

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	323	100.0%	0.6%	223	100.0%	0.9%	100	100.0%	0.4%	197	100.0%	1.2%
Sexe												
Homme	223	69.2%	0.9%	223	100.0%	0.9%	0	-	100.0%	127	64.3%	1.4%
Femme	100	30.8%	0.4%	0	-	100.0%	100	100.0%	0.4%	70	35.7%	0.9%
Age												
15 à 24 ans	152	47.2%	2.1%	104	46.7%	2.8%	48	48.2%	1.3%	78	39.4%	2.6%
25 à 34 ans	68	21.0%	0.9%	57	25.4%	1.5%	11	11.2%	0.3%	43	21.8%	1.3%
35 à 49 ans	71	21.8%	0.6%	46	20.7%	0.7%	24	24.4%	0.4%	57	29.1%	0.9%
50 à 64 ans	28	8.5%	0.2%	15	6.8%	0.3%	12	12.3%	0.2%	17	8.8%	0.4%
65 ans et plus	5	1.5%	0.0%	1	0.3%	0.0%	4	3.9%	0.1%	2	0.8%	0.7%
Individu												
Ménagère	60	18.6%	0.3%	0	-	100.0%	60	60.3%	0.3%	40	20.1%	0.6%
Personne de Référence	155	47.9%	0.6%	138	61.7%	0.7%	17	16.9%	0.2%	89	45.2%	1.1%
Responsable des achats	90	27.9%	0.4%	47	20.8%	0.6%	44	43.8%	0.3%	59	29.8%	0.7%
PCS Individu												
Agriculteurs	0	-	-	0	-	-	0	-	-	0	-	-
Petits patrons	21	6.4%	1.3%	20	8.8%	1.8%	1	1.0%	0.2%	21	10.5%	1.5%
Affaires et Cadres	58	18.0%	1.3%	48	21.5%	1.6%	10	10.3%	0.6%	56	28.3%	1.3%
Professions intermédiaires	37	11.5%	0.6%	24	10.7%	0.7%	13	13.3%	0.4%	32	16.3%	0.6%
Employés	39	12.2%	0.5%	22	9.9%	1.1%	17	17.4%	0.3%	13	6.7%	0.7%
Ouvriers	31	9.5%	0.5%	28	12.4%	0.5%	3	3.0%	0.2%	11	5.4%	3.1%
Retraités	10	3.0%	0.1%	1	0.5%	0.0%	9	8.9%	0.1%	2	1.3%	1.1%
Autres inactifs	127	39.4%	1.2%	81	36.3%	2.3%	46	46.2%	0.7%	62	31.6%	2.0%
PCS Personne de Référence												
Agriculteurs	2	0.5%	0.2%	2	0.7%	0.4%	0	-	-	0	-	100.0%
Petits patrons	35	10.9%	1.4%	27	12.0%	2.0%	8	8.3%	0.7%	35	17.8%	1.4%
Affaires et Cadres	95	29.5%	1.4%	65	29.1%	1.9%	30	30.6%	0.9%	95	48.5%	1.4%
Professions intermédiaires	66	20.5%	0.9%	35	15.6%	0.9%	31	31.6%	0.9%	66	33.7%	0.9%
Employés	43	13.2%	0.8%	35	15.9%	1.6%	7	7.1%	0.2%	0	-	100.0%
Ouvriers	37	11.5%	0.4%	31	13.7%	0.6%	7	6.7%	0.1%	0	-	100.0%
Retraités	15	4.7%	0.1%	5	2.3%	0.1%	10	10.2%	0.1%	0	-	100.0%
Autres inactifs	30	9.1%	0.8%	24	10.8%	1.8%	5	5.4%	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	61	18.8%	0.7%	46	20.6%	1.2%	15	14.7%	0.3%	29	14.5%	1.7%
2 personnes	59	18.3%	0.3%	41	18.5%	0.5%	18	17.7%	0.2%	40	20.3%	0.9%
3 personnes	97	29.9%	1.0%	68	30.3%	1.5%	29	29.2%	0.6%	56	28.6%	1.5%
4 personnes	62	19.3%	0.7%	40	18.1%	0.9%	22	21.9%	0.5%	36	18.5%	0.8%
5 personnes et +	44	13.8%	0.8%	28	12.6%	1.1%	16	16.5%	0.6%	36	18.1%	1.4%
Présence d'enfants de moins de 15 ans												
Oui	91	28.3%	0.6%	64	28.7%	0.9%	27	27.5%	0.3%	56	28.5%	0.8%
Non	231	71.7%	0.7%	159	71.3%	0.9%	72	72.5%	0.4%	141	71.5%	1.5%
Habitat												
Communes rurales	47	14.5%	0.4%	28	12.6%	0.5%	19	18.7%	0.3%	33	16.5%	0.9%
Agglo. - 20 000 hab	38	11.8%	0.4%	30	13.2%	0.7%	9	8.6%	0.2%	17	8.8%	0.7%
Agglo. 20 000 à 100 000 hab	45	13.9%	0.7%	29	13.0%	0.9%	16	16.0%	0.5%	27	13.8%	1.4%
Agglo. + 100 000 hab	103	32.0%	0.7%	79	35.4%	1.1%	24	24.5%	0.3%	52	26.4%	1.1%
Agglo. Paris	90	27.8%	1.1%	58	25.8%	1.5%	32	32.3%	0.7%	68	34.5%	1.8%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	93	28.7%	1.0%	60	26.8%	1.3%	33	33.1%	0.7%	70	35.6%	1.6%
Nord-Pas-de-Calais	6	2.0%	0.2%	3	1.4%	0.2%	3	3.2%	0.2%	5	2.4%	0.5%
Lorraine	8	2.5%	0.4%	8	3.5%	0.8%	0	0.2%	0.0%	3	1.4%	0.5%
Alsace	9	2.9%	0.6%	5	2.3%	0.7%	4	4.1%	0.5%	5	2.5%	1.0%
Franche-Comté	1	0.3%	0.1%	0	0.1%	0.1%	1	0.8%	0.2%	0	0.2%	0.1%
Champagne-Ardenne	5	1.7%	0.5%	1	0.6%	0.3%	4	4.1%	0.7%	4	2.0%	1.4%
Picardie	9	2.9%	0.6%	4	1.9%	0.6%	5	5.0%	0.6%	5	2.6%	1.2%
Bourgogne	5	1.6%	0.4%	5	2.1%	0.7%	0	0.4%	0.1%	4	2.0%	1.2%
Haute-Normandie	20	6.1%	1.3%	9	3.8%	1.2%	11	11.1%	1.4%	14	6.9%	3.0%
Basse-Normandie	7	2.3%	0.6%	7	3.1%	1.2%	0	0.5%	0.1%	4	2.2%	1.4%
Centre	13	4.1%	0.6%	11	4.7%	1.1%	3	2.6%	0.2%	4	2.0%	0.6%
Pays de la Loire	15	4.7%	0.5%	11	5.0%	0.8%	4	4.0%	0.3%	10	4.9%	1.1%
Bretagne	18	5.7%	0.7%	13	5.9%	1.1%	5	5.4%	0.4%	8	3.9%	1.0%
Poitou-Charentes	4	1.2%	0.3%	3	1.2%	0.4%	1	1.2%	0.2%	1	0.3%	0.2%
Aquitaine	14	4.2%	0.5%	9	4.1%	0.7%	4	4.4%	0.3%	7	3.5%	0.8%
Midi-Pyrénées	27	8.4%	1.1%	21	9.3%	1.8%	6	6.4%	0.5%	11	5.5%	1.4%
Limousin	2	0.5%	0.3%	1	0.4%	0.3%	1	0.7%	0.2%	1	0.5%	0.6%
Auvergne	1	0.5%	0.1%	1	0.5%	0.2%	0	0.2%	0.0%	1	0.3%	0.2%
Rhône-Alpes	30	9.2%	0.6%	25	11.0%	1.0%	5	5.3%	0.2%	22	11.0%	1.3%
Languedoc-Roussillon	5	1.5%	0.2%	4	1.7%	0.4%	1	1.1%	0.1%	3	1.8%	0.5%
Provence-Alpes-Côte-d'Azur-Corse	30	9.1%	0.7%	23	10.5%	1.2%	6	6.1%	0.3%	17	8.6%	1.2%
Habitudes de connexion Internet												
Tous les jours	253	78.3%	0.9%	179	80.1%	1.3%	74	74.2%	0.6%	160	81.4%	1.3%
Presque tous les jours	52	16.0%	0.9%	35	15.8%	1.3%	16	16.3%	0.5%	33	16.6%	1.3%
1 à 2 fois par semaine	2	0.6%	0.1%	2	0.8%	0.1%	0	-	-	1	0.5%	0.1%
1 à 3 fois par mois	2	0.5%	0.2%	0	-	-	2	1.6%	0.3%	0	-	-
Moins souvent	3	1.0%	0.2%	0	-	-	3	3.2%	0.4%	3	1.6%	2.1%
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	23	7.1%	0.9%	21	9.3%	2.2%	2	2.3%	0.2%	5	2.6%	2.6%
De 9 000 à moins de 12 000 euros par an	11	3.5%	0.3%	3	1.5%	0.3%	8	8.1%	0.4%	0	-	-
De 12 000 à moins de 18 000 euros par an	32	9.9%	0.5%	26	11.7%	0.9%	6	5.9%	0.2%	17	8.6%	2.1%
De 18 000 à moins de 24 000 euros par an	41	12.6%	0.6%	29	13.0%	0.9%	12	11.8%	0.3%	15	7.8%	1.0%
De 24 000 à moins de 36 000 euros par an	41	12.7%	0.4%	30	13.6%	0.6%	11	10.8%	0.2%	21	10.6%	0.6%
De 36 000 à moins de 45 000 euros par an	25	7.8%	0.4%	18	8.2%	0.6%	7	6.8%	0.2%	18	8.9%	0.6%
De 45 000 à moins de 65 000 euros par an	55	17.1%	1.0%	36	16.0%	1.1%	20	19.7%	0.8%	42	21.5%	1.2%
65 000 euros et plus	56	17.3%	1.9%	42	18.6%	2.4%	14	14.3%	1.3%	54	27.6%	2.4%
Refus	27	8.3%	0.7%	16	7.3%	1.1%	11	10.6%	0.5%	18	9.2%	1.4%
Ne sait pas	12	3.6%	0.8%	2	0.8%	0.3%	10	9.9%	1.2%	6	3.1%	1.1%