

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1236	100.0%	2.4%	303	100.0%	1.2%	932	100.0%	3.5%	498	100.0%	3.0%
Sexe												
Homme	303	24.6%	1.2%	303	100.0%	1.2%	0	-	100.0%	119	24.0%	1.4%
Femme	932	75.4%	3.5%	0	-	100.0%	932	100.0%	3.5%	379	76.0%	4.7%
Age												
15 à 24 ans	478	38.7%	6.5%	88	29.1%	2.4%	389	41.8%	10.6%	198	39.7%	6.6%
25 à 34 ans	166	13.5%	2.2%	49	16.3%	1.3%	117	12.5%	3.0%	71	14.2%	2.1%
35 à 49 ans	263	21.3%	2.1%	85	28.1%	1.4%	177	19.0%	2.7%	137	27.6%	2.3%
50 à 64 ans	227	18.4%	1.9%	50	16.4%	0.8%	177	19.0%	2.8%	89	17.9%	2.2%
65 ans et plus	102	8.3%	0.9%	31	10.2%	0.7%	71	7.6%	1.1%	3	0.6%	1.2%
Individu												
Ménagère	575	46.6%	2.5%	0	-	100.0%	575	61.7%	2.5%	206	41.3%	3.1%
Personne de Référence	424	34.3%	1.5%	209	68.7%	1.0%	215	23.1%	2.7%	160	32.2%	1.9%
Responsable des achats	540	43.7%	2.2%	94	31.0%	1.2%	446	47.9%	2.7%	203	40.7%	2.4%
PCS Individu												
Agriculteurs	7	0.6%	1.3%	0	0.1%	0.1%	7	0.7%	3.6%	0	0.1%	5.3%
Petits patrons	62	5.0%	4.0%	35	11.6%	3.2%	27	2.9%	6.1%	49	9.8%	3.4%
Affaires et Cadres	110	8.9%	2.4%	40	13.1%	1.4%	70	7.6%	4.0%	100	20.1%	2.3%
Professions intermédiaires	119	9.6%	1.8%	29	9.7%	0.8%	90	9.6%	2.8%	87	17.5%	1.6%
Employés	223	18.0%	2.6%	24	7.8%	1.2%	199	21.4%	3.1%	43	8.7%	2.4%
Ouvriers	117	9.5%	1.8%	81	26.6%	1.6%	36	3.9%	2.6%	10	2.0%	2.9%
Retraités	112	9.1%	0.9%	36	12.0%	0.6%	76	8.2%	1.2%	6	1.1%	2.5%
Autres inactifs	485	39.3%	4.7%	58	19.1%	1.6%	427	45.8%	6.3%	203	40.8%	6.5%
PCS Personne de Référence												
Agriculteurs	11	0.9%	1.4%	2	0.6%	0.5%	9	1.0%	2.3%	0	-	100.0%
Petits patrons	91	7.3%	3.6%	32	10.5%	2.4%	59	6.3%	5.1%	91	18.2%	3.6%
Affaires et Cadres	235	19.0%	3.5%	48	15.9%	1.4%	187	20.0%	5.7%	235	47.2%	3.5%
Professions intermédiaires	172	14.0%	2.3%	39	12.9%	1.0%	133	14.3%	3.7%	172	34.6%	2.3%
Employés	167	13.5%	3.1%	28	9.1%	1.3%	139	14.9%	4.3%	0	-	100.0%
Ouvriers	278	22.5%	2.9%	93	30.6%	1.8%	185	19.9%	4.0%	0	-	100.0%
Retraités	171	13.9%	1.2%	43	14.0%	0.7%	129	13.8%	1.6%	0	-	100.0%
Autres inactifs	110	8.9%	2.9%	19	6.4%	1.4%	91	9.7%	3.8%	0	-	100.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	154	12.5%	1.7%	46	15.1%	1.2%	108	11.6%	2.1%	47	9.5%	2.7%
2 personnes	317	25.7%	1.8%	76	24.9%	0.9%	242	25.9%	2.7%	106	21.2%	2.5%
3 personnes	267	21.6%	2.9%	76	25.2%	1.6%	190	20.4%	4.0%	126	25.2%	3.4%
4 personnes	288	23.3%	3.1%	76	25.0%	1.6%	212	22.7%	4.6%	133	26.7%	2.9%
5 personnes et +	210	17.0%	4.0%	30	9.7%	1.2%	180	19.3%	6.5%	87	17.4%	3.5%
Présence d'enfants de moins de 15 ans												
Oui	480	38.8%	3.1%	115	37.7%	1.6%	365	39.2%	4.3%	199	39.9%	2.7%
Non	756	61.2%	2.2%	189	62.3%	1.1%	567	60.8%	3.1%	299	60.1%	3.2%
Habitat												
Communes rurales	193	15.7%	1.5%	38	12.4%	0.6%	156	16.7%	2.3%	72	14.4%	2.0%
Agglo. - 20 000 hab	178	14.4%	2.1%	44	14.4%	1.1%	135	14.4%	3.0%	55	11.0%	2.2%
Agglo. 20 000 à 100 000 hab	144	11.7%	2.2%	16	5.4%	0.5%	128	13.7%	3.7%	49	9.9%	2.5%
Agglo. + 100 000 hab	409	33.1%	2.8%	113	37.1%	1.6%	297	31.8%	3.9%	152	30.6%	3.1%
Agglo. Paris	310	25.1%	3.7%	93	30.8%	2.4%	217	23.3%	5.0%	170	34.1%	4.4%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	329	26.6%	3.5%	99	32.7%	2.2%	230	24.7%	4.7%	179	35.9%	4.1%
Nord-Pas-de-Calais	71	5.7%	2.2%	20	6.7%	1.3%	50	5.4%	3.0%	20	4.0%	2.2%
Lorraine	35	2.8%	1.8%	11	3.7%	1.2%	24	2.6%	2.4%	11	2.3%	2.2%
Alsace	38	3.1%	2.5%	2	0.6%	0.2%	37	3.9%	4.7%	5	1.0%	1.0%
Franche-Comté	25	2.0%	2.6%	6	2.1%	1.4%	18	1.9%	3.7%	10	2.0%	4.1%
Champagne-Ardenne	21	1.7%	1.9%	6	2.0%	1.2%	15	1.6%	2.6%	7	1.3%	2.4%
Picardie	41	3.3%	2.7%	6	1.9%	0.8%	35	3.7%	4.4%	10	2.0%	2.2%
Bourgogne	28	2.2%	2.0%	4	1.4%	0.6%	23	2.5%	3.3%	6	1.3%	1.8%
Haute-Normandie	20	1.7%	1.4%	4	1.3%	0.6%	16	1.8%	2.1%	9	1.8%	2.0%
Basse-Normandie	20	1.6%	1.7%	1	0.3%	0.2%	19	2.0%	3.0%	10	2.0%	3.2%
Centre	53	4.3%	2.6%	12	3.9%	1.2%	42	4.5%	3.9%	21	4.3%	3.4%
Pays de la Loire	55	4.5%	1.9%	26	8.4%	1.9%	30	3.2%	2.0%	23	4.6%	2.6%
Bretagne	46	3.7%	1.8%	5	1.6%	0.4%	41	4.4%	3.0%	22	4.3%	2.8%
Poitou-Charentes	19	1.5%	1.3%	1	0.2%	0.1%	18	2.0%	2.4%	4	0.8%	1.1%
Aquitaine	57	4.6%	2.2%	6	1.9%	0.5%	52	5.5%	3.7%	22	4.4%	2.6%
Midi-Pyrénées	59	4.8%	2.5%	16	5.1%	1.4%	44	4.7%	3.6%	23	4.6%	2.9%
Limousin	15	1.2%	2.4%	4	1.5%	1.5%	11	1.1%	3.2%	5	1.0%	3.2%
Auvergne	19	1.5%	1.7%	5	1.7%	0.9%	14	1.5%	2.4%	6	1.1%	1.8%
Rhône-Alpes	94	7.6%	1.9%	22	7.4%	0.9%	71	7.7%	2.8%	31	6.3%	1.9%
Languedoc-Roussillon	51	4.1%	2.4%	13	4.3%	1.3%	38	4.0%	3.3%	16	3.2%	2.5%
Provence-Alpes-Côte-d'Azur-Corse	139	11.3%	3.2%	34	11.3%	1.7%	105	11.3%	4.6%	57	11.5%	4.1%
Habitudes de connexion Internet												
Tous les jours	763	61.7%	2.8%	192	63.3%	1.4%	570	61.2%	4.3%	386	77.4%	3.0%
Presque tous les jours	189	15.3%	3.1%	38	12.4%	1.4%	151	16.2%	4.6%	66	13.2%	2.7%
1 à 2 fois par semaine	88	7.1%	2.7%	28	9.1%	2.0%	60	6.5%	3.4%	35	7.0%	3.9%
1 à 3 fois par mois	23	1.8%	2.6%	3	0.9%	0.7%	20	2.1%	4.3%	8	1.7%	4.4%
Moins souvent	37	3.0%	2.6%	3	1.0%	0.5%	34	3.7%	4.2%	1	0.1%	0.4%
Jamais	2	0.2%	0.8%	0	-	-	2	0.2%	1.9%	1	0.2%	2.7%

	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	53	4.3%	2.2%	15	5.1%	1.6%	38	4.1%	2.6%	9	1.8%	4.6%
De 9 000 à moins de 12 000 euros par an	62	5.0%	1.9%	4	1.2%	0.3%	58	6.2%	2.7%	8	1.6%	2.8%
De 12 000 à moins de 18 000 euros par an	152	12.3%	2.2%	45	14.7%	1.5%	108	11.5%	2.8%	34	6.8%	4.2%
De 18 000 à moins de 24 000 euros par an	166	13.5%	2.3%	41	13.5%	1.2%	125	13.5%	3.2%	37	7.3%	2.3%
De 24 000 à moins de 36 000 euros par an	259	21.0%	2.3%	67	22.1%	1.2%	192	20.6%	3.5%	95	19.1%	2.6%
De 36 000 à moins de 45 000 euros par an	123	9.9%	2.0%	30	9.8%	0.9%	93	10.0%	3.1%	50	10.0%	1.8%
De 45 000 à moins de 65 000 euros par an	143	11.6%	2.5%	35	11.7%	1.1%	107	11.5%	4.3%	106	21.3%	3.1%
65 000 euros et plus	113	9.2%	4.0%	35	11.6%	2.0%	78	8.4%	6.9%	88	17.6%	3.9%
Refus	106	8.5%	2.8%	17	5.6%	1.1%	89	9.5%	4.0%	45	9.0%	3.5%
Ne sait pas	58	4.7%	3.9%	14	4.6%	2.1%	44	4.8%	5.3%	28	5.6%	5.1%