

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	968	100.0%	1.9%	179	100.0%	0.7%	789	100.0%	3.0%	351	100.0%	2.1%
Sexe												
Homme	179	18.5%	0.7%	179	100.0%	0.7%	0	-	100.0%	49	14.0%	0.6%
Femme	789	81.5%	3.0%	0	-	100.0%	789	100.0%	3.0%	302	86.0%	3.8%
Age												
15 à 24 ans	127	13.2%	1.7%	24	13.2%	0.6%	104	13.2%	2.8%	33	9.3%	1.1%
25 à 34 ans	447	46.2%	5.8%	59	33.3%	1.6%	388	49.1%	9.9%	174	49.7%	5.1%
35 à 49 ans	275	28.5%	2.2%	68	37.8%	1.1%	208	26.3%	3.2%	127	36.1%	2.1%
50 à 64 ans	90	9.3%	0.7%	18	10.1%	0.3%	72	9.2%	1.1%	17	4.9%	0.4%
65 ans et plus	27	2.8%	0.3%	10	5.5%	0.2%	18	2.2%	0.3%	0	-	-
Individu												
Ménagère	732	75.7%	3.2%	0	-	100.0%	732	92.8%	3.2%	278	79.1%	4.2%
Personne de Référence	272	28.1%	1.0%	166	93.0%	0.8%	106	13.4%	1.4%	65	18.5%	0.8%
Responsable des achats	715	73.9%	3.0%	84	47.1%	1.1%	631	80.0%	3.8%	285	81.1%	3.4%
PCS Individu												
Agriculteurs	1	0.1%	0.1%	0	-	-	1	0.1%	0.4%	0	-	-
Petits patrons	23	2.4%	1.5%	10	5.3%	0.9%	13	1.7%	3.0%	20	5.6%	1.4%
Affaires et Cadres	48	4.9%	1.0%	14	7.9%	0.5%	34	4.3%	1.9%	40	11.3%	0.9%
Professions intermédiaires	179	18.5%	2.7%	26	14.4%	0.7%	153	19.4%	4.8%	125	35.5%	2.2%
Employés	404	41.7%	4.8%	26	14.8%	1.3%	377	47.8%	5.8%	110	31.4%	6.2%
Ouvriers	109	11.3%	1.7%	71	39.7%	1.4%	38	4.8%	2.7%	12	3.5%	3.6%
Retraités	44	4.5%	0.4%	17	9.4%	0.3%	27	3.4%	0.4%	2	0.7%	1.1%
Autres inactifs	161	16.7%	1.6%	15	8.5%	0.4%	146	18.5%	2.2%	42	12.0%	1.3%
PCS Personne de Référence												
Agriculteurs	13	1.3%	1.6%	0	-	-	13	1.6%	3.1%	0	-	100.0%
Petits patrons	52	5.4%	2.1%	10	5.3%	0.7%	43	5.4%	3.7%	52	14.9%	2.1%
Affaires et Cadres	99	10.2%	1.5%	14	7.9%	0.4%	85	10.8%	2.6%	99	28.2%	1.5%
Professions intermédiaires	200	20.6%	2.6%	26	14.4%	0.6%	174	22.0%	4.8%	200	56.8%	2.6%
Employés	169	17.4%	3.1%	23	12.6%	1.0%	146	18.5%	4.6%	0	-	100.0%
Ouvriers	324	33.5%	3.3%	79	44.2%	1.5%	245	31.0%	5.3%	0	-	100.0%
Retraités	64	6.6%	0.4%	18	10.0%	0.3%	46	5.9%	0.6%	0	-	100.0%
Autres inactifs	47	4.9%	1.3%	10	5.6%	0.7%	37	4.7%	1.5%	0	-	100.0%

Infobébés

Bimestriel, Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	44	4.5%	0.5%	16	9.2%	0.4%	27	3.5%	0.5%	7	1.9%	0.4%
2 personnes	172	17.8%	1.0%	43	23.9%	0.5%	129	16.4%	1.4%	48	13.8%	1.1%
3 personnes	295	30.5%	3.2%	44	24.6%	0.9%	251	31.9%	5.3%	117	33.3%	3.1%
4 personnes	281	29.0%	3.0%	55	31.0%	1.2%	225	28.6%	4.9%	107	30.4%	2.3%
5 personnes et +	176	18.2%	3.4%	20	11.3%	0.8%	156	19.7%	5.6%	72	20.6%	2.9%
Présence d'enfants de moins de 15 ans												
Oui	734	75.8%	4.7%	128	71.5%	1.8%	606	76.8%	7.2%	286	81.3%	3.8%
Non	234	24.2%	0.7%	51	28.5%	0.3%	183	23.2%	1.0%	66	18.7%	0.7%
Habitat												
Communes rurales	234	24.2%	1.8%	31	17.3%	0.5%	204	25.8%	3.1%	75	21.4%	2.1%
Agglo. - 20 000 hab	175	18.0%	2.0%	24	13.4%	0.6%	151	19.1%	3.3%	66	18.9%	2.7%
Agglo. 20 000 à 100 000 hab	129	13.3%	1.9%	22	12.1%	0.7%	107	13.6%	3.1%	45	12.9%	2.3%
Agglo. + 100 000 hab	242	25.0%	1.7%	58	32.2%	0.8%	184	23.4%	2.4%	80	22.9%	1.6%
Agglo. Paris	188	19.4%	2.3%	45	25.0%	1.1%	143	18.1%	3.3%	84	23.8%	2.2%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	205	21.2%	2.2%	47	26.1%	1.0%	158	20.0%	3.2%	87	24.8%	2.0%
Nord-Pas-de-Calais	61	6.3%	1.9%	7	4.1%	0.5%	54	6.8%	3.2%	21	5.9%	2.3%
Lorraine	29	3.0%	1.5%	5	2.8%	0.5%	24	3.0%	2.4%	12	3.4%	2.3%
Alsace	13	1.3%	0.8%	2	1.2%	0.3%	11	1.3%	1.4%	4	1.0%	0.7%
Franche-Comté	23	2.4%	2.4%	2	1.1%	0.4%	21	2.7%	4.3%	8	2.3%	3.3%
Champagne-Ardenne	23	2.4%	2.1%	6	3.4%	1.2%	17	2.2%	3.0%	9	2.5%	3.3%
Picardie	42	4.3%	2.7%	12	6.9%	1.7%	30	3.7%	3.7%	9	2.5%	2.0%
Bourgogne	21	2.2%	1.6%	2	1.2%	0.3%	19	2.4%	2.7%	5	1.4%	1.4%
Haute-Normandie	26	2.7%	1.8%	9	5.1%	1.3%	17	2.2%	2.2%	4	1.1%	0.9%
Basse-Normandie	24	2.5%	2.0%	5	2.7%	0.8%	19	2.4%	3.1%	8	2.1%	2.4%
Centre	42	4.3%	2.0%	6	3.2%	0.6%	36	4.5%	3.3%	18	5.1%	2.9%
Pays de la Loire	49	5.1%	1.7%	9	5.3%	0.7%	40	5.1%	2.7%	17	4.9%	2.0%
Bretagne	44	4.6%	1.7%	2	1.4%	0.2%	42	5.3%	3.1%	10	2.8%	1.3%
Poitou-Charentes	35	3.7%	2.4%	5	3.1%	0.8%	30	3.8%	3.9%	14	4.1%	3.7%
Aquitaine	48	5.0%	1.8%	14	7.6%	1.1%	35	4.4%	2.5%	11	3.2%	1.3%
Midi-Pyrénées	41	4.2%	1.7%	7	3.8%	0.6%	34	4.3%	2.8%	17	4.7%	2.1%
Limousin	6	0.6%	0.9%	0	0.3%	0.2%	5	0.7%	1.6%	3	0.9%	1.9%
Auvergne	15	1.5%	1.3%	1	0.8%	0.3%	13	1.7%	2.3%	4	1.0%	1.1%
Rhône-Alpes	82	8.4%	1.6%	16	8.8%	0.7%	66	8.4%	2.6%	32	9.1%	1.9%
Languedoc-Roussillon	46	4.7%	2.1%	3	1.7%	0.3%	43	5.4%	3.8%	16	4.6%	2.6%
Provence-Alpes-Côte-d'Azur-Corse	93	9.6%	2.2%	17	9.4%	0.8%	76	9.7%	3.3%	44	12.6%	3.1%
Habitudes de connexion Internet												
Tous les jours	609	62.9%	2.3%	105	58.7%	0.8%	504	63.9%	3.8%	265	75.5%	2.1%
Presque tous les jours	114	11.8%	1.9%	14	7.8%	0.5%	100	12.7%	3.0%	45	12.8%	1.8%
1 à 2 fois par semaine	91	9.4%	2.8%	17	9.3%	1.2%	74	9.4%	4.2%	27	7.6%	3.0%
1 à 3 fois par mois	21	2.2%	2.5%	6	3.4%	1.5%	15	1.9%	3.3%	0	-	-
Moins souvent	32	3.3%	2.2%	3	1.8%	0.5%	29	3.6%	3.5%	1	0.4%	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	55	5.7%	2.3%	12	6.9%	1.3%	43	5.4%	2.9%	1	0.4%	0.6%
De 9 000 à moins de 12 000 euros par an	67	6.9%	2.0%	11	6.4%	1.1%	55	7.0%	2.5%	1	0.2%	0.3%
De 12 000 à moins de 18 000 euros par an	124	12.8%	1.8%	34	19.2%	1.1%	90	11.4%	2.4%	20	5.6%	2.4%
De 18 000 à moins de 24 000 euros par an	134	13.8%	1.8%	26	14.8%	0.8%	107	13.6%	2.8%	40	11.4%	2.6%
De 24 000 à moins de 36 000 euros par an	268	27.7%	2.4%	36	20.3%	0.7%	231	29.3%	4.2%	108	30.7%	3.0%
De 36 000 à moins de 45 000 euros par an	149	15.4%	2.4%	35	19.5%	1.1%	114	14.5%	3.8%	64	18.1%	2.3%
De 45 000 à moins de 65 000 euros par an	91	9.4%	1.6%	10	5.4%	0.3%	81	10.3%	3.3%	71	20.3%	2.1%
65 000 euros et plus	24	2.5%	0.8%	7	4.2%	0.4%	17	2.1%	1.5%	20	5.6%	0.9%
Refus	49	5.0%	1.3%	6	3.3%	0.4%	43	5.4%	1.9%	24	6.9%	1.9%
Ne sait pas	8	0.8%	0.5%	0	-	-	8	1.0%	0.9%	3	0.9%	0.6%