

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1016	100.0%	2.0%	578	100.0%	2.4%	438	100.0%	1.7%	576	100.0%	3.4%
Sexe												
Homme	578	56.9%	2.4%	578	100.0%	2.4%	0	-	100.0%	360	62.6%	4.1%
Femme	438	43.1%	1.7%	0	-	100.0%	438	100.0%	1.7%	216	37.4%	2.7%
Age												
15 à 24 ans	132	13.0%	1.8%	66	11.5%	1.8%	65	14.9%	1.8%	55	9.6%	1.8%
25 à 34 ans	186	18.3%	2.4%	125	21.7%	3.3%	61	13.9%	1.6%	128	22.2%	3.7%
35 à 49 ans	302	29.7%	2.4%	187	32.3%	3.0%	115	26.3%	1.8%	239	41.5%	4.0%
50 à 64 ans	249	24.6%	2.0%	136	23.6%	2.3%	113	25.8%	1.8%	143	24.8%	3.5%
65 ans et plus	147	14.5%	1.4%	63	10.9%	1.4%	84	19.1%	1.4%	11	1.9%	4.6%
Individu												
Ménagère	385	37.9%	1.7%	0	-	100.0%	385	87.8%	1.7%	182	31.6%	2.7%
Personne de Référence	633	62.3%	2.3%	493	85.3%	2.4%	140	32.0%	1.8%	363	63.1%	4.3%
Responsable des achats	407	40.1%	1.7%	167	28.9%	2.2%	240	54.8%	1.5%	244	42.4%	2.9%
PCS Individu												
Agriculteurs	6	0.6%	1.2%	0	-	-	6	1.4%	3.4%	0	-	-
Petits patrons	50	4.9%	3.2%	43	7.5%	3.9%	7	1.5%	1.5%	50	8.6%	3.5%
Affaires et Cadres	322	31.7%	6.9%	212	36.7%	7.3%	110	25.2%	6.3%	304	52.7%	7.0%
Professions intermédiaires	139	13.6%	2.1%	83	14.3%	2.4%	56	12.8%	1.8%	128	22.2%	2.3%
Employés	125	12.3%	1.5%	54	9.4%	2.8%	71	16.2%	1.1%	21	3.6%	1.2%
Ouvriers	62	6.1%	1.0%	49	8.4%	1.0%	13	3.0%	0.9%	2	0.3%	0.5%
Retraités	173	17.0%	1.4%	81	14.0%	1.4%	92	20.9%	1.4%	7	1.3%	3.4%
Autres inactifs	140	13.8%	1.4%	56	9.8%	1.6%	83	19.0%	1.2%	65	11.2%	2.1%
PCS Personne de Référence												
Agriculteurs	3	0.3%	0.4%	2	0.3%	0.4%	1	0.3%	0.3%	0	-	100.0%
Petits patrons	75	7.4%	3.0%	52	8.9%	3.8%	24	5.4%	2.0%	75	13.1%	3.0%
Affaires et Cadres	361	35.5%	5.3%	219	37.8%	6.3%	142	32.4%	4.3%	361	62.6%	5.3%
Professions intermédiaires	140	13.8%	1.9%	90	15.6%	2.3%	50	11.4%	1.4%	140	24.3%	1.9%
Employés	96	9.5%	1.8%	52	9.0%	2.4%	44	10.0%	1.4%	0	-	100.0%
Ouvriers	91	8.9%	0.9%	57	9.8%	1.1%	34	7.7%	0.7%	0	-	100.0%
Retraités	208	20.4%	1.4%	94	16.3%	1.4%	113	25.8%	1.4%	0	-	100.0%
Autres inactifs	43	4.2%	1.1%	12	2.1%	0.9%	30	6.9%	1.2%	0	-	100.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	237	23.3%	2.6%	126	21.8%	3.2%	111	25.3%	2.1%	92	15.9%	5.3%
2 personnes	320	31.5%	1.8%	178	30.8%	2.1%	142	32.4%	1.6%	146	25.4%	3.4%
3 personnes	198	19.5%	2.1%	115	19.9%	2.5%	84	19.1%	1.8%	148	25.7%	4.0%
4 personnes	178	17.5%	1.9%	107	18.6%	2.3%	71	16.2%	1.5%	131	22.8%	2.8%
5 personnes et +	82	8.1%	1.6%	51	8.9%	2.1%	31	7.0%	1.1%	59	10.3%	2.4%
Présence d'enfants de moins de 15 ans												
Oui	307	30.2%	2.0%	170	29.5%	2.3%	137	31.2%	1.6%	241	41.8%	3.2%
Non	709	69.8%	2.0%	407	70.5%	2.4%	302	68.8%	1.7%	336	58.2%	3.6%
Habitat												
Communes rurales	124	12.2%	1.0%	84	14.6%	1.4%	40	9.1%	0.6%	69	11.9%	1.9%
Agglo. - 20 000 hab	93	9.2%	1.1%	46	8.0%	1.1%	47	10.7%	1.0%	37	6.5%	1.5%
Agglo. 20 000 à 100 000 hab	96	9.5%	1.4%	66	11.4%	2.1%	31	7.0%	0.9%	49	8.5%	2.5%
Agglo. + 100 000 hab	389	38.3%	2.7%	225	39.0%	3.3%	164	37.3%	2.2%	211	36.7%	4.3%
Agglo. Paris	313	30.8%	3.8%	156	27.0%	4.0%	157	35.9%	3.6%	210	36.4%	5.4%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	331	32.6%	3.5%	168	29.0%	3.7%	163	37.2%	3.3%	220	38.2%	5.1%
Nord-Pas-de-Calais	73	7.2%	2.3%	44	7.7%	2.9%	28	6.5%	1.7%	44	7.7%	5.0%
Lorraine	18	1.7%	0.9%	13	2.2%	1.4%	5	1.0%	0.5%	7	1.2%	1.3%
Alsace	24	2.4%	1.6%	9	1.6%	1.3%	15	3.4%	1.9%	7	1.2%	1.4%
Franche-Comté	17	1.6%	1.8%	7	1.2%	1.5%	10	2.2%	2.0%	6	1.0%	2.4%
Champagne-Ardenne	10	1.0%	0.9%	6	1.1%	1.2%	4	0.8%	0.7%	5	0.9%	2.0%
Picardie	6	0.6%	0.4%	5	0.8%	0.6%	2	0.4%	0.2%	3	0.6%	0.7%
Bourgogne	27	2.6%	2.0%	19	3.3%	2.9%	8	1.8%	1.1%	18	3.1%	5.2%
Haute-Normandie	5	0.5%	0.3%	4	0.8%	0.6%	1	0.1%	0.1%	4	0.8%	1.0%
Basse-Normandie	7	0.7%	0.6%	4	0.7%	0.7%	3	0.7%	0.5%	0	-	-
Centre	30	2.9%	1.4%	16	2.7%	1.6%	14	3.2%	1.3%	17	2.9%	2.7%
Pays de la Loire	60	5.9%	2.1%	33	5.7%	2.4%	27	6.2%	1.8%	20	3.4%	2.2%
Bretagne	37	3.6%	1.4%	27	4.7%	2.2%	10	2.3%	0.7%	16	2.7%	2.1%
Poitou-Charentes	21	2.0%	1.4%	7	1.2%	1.0%	14	3.2%	1.8%	12	2.1%	3.1%
Aquitaine	24	2.4%	0.9%	17	3.0%	1.4%	7	1.7%	0.5%	13	2.3%	1.6%
Midi-Pyrénées	15	1.4%	0.6%	6	1.1%	0.6%	8	1.9%	0.7%	2	0.4%	0.3%
Limousin	5	0.5%	0.7%	4	0.6%	1.2%	1	0.2%	0.3%	2	0.3%	1.1%
Auvergne	10	1.0%	0.9%	6	1.0%	1.1%	4	1.0%	0.7%	5	0.9%	1.6%
Rhône-Alpes	171	16.8%	3.4%	114	19.8%	4.8%	57	12.9%	2.2%	112	19.5%	6.6%
Languedoc-Roussillon	43	4.3%	2.0%	25	4.3%	2.4%	18	4.2%	1.6%	23	4.1%	3.7%
Provence-Alpes-Côte-d'Azur-Corse	84	8.2%	1.9%	44	7.6%	2.1%	40	9.1%	1.7%	39	6.7%	2.7%
Habitudes de connexion Internet												
Tous les jours	755	74.3%	2.8%	462	80.0%	3.4%	293	66.8%	2.2%	506	87.9%	4.0%
Presque tous les jours	98	9.6%	1.6%	48	8.2%	1.7%	50	11.5%	1.5%	51	8.9%	2.1%
1 à 2 fois par semaine	36	3.6%	1.1%	14	2.3%	1.0%	23	5.2%	1.3%	10	1.7%	1.1%
1 à 3 fois par mois	7	0.7%	0.8%	1	0.1%	0.2%	6	1.4%	1.3%	2	0.3%	0.8%
Moins souvent	13	1.2%	0.9%	4	0.6%	0.6%	9	2.0%	1.1%	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	37	3.7%	1.5%	17	2.9%	1.7%	20	4.7%	1.4%	6	1.1%	3.3%
De 9 000 à moins de 12 000 euros par an	38	3.8%	1.2%	13	2.2%	1.2%	25	5.8%	1.2%	11	1.9%	3.9%
De 12 000 à moins de 18 000 euros par an	68	6.7%	1.0%	28	4.8%	0.9%	40	9.1%	1.0%	16	2.8%	2.0%
De 18 000 à moins de 24 000 euros par an	102	10.0%	1.4%	51	8.9%	1.5%	51	11.5%	1.3%	32	5.6%	2.0%
De 24 000 à moins de 36 000 euros par an	188	18.5%	1.7%	103	17.8%	1.9%	85	19.4%	1.5%	85	14.7%	2.3%
De 36 000 à moins de 45 000 euros par an	117	11.5%	1.9%	85	14.8%	2.6%	31	7.2%	1.1%	75	12.9%	2.6%
De 45 000 à moins de 65 000 euros par an	199	19.6%	3.5%	121	21.0%	3.8%	78	17.8%	3.1%	135	23.4%	3.9%
65 000 euros et plus	186	18.3%	6.5%	120	20.8%	6.9%	66	15.0%	5.9%	169	29.3%	7.6%
Refus	66	6.5%	1.8%	30	5.2%	1.9%	36	8.3%	1.7%	40	6.9%	3.1%
Ne sait pas	15	1.4%	1.0%	10	1.6%	1.4%	5	1.2%	0.6%	7	1.3%	1.4%