	96	49.7%	1.3%	858	78.4%	5.2%	365	84.1%	4.4%
PCS Individu												
Agriculteurs	13	1.0%	2.4%	3	1.6%	0.9%	9	0.9%	5.1%	0	-	-
Petits patrons	23	1.8%	1.5%	9	4.7%	0.8%	14	1.3%	3.3%	20	4.7%	1.4%
Affaires et Cadres	87	6.8%	1.9%	15	7.7%	0.5%	72	6.6%	4.1%	76	17.6%	1.8%
Professions intermédiaires	207	16.1%	3.1%	24	12.6%	0.7%	183	16.7%	5.7%	142	32.8%	2.5%
Employés	502	39.0%	6.0%	31	16.4%	1.6%	471	43.0%	7.3%	121	27.9%	6.8%
Ouvriers	168	13.1%	2.6%	92	47.8%	1.8%	76	7.0%	5.5%	12	2.9%	3.6%
Retraités	59	4.6%	0.5%	8	4.3%	0.1%	51	4.6%	0.8%	2	0.5%	1.0%
Autres inactifs	228	17.7%	2.2%	9	4.9%	0.3%	218	19.9%	3.2%	59	13.6%	1.9%
PCS Personne de Référence												
Agriculteurs	14	1.1%	1.8%	3	1.6%	0.8%	11	1.0%	2.8%	0	-	100.0%
Petits patrons	59	4.6%	2.4%	9	4.7%	0.7%	50	4.6%	4.4%	59	13.7%	2.4%
Affaires et Cadres	146	11.4%	2.2%	17	8.7%	0.5%	130	11.8%	4.0%	146	33.8%	2.2%
Professions intermédiaires	228	17.7%	3.0%	26	13.6%	0.7%	202	18.4%	5.6%	228	52.5%	3.0%
Employés	249	19.3%	4.6%	28	14.8%	1.3%	221	20.1%	6.9%	0	-	100.0%
Ouvriers	433	33.6%	4.5%	94	48.9%	1.8%	339	31.0%	7.4%	0	-	100.0%
Retraités	86	6.7%	0.6%	11	5.9%	0.2%	74	6.8%	0.9%	0	-	100.0%
Autres inactifs	72	5.6%	1.9%	3	1.8%	0.3%	68	6.3%	2.8%	0	-	100.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	58	4.5%	0.6%	13	6.7%	0.3%	45	4.1%	0.9%	5	1.1%	0.3%
2 personnes	215	16.7%	1.2%	32	16.4%	0.4%	183	16.7%	2.0%	61	14.1%	1.4%
3 personnes	363	28.2%	3.9%	51	26.5%	1.1%	312	28.5%	6.6%	128	29.6%	3.4%
4 personnes	357	27.7%	3.9%	50	26.0%	1.1%	307	28.0%	6.6%	136	31.3%	2.9%
5 personnes et +	295	22.9%	5.6%	47	24.4%	1.9%	248	22.6%	8.9%	103	23.9%	4.1%
Présence d'enfants de moins de 15 ans												
Oui	976	75.8%	6.2%	144	75.0%	2.0%	832	76.0%	9.9%	350	80.7%	4.7%
Non	311	24.2%	0.9%	48	25.0%	0.3%	263	24.0%	1.5%	84	19.3%	0.9%
Habitat												
Communes rurales	307	23.8%	2.4%	33	16.9%	0.5%	274	25.1%	4.1%	90	20.7%	2.5%
Agglo. - 20 000 hab	233	18.1%	2.7%	37	19.4%	0.9%	195	17.8%	4.3%	62	14.4%	2.5%
Agglo. 20 000 à 100 000 hab	179	13.9%	2.7%	18	9.1%	0.5%	162	14.8%	4.7%	62	14.3%	3.2%
Agglo. + 100 000 hab	347	26.9%	2.4%	50	25.9%	0.7%	297	27.1%	3.9%	115	26.6%	2.4%
Agglo. Paris	222	17.2%	2.7%	55	28.7%	1.4%	167	15.2%	3.8%	104	24.0%	2.7%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	251	19.5%	2.7%	57	29.7%	1.3%	194	17.7%	3.9%	111	25.7%	2.6%
Nord-Pas-de-Calais	78	6.0%	2.4%	9	4.6%	0.6%	69	6.3%	4.1%	19	4.4%	2.1%
Lorraine	43	3.3%	2.2%	4	1.9%	0.4%	40	3.6%	4.0%	11	2.6%	2.2%
Alsace	21	1.6%	1.4%	6	3.3%	0.9%	15	1.4%	1.9%	6	1.3%	1.1%
Franche-Comté	19	1.5%	2.0%	2	1.0%	0.4%	17	1.6%	3.5%	6	1.5%	2.7%
Champagne-Ardenne	28	2.2%	2.5%	6	3.1%	1.1%	22	2.0%	3.9%	13	3.0%	4.8%
Picardie	53	4.1%	3.5%	14	7.4%	1.9%	39	3.6%	5.0%	14	3.3%	3.2%
Bourgogne	41	3.2%	3.0%	3	1.4%	0.4%	38	3.5%	5.4%	11	2.5%	3.2%
Haute-Normandie	42	3.3%	2.9%	4	2.1%	0.6%	38	3.5%	4.9%	11	2.6%	2.5%
Basse-Normandie	29	2.2%	2.4%	6	3.0%	1.0%	23	2.1%	3.7%	4	0.9%	1.3%
Centre	49	3.8%	2.4%	10	5.1%	1.0%	40	3.6%	3.7%	15	3.6%	2.5%
Pays de la Loire	95	7.4%	3.3%	17	8.8%	1.2%	78	7.1%	5.3%	21	4.9%	2.4%
Bretagne	44	3.4%	1.7%	3	1.5%	0.2%	41	3.8%	3.1%	18	4.2%	2.4%
Poitou-Charentes	30	2.4%	2.1%	2	1.0%	0.3%	28	2.6%	3.7%	6	1.4%	1.5%
Aquitaine	60	4.6%	2.3%	7	3.8%	0.6%	52	4.8%	3.8%	14	3.2%	1.6%
Midi-Pyrénées	59	4.6%	2.5%	6	3.2%	0.5%	53	4.9%	4.3%	22	5.0%	2.8%
Limousin	12	0.9%	1.9%	4	1.9%	1.2%	8	0.8%	2.6%	5	1.1%	3.1%
Auvergne	24	1.9%	2.1%	5	2.5%	0.9%	19	1.8%	3.3%	1	0.3%	0.4%
Rhône-Alpes	133	10.4%	2.7%	16	8.4%	0.7%	117	10.7%	4.5%	55	12.7%	3.3%
Languedoc-Roussillon	62	4.8%	2.9%	5	2.4%	0.5%	57	5.2%	5.0%	21	4.8%	3.3%
Provence-Alpes-Côte-d'Azur-Corse	113	8.8%	2.6%	7	3.7%	0.4%	106	9.7%	4.6%	48	11.0%	3.4%
Habitudes de connexion Internet												
Tous les jours	833	64.7%	3.1%	104	54.4%	0.8%	728	66.5%	5.5%	331	76.4%	2.6%
Presque tous les jours	149	11.6%	2.5%	15	7.9%	0.5%	134	12.2%	4.1%	61	14.2%	2.5%
1 à 2 fois par semaine	85	6.6%	2.6%	13	6.7%	0.9%	72	6.6%	4.0%	25	5.8%	2.8%
1 à 3 fois par mois	15	1.1%	1.7%	5	2.3%	1.1%	10	0.9%	2.2%	1	0.2%	0.5%
Moins souvent	53	4.1%	3.7%	10	5.4%	1.7%	43	3.9%	5.2%	2	0.5%	1.3%
Jamais	7	0.6%	3.0%	0	-	-	7	0.7%	6.8%	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	63	4.9%	2.6%	9	4.8%	1.0%	54	4.9%	3.6%	4	0.9%	1.9%
De 9 000 à moins de 12 000 euros par an	112	8.7%	3.4%	15	7.6%	1.3%	98	8.9%	4.5%	3	0.6%	0.9%
De 12 000 à moins de 18 000 euros par an	175	13.6%	2.6%	37	19.2%	1.2%	138	12.6%	3.6%	21	4.8%	2.6%
De 18 000 à moins de 24 000 euros par an	197	15.3%	2.7%	24	12.6%	0.7%	173	15.8%	4.4%	41	9.5%	2.6%
De 24 000 à moins de 36 000 euros par an	322	25.0%	2.9%	49	25.5%	0.9%	272	24.9%	4.9%	111	25.7%	3.1%
De 36 000 à moins de 45 000 euros par an	195	15.1%	3.1%	24	12.5%	0.7%	171	15.6%	5.7%	110	25.3%	3.9%
De 45 000 à moins de 65 000 euros par an	106	8.2%	1.9%	12	6.0%	0.4%	94	8.6%	3.8%	71	16.3%	2.1%
65 000 euros et plus	43	3.3%	1.5%	11	5.9%	0.7%	31	2.9%	2.8%	40	9.2%	1.8%
Refus	50	3.9%	1.3%	6	3.2%	0.4%	44	4.0%	2.0%	22	5.0%	1.7%
Ne sait pas	25	1.9%	1.7%	5	2.7%	0.8%	20	1.8%	2.4%	12	2.7%	2.1%