

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	509	100.0%	1.0%	200	100.0%	0.8%	309	100.0%	1.2%	339	100.0%	2.0%
Sexe												
Homme	200	39.3%	0.8%	200	100.0%	0.8%	0	-	100.0%	139	41.1%	1.6%
Femme	309	60.7%	1.2%	0	-	100.0%	309	100.0%	1.2%	200	58.9%	2.5%
Age												
15 à 24 ans	53	10.4%	0.7%	9	4.7%	0.3%	43	14.1%	1.2%	29	8.6%	1.0%
25 à 34 ans	72	14.2%	0.9%	30	15.2%	0.8%	42	13.5%	1.1%	53	15.6%	1.5%
35 à 49 ans	200	39.2%	1.6%	80	39.9%	1.3%	120	38.8%	1.9%	157	46.4%	2.6%
50 à 64 ans	129	25.3%	1.0%	52	26.2%	0.9%	76	24.6%	1.2%	94	27.6%	2.3%
65 ans et plus	56	10.9%	0.5%	28	13.9%	0.6%	28	9.0%	0.5%	6	1.8%	2.5%
Individu												
Ménagère	268	52.6%	1.2%	0	-	100.0%	268	86.6%	1.2%	173	50.9%	2.6%
Personne de Référence	254	49.8%	0.9%	189	94.7%	0.9%	64	20.8%	0.8%	158	46.5%	1.9%
Responsable des achats	276	54.1%	1.1%	70	35.1%	0.9%	205	66.4%	1.2%	190	56.2%	2.3%
PCS Individu												
Agriculteurs	11	2.1%	2.1%	2	1.1%	0.6%	9	2.8%	4.8%	0	-	-
Petits patrons	47	9.3%	3.1%	33	16.3%	2.9%	15	4.8%	3.4%	45	13.4%	3.2%
Affaires et Cadres	148	29.1%	3.2%	70	35.1%	2.4%	78	25.2%	4.5%	139	40.9%	3.2%
Professions intermédiaires	88	17.2%	1.3%	28	14.2%	0.8%	59	19.2%	1.9%	82	24.2%	1.5%
Employés	67	13.1%	0.8%	17	8.6%	0.9%	50	16.1%	0.8%	22	6.5%	1.2%
Ouvriers	19	3.7%	0.3%	11	5.5%	0.2%	8	2.5%	0.6%	0	-	-
Retraités	61	12.1%	0.5%	25	12.5%	0.4%	37	11.8%	0.6%	4	1.2%	1.9%
Autres inactifs	68	13.3%	0.7%	13	6.7%	0.4%	54	17.6%	0.8%	47	13.8%	1.5%
PCS Personne de Référence												
Agriculteurs	8	1.5%	1.0%	2	1.1%	0.6%	6	1.8%	1.4%	0	-	100.0%
Petits patrons	66	12.9%	2.6%	34	17.1%	2.5%	32	10.2%	2.7%	66	19.4%	2.6%
Affaires et Cadres	194	38.2%	2.9%	74	36.9%	2.1%	120	38.9%	3.7%	194	57.3%	2.9%
Professions intermédiaires	79	15.5%	1.0%	31	15.6%	0.8%	48	15.4%	1.3%	79	23.2%	1.0%
Employés	43	8.4%	0.8%	18	9.1%	0.8%	25	7.9%	0.8%	0	-	100.0%
Ouvriers	37	7.2%	0.4%	12	6.2%	0.2%	24	7.8%	0.5%	0	-	100.0%
Retraités	66	13.0%	0.5%	24	12.2%	0.4%	42	13.5%	0.5%	0	-	100.0%
Autres inactifs	17	3.3%	0.4%	3	1.7%	0.3%	13	4.3%	0.6%	0	-	100.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	70	13.8%	0.8%	22	11.0%	0.6%	48	15.6%	0.9%	34	10.1%	2.0%
2 personnes	152	29.9%	0.9%	74	37.2%	0.9%	78	25.2%	0.9%	83	24.5%	2.0%
3 personnes	117	23.0%	1.3%	44	22.1%	1.0%	73	23.5%	1.5%	80	23.7%	2.2%
4 personnes	99	19.4%	1.1%	34	17.2%	0.7%	65	20.9%	1.4%	88	26.0%	1.9%
5 personnes et +	70	13.8%	1.3%	25	12.4%	1.0%	46	14.7%	1.6%	54	15.8%	2.1%
Présence d'enfants de moins de 15 ans												
Oui	215	42.3%	1.4%	80	40.1%	1.1%	135	43.7%	1.6%	179	52.8%	2.4%
Non	294	57.7%	0.8%	120	59.9%	0.7%	174	56.3%	1.0%	160	47.2%	1.7%
Habitat												
Communes rurales	73	14.3%	0.6%	37	18.7%	0.6%	35	11.4%	0.5%	49	14.4%	1.3%
Agglo. - 20 000 hab	44	8.7%	0.5%	19	9.4%	0.5%	26	8.3%	0.6%	16	4.8%	0.7%
Agglo. 20 000 à 100 000 hab	41	8.1%	0.6%	17	8.7%	0.5%	24	7.8%	0.7%	31	9.3%	1.6%
Agglo. + 100 000 hab	145	28.5%	1.0%	52	25.9%	0.8%	94	30.3%	1.2%	91	27.0%	1.9%
Agglo. Paris	205	40.3%	2.5%	75	37.4%	1.9%	130	42.2%	3.0%	151	44.5%	3.9%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	214	42.1%	2.3%	83	41.3%	1.8%	132	42.5%	2.7%	160	47.2%	3.7%
Nord-Pas-de-Calais	7	1.3%	0.2%	1	0.6%	0.1%	5	1.7%	0.3%	3	1.0%	0.4%
Lorraine	3	0.6%	0.1%	2	0.8%	0.2%	1	0.4%	0.1%	2	0.7%	0.4%
Alsace	13	2.6%	0.9%	7	3.4%	0.9%	7	2.1%	0.9%	12	3.6%	2.4%
Franche-Comté	9	1.7%	0.9%	2	1.0%	0.4%	7	2.3%	1.4%	5	1.5%	2.1%
Champagne-Ardenne	4	0.7%	0.3%	3	1.3%	0.5%	1	0.4%	0.2%	3	1.0%	1.2%
Picardie	10	2.1%	0.7%	6	3.1%	0.9%	4	1.3%	0.5%	6	1.6%	1.3%
Bourgogne	8	1.6%	0.6%	1	0.3%	0.1%	8	2.4%	1.1%	6	1.7%	1.7%
Haute-Normandie	6	1.2%	0.4%	3	1.3%	0.4%	4	1.1%	0.5%	3	0.7%	0.6%
Basse-Normandie	4	0.8%	0.3%	3	1.7%	0.6%	1	0.2%	0.1%	0	-	-
Centre	9	1.7%	0.4%	2	1.0%	0.2%	7	2.1%	0.6%	6	1.9%	1.0%
Pays de la Loire	18	3.5%	0.6%	6	3.1%	0.4%	12	3.7%	0.8%	9	2.7%	1.0%
Bretagne	16	3.2%	0.6%	4	2.2%	0.3%	12	3.9%	0.9%	9	2.7%	1.2%
Poitou-Charentes	10	1.9%	0.7%	4	1.9%	0.5%	6	1.9%	0.8%	7	2.0%	1.7%
Aquitaine	32	6.2%	1.2%	19	9.5%	1.5%	13	4.1%	0.9%	19	5.7%	2.3%
Midi-Pyrénées	24	4.8%	1.0%	11	5.7%	1.0%	13	4.2%	1.0%	13	3.9%	1.7%
Limousin	6	1.1%	0.9%	3	1.7%	1.1%	2	0.7%	0.7%	2	0.7%	1.4%
Auvergne	3	0.6%	0.3%	1	0.3%	0.1%	2	0.8%	0.4%	1	0.3%	0.3%
Rhône-Alpes	42	8.2%	0.8%	18	9.1%	0.8%	23	7.6%	0.9%	29	8.7%	1.7%
Languedoc-Roussillon	19	3.8%	0.9%	9	4.7%	0.9%	10	3.2%	0.9%	12	3.6%	1.9%
Provence-Alpes-Côte-d'Azur-Corse	53	10.5%	1.2%	12	6.2%	0.6%	41	13.3%	1.8%	30	8.9%	2.1%
Habitudes de connexion Internet												
Tous les jours	392	77.0%	1.5%	158	79.2%	1.1%	234	75.6%	1.8%	283	83.5%	2.2%
Presque tous les jours	49	9.7%	0.8%	13	6.6%	0.5%	36	11.7%	1.1%	34	10.1%	1.4%
1 à 2 fois par semaine	22	4.4%	0.7%	9	4.3%	0.6%	14	4.4%	0.8%	10	3.0%	1.2%
1 à 3 fois par mois	2	0.3%	0.2%	0	-	-	2	0.6%	0.4%	0	0.1%	0.2%
Moins souvent	2	0.5%	0.2%	0	-	-	2	0.7%	0.3%	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	15	2.9%	0.6%	5	2.7%	0.6%	9	2.9%	0.6%	4	1.1%	1.9%
De 9 000 à moins de 12 000 euros par an	17	3.4%	0.5%	4	1.8%	0.3%	13	4.3%	0.6%	5	1.4%	1.7%
De 12 000 à moins de 18 000 euros par an	39	7.7%	0.6%	20	9.8%	0.7%	20	6.4%	0.5%	18	5.2%	2.2%
De 18 000 à moins de 24 000 euros par an	35	6.9%	0.5%	8	3.8%	0.2%	28	8.9%	0.7%	14	4.1%	0.9%
De 24 000 à moins de 36 000 euros par an	88	17.2%	0.8%	31	15.4%	0.6%	57	18.5%	1.0%	51	15.0%	1.4%
De 36 000 à moins de 45 000 euros par an	66	13.0%	1.1%	34	16.8%	1.0%	33	10.6%	1.1%	51	15.0%	1.8%
De 45 000 à moins de 65 000 euros par an	102	20.0%	1.8%	47	23.6%	1.5%	55	17.8%	2.2%	87	25.6%	2.5%
65 000 euros et plus	90	17.7%	3.1%	38	19.1%	2.2%	52	16.8%	4.6%	78	23.1%	3.5%
Refus	43	8.4%	1.1%	10	5.0%	0.6%	33	10.7%	1.5%	27	8.0%	2.1%
Ne sait pas	14	2.8%	0.9%	4	2.1%	0.6%	10	3.2%	1.2%	5	1.6%	1.0%