

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	404	100.0%	0.8%	286	100.0%	1.2%	118	100.0%	0.4%	248	100.0%	1.5%
Sexe												
Homme	286	70.7%	1.2%	286	100.0%	1.2%	0	-	100.0%	181	72.9%	2.1%
Femme	118	29.3%	0.4%	0	-	100.0%	118	100.0%	0.4%	67	27.1%	0.8%
Age												
15 à 24 ans	47	11.6%	0.6%	32	11.1%	0.9%	15	12.8%	0.4%	13	5.1%	0.4%
25 à 34 ans	65	16.1%	0.8%	42	14.6%	1.1%	23	19.8%	0.6%	45	18.3%	1.3%
35 à 49 ans	141	35.0%	1.1%	100	35.0%	1.6%	41	35.1%	0.6%	91	36.9%	1.5%
50 à 64 ans	133	32.8%	1.1%	105	36.9%	1.8%	27	23.1%	0.4%	93	37.4%	2.3%
65 ans et plus	18	4.5%	0.2%	7	2.5%	0.2%	11	9.2%	0.2%	6	2.2%	2.3%
Individu												
Ménagère	109	27.0%	0.5%	0	-	100.0%	109	92.3%	0.5%	62	25.2%	0.9%
Personne de Référence	287	71.1%	1.0%	252	88.1%	1.2%	35	29.9%	0.5%	181	72.9%	2.1%
Responsable des achats	174	43.2%	0.7%	100	35.1%	1.3%	74	62.6%	0.4%	106	42.9%	1.3%
PCS Individu												
Agriculteurs	5	1.2%	0.9%	5	1.7%	1.4%	0	-	-	0	-	-
Petits patrons	65	16.2%	4.2%	56	19.5%	5.0%	10	8.2%	2.2%	65	26.2%	4.6%
Affaires et Cadres	90	22.3%	1.9%	62	21.8%	2.1%	28	23.7%	1.6%	84	33.9%	1.9%
Professions intermédiaires	73	18.1%	1.1%	55	19.4%	1.6%	18	15.0%	0.6%	70	28.1%	1.2%
Employés	56	14.0%	0.7%	26	9.2%	1.3%	30	25.5%	0.5%	8	3.1%	0.4%
Ouvriers	52	12.9%	0.8%	45	15.7%	0.9%	7	6.1%	0.5%	1	0.4%	0.3%
Retraités	20	4.9%	0.2%	12	4.2%	0.2%	8	6.7%	0.1%	1	0.4%	0.4%
Autres inactifs	42	10.4%	0.4%	24	8.5%	0.7%	18	14.9%	0.3%	19	7.8%	0.6%
PCS Personne de Référence												
Agriculteurs	6	1.6%	0.8%	5	1.7%	1.3%	1	1.1%	0.3%	0	-	100.0%
Petits patrons	78	19.4%	3.1%	57	20.0%	4.2%	21	17.9%	1.8%	78	31.6%	3.1%
Affaires et Cadres	91	22.6%	1.4%	65	22.8%	1.9%	26	22.1%	0.8%	91	36.9%	1.4%
Professions intermédiaires	78	19.4%	1.0%	58	20.4%	1.5%	20	16.8%	0.6%	78	31.6%	1.0%
Employés	39	9.8%	0.7%	26	9.1%	1.2%	13	11.3%	0.4%	0	-	100.0%
Ouvriers	71	17.7%	0.7%	48	16.9%	0.9%	23	19.5%	0.5%	0	-	100.0%
Retraités	25	6.3%	0.2%	16	5.7%	0.3%	9	7.6%	0.1%	0	-	100.0%
Autres inactifs	14	3.4%	0.4%	9	3.3%	0.7%	4	3.6%	0.2%	0	-	100.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	49	12.2%	0.5%	37	12.9%	0.9%	12	10.5%	0.2%	24	9.7%	1.4%
2 personnes	118	29.2%	0.7%	76	26.5%	0.9%	42	35.7%	0.5%	66	26.5%	1.5%
3 personnes	95	23.5%	1.0%	69	24.1%	1.5%	26	22.3%	0.6%	66	26.5%	1.8%
4 personnes	103	25.6%	1.1%	72	25.3%	1.6%	31	26.3%	0.7%	69	27.8%	1.5%
5 personnes et +	38	9.5%	0.7%	32	11.2%	1.3%	6	5.3%	0.2%	24	9.6%	0.9%
Présence d'enfants de moins de 15 ans												
Oui	179	44.4%	1.1%	125	43.9%	1.7%	54	45.8%	0.6%	107	43.2%	1.4%
Non	224	55.6%	0.6%	160	56.1%	0.9%	64	54.2%	0.4%	141	56.8%	1.5%
Habitat												
Communes rurales	103	25.4%	0.8%	72	25.0%	1.1%	31	26.3%	0.5%	69	28.0%	1.9%
Agglo. - 20 000 hab	66	16.3%	0.8%	45	15.8%	1.1%	20	17.3%	0.5%	38	15.2%	1.5%
Agglo. 20 000 à 100 000 hab	45	11.1%	0.7%	29	10.3%	0.9%	15	13.0%	0.4%	26	10.3%	1.3%
Agglo. + 100 000 hab	100	24.8%	0.7%	74	25.8%	1.1%	27	22.4%	0.4%	58	23.4%	1.2%
Agglo. Paris	91	22.4%	1.1%	66	23.0%	1.7%	25	20.9%	0.6%	57	23.0%	1.5%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	94	23.2%	1.0%	69	24.1%	1.5%	25	20.9%	0.5%	58	23.4%	1.3%
Nord-Pas-de-Calais	27	6.8%	0.9%	17	5.9%	1.1%	10	8.8%	0.6%	15	6.2%	1.7%
Lorraine	11	2.8%	0.6%	8	2.7%	0.8%	4	3.3%	0.4%	7	3.0%	1.4%
Alsace	12	2.9%	0.8%	10	3.6%	1.4%	2	1.3%	0.2%	10	4.1%	2.0%
Franche-Comté	8	2.0%	0.9%	7	2.5%	1.5%	1	0.9%	0.2%	6	2.3%	2.3%
Champagne-Ardenne	15	3.7%	1.4%	9	3.3%	1.8%	5	4.6%	1.0%	6	2.6%	2.3%
Picardie	15	3.7%	1.0%	8	2.8%	1.1%	7	5.8%	0.9%	9	3.5%	1.9%
Bourgogne	8	2.1%	0.6%	4	1.5%	0.7%	4	3.6%	0.6%	6	2.6%	1.9%
Haute-Normandie	5	1.3%	0.4%	2	0.9%	0.4%	3	2.4%	0.4%	5	1.8%	1.0%
Basse-Normandie	10	2.5%	0.8%	10	3.4%	1.7%	0	0.3%	0.1%	9	3.5%	2.7%
Centre	23	5.6%	1.1%	18	6.4%	1.8%	4	3.7%	0.4%	9	3.5%	1.4%
Pays de la Loire	17	4.2%	0.6%	14	4.9%	1.0%	3	2.4%	0.2%	8	3.4%	1.0%
Bretagne	21	5.2%	0.8%	16	5.6%	1.3%	5	4.3%	0.4%	15	6.0%	1.9%
Poitou-Charentes	10	2.5%	0.7%	4	1.4%	0.6%	6	5.1%	0.8%	6	2.6%	1.7%
Aquitaine	19	4.7%	0.7%	15	5.2%	1.2%	4	3.5%	0.3%	15	6.0%	1.8%
Midi-Pyrénées	20	5.0%	0.9%	16	5.7%	1.4%	4	3.2%	0.3%	8	3.4%	1.1%
Limousin	3	0.8%	0.5%	2	0.6%	0.6%	1	1.1%	0.4%	2	0.7%	1.2%
Auvergne	5	1.2%	0.4%	4	1.3%	0.7%	1	1.1%	0.2%	2	0.9%	0.7%
Rhône-Alpes	50	12.5%	1.0%	33	11.5%	1.4%	18	14.9%	0.7%	29	11.5%	1.7%
Languedoc-Roussillon	9	2.3%	0.4%	7	2.5%	0.7%	2	1.9%	0.2%	6	2.4%	0.9%
Provence-Alpes-Côte-d'Azur-Corse	20	4.9%	0.5%	12	4.1%	0.6%	8	6.8%	0.3%	16	6.6%	1.2%
Habitudes de connexion Internet												
Tous les jours	271	67.1%	1.0%	199	69.8%	1.4%	71	60.5%	0.5%	194	78.4%	1.5%
Presque tous les jours	34	8.5%	0.6%	28	9.7%	1.0%	6	5.5%	0.2%	22	8.7%	0.9%
1 à 2 fois par semaine	15	3.8%	0.5%	11	3.8%	0.8%	5	3.8%	0.3%	6	2.6%	0.7%
1 à 3 fois par mois	8	2.0%	1.0%	4	1.3%	1.0%	4	3.8%	1.0%	3	1.4%	1.8%
Moins souvent	13	3.3%	0.9%	3	1.2%	0.6%	10	8.5%	1.2%	3	1.4%	2.3%
Jamais	5	1.3%	2.1%	2	0.8%	1.6%	3	2.5%	2.8%	3	1.2%	10.2%

	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	17	4.2%	0.7%	7	2.5%	0.7%	10	8.5%	0.7%	5	2.1%	2.7%
De 9 000 à moins de 12 000 euros par an	19	4.8%	0.6%	14	5.0%	1.3%	5	4.3%	0.2%	6	2.4%	2.1%
De 12 000 à moins de 18 000 euros par an	42	10.5%	0.6%	31	10.7%	1.0%	12	9.9%	0.3%	10	4.2%	1.3%
De 18 000 à moins de 24 000 euros par an	38	9.4%	0.5%	22	7.5%	0.6%	16	13.9%	0.4%	16	6.5%	1.0%
De 24 000 à moins de 36 000 euros par an	85	21.0%	0.8%	64	22.2%	1.2%	21	18.1%	0.4%	51	20.7%	1.4%
De 36 000 à moins de 45 000 euros par an	57	14.2%	0.9%	39	13.5%	1.2%	19	15.7%	0.6%	43	17.4%	1.5%
De 45 000 à moins de 65 000 euros par an	53	13.1%	0.9%	41	14.3%	1.3%	12	10.3%	0.5%	44	17.9%	1.3%
65 000 euros et plus	47	11.7%	1.6%	37	12.9%	2.1%	10	8.7%	0.9%	42	16.9%	1.9%
Refus	33	8.1%	0.9%	23	8.2%	1.5%	9	7.9%	0.4%	26	10.7%	2.1%
Ne sait pas	13	3.1%	0.8%	9	3.2%	1.4%	3	2.7%	0.4%	3	1.2%	0.6%