

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	526	100.0%	1.0%	101	100.0%	0.4%	426	100.0%	1.6%	222	100.0%	1.3%
Sexe												
Homme	101	19.1%	0.4%	101	100.0%	0.4%	0	-	100.0%	35	15.8%	0.4%
Femme	426	80.9%	1.6%	0	-	100.0%	426	100.0%	1.6%	187	84.2%	2.3%
Age												
15 à 24 ans	64	12.2%	0.9%	12	11.6%	0.3%	53	12.3%	1.4%	19	8.4%	0.6%
25 à 34 ans	216	41.0%	2.8%	31	31.0%	0.8%	184	43.3%	4.7%	107	48.0%	3.1%
35 à 49 ans	157	29.8%	1.2%	31	30.9%	0.5%	125	29.5%	1.9%	80	35.8%	1.3%
50 à 64 ans	65	12.3%	0.5%	15	15.3%	0.3%	50	11.6%	0.8%	17	7.8%	0.4%
65 ans et plus	25	4.7%	0.2%	11	11.2%	0.2%	14	3.2%	0.2%	0	-	-
Individu												
Ménagère	391	74.3%	1.7%	0	-	100.0%	391	91.8%	1.7%	175	79.0%	2.6%
Personne de Référence	153	29.1%	0.5%	92	91.0%	0.5%	62	14.5%	0.8%	45	20.2%	0.5%
Responsable des achats	381	72.3%	1.6%	50	50.0%	0.7%	330	77.6%	2.0%	176	79.2%	2.1%
PCS Individu												
Agriculteurs	0	-	-	0	-	-	0	-	-	0	-	-
Petits patrons	10	1.9%	0.6%	7	6.6%	0.6%	3	0.7%	0.7%	7	3.0%	0.5%
Affaires et Cadres	49	9.2%	1.0%	16	16.2%	0.6%	32	7.6%	1.8%	45	20.3%	1.0%
Professions intermédiaires	104	19.9%	1.6%	11	10.7%	0.3%	94	22.0%	2.9%	73	33.1%	1.3%
Employés	210	39.9%	2.5%	13	13.3%	0.7%	197	46.2%	3.0%	62	27.8%	3.5%
Ouvriers	59	11.2%	0.9%	37	36.3%	0.7%	22	5.2%	1.6%	8	3.5%	2.2%
Retraités	28	5.3%	0.2%	13	12.6%	0.2%	15	3.6%	0.2%	0	-	-
Autres inactifs	67	12.7%	0.6%	4	4.3%	0.1%	62	14.6%	0.9%	27	12.4%	0.9%
PCS Personne de Référence												
Agriculteurs	3	0.6%	0.4%	0	-	-	3	0.7%	0.8%	0	-	100.0%
Petits patrons	26	5.0%	1.0%	7	6.6%	0.5%	20	4.6%	1.7%	26	11.8%	1.0%
Affaires et Cadres	90	17.1%	1.3%	18	17.7%	0.5%	72	17.0%	2.2%	90	40.5%	1.3%
Professions intermédiaires	106	20.1%	1.4%	11	10.7%	0.3%	95	22.3%	2.6%	106	47.7%	1.4%
Employés	85	16.2%	1.6%	10	9.5%	0.4%	76	17.8%	2.4%	0	-	100.0%
Ouvriers	159	30.2%	1.6%	42	42.0%	0.8%	117	27.5%	2.5%	0	-	100.0%
Retraités	46	8.7%	0.3%	14	13.6%	0.2%	32	7.5%	0.4%	0	-	100.0%
Autres inactifs	11	2.1%	0.3%	0	-	-	11	2.6%	0.5%	0	-	100.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	27	5.1%	0.3%	10	9.5%	0.2%	17	4.0%	0.3%	3	1.3%	0.2%
2 personnes	83	15.8%	0.5%	13	12.8%	0.1%	70	16.5%	0.8%	26	11.6%	0.6%
3 personnes	157	29.8%	1.7%	22	22.1%	0.5%	134	31.6%	2.8%	71	32.1%	1.9%
4 personnes	169	32.2%	1.8%	36	35.7%	0.8%	133	31.3%	2.9%	85	38.2%	1.8%
5 personnes et +	90	17.2%	1.7%	20	19.9%	0.8%	70	16.6%	2.5%	37	16.8%	1.5%
Présence d'enfants de moins de 15 ans												
Oui	380	72.1%	2.4%	73	72.4%	1.0%	307	72.1%	3.6%	178	79.9%	2.4%
Non	147	27.9%	0.4%	28	27.6%	0.2%	119	27.9%	0.7%	45	20.1%	0.5%
Habitat												
Communes rurales	90	17.1%	0.7%	12	11.7%	0.2%	78	18.3%	1.2%	32	14.2%	0.9%
Agglo. - 20 000 hab	74	14.1%	0.9%	18	17.6%	0.4%	57	13.3%	1.3%	28	12.5%	1.1%
Agglo. 20 000 à 100 000 hab	85	16.1%	1.3%	10	10.3%	0.3%	75	17.5%	2.1%	34	15.4%	1.7%
Agglo. + 100 000 hab	144	27.4%	1.0%	33	33.0%	0.5%	111	26.1%	1.5%	62	28.1%	1.3%
Agglo. Paris	133	25.3%	1.6%	28	27.3%	0.7%	105	24.8%	2.4%	66	29.8%	1.7%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	145	27.5%	1.5%	28	28.3%	0.6%	116	27.3%	2.4%	68	30.4%	1.6%
Nord-Pas-de-Calais	21	3.9%	0.6%	5	5.3%	0.3%	15	3.6%	0.9%	4	1.7%	0.4%
Lorraine	12	2.3%	0.6%	2	2.4%	0.3%	10	2.3%	1.0%	5	2.1%	0.9%
Alsace	12	2.3%	0.8%	4	4.4%	0.6%	8	1.8%	1.0%	5	2.3%	1.0%
Franche-Comté	12	2.2%	1.2%	1	1.2%	0.3%	10	2.4%	2.1%	6	2.9%	2.6%
Champagne-Ardenne	5	1.0%	0.5%	1	1.3%	0.3%	4	1.0%	0.7%	2	0.9%	0.7%
Picardie	13	2.4%	0.8%	6	5.7%	0.8%	7	1.6%	0.9%	4	2.0%	1.0%
Bourgogne	12	2.4%	0.9%	1	0.7%	0.1%	12	2.8%	1.7%	3	1.2%	0.8%
Haute-Normandie	13	2.5%	0.9%	5	4.9%	0.7%	8	1.9%	1.1%	8	3.7%	1.8%
Basse-Normandie	15	2.8%	1.2%	2	2.1%	0.4%	13	3.0%	2.1%	7	3.0%	2.1%
Centre	26	4.8%	1.2%	5	4.6%	0.5%	21	4.9%	1.9%	8	3.7%	1.3%
Pays de la Loire	9	1.8%	0.3%	0	-	-	9	2.2%	0.6%	2	0.7%	0.2%
Bretagne	17	3.2%	0.7%	1	1.1%	0.1%	16	3.7%	1.2%	5	2.4%	0.7%
Poitou-Charentes	18	3.4%	1.2%	3	2.9%	0.4%	15	3.5%	2.0%	5	2.2%	1.3%
Aquitaine	32	6.1%	1.2%	3	2.8%	0.2%	29	6.9%	2.1%	16	7.4%	1.9%
Midi-Pyrénées	24	4.5%	1.0%	7	6.8%	0.6%	17	4.0%	1.4%	14	6.1%	1.7%
Limousin	3	0.6%	0.5%	0	-	-	3	0.8%	1.0%	2	0.7%	1.0%
Auvergne	8	1.5%	0.7%	3	3.1%	0.6%	5	1.1%	0.8%	2	1.0%	0.7%
Rhône-Alpes	61	11.7%	1.2%	12	11.5%	0.5%	50	11.7%	1.9%	22	9.9%	1.3%
Languedoc-Roussillon	15	2.9%	0.7%	3	2.7%	0.3%	13	3.0%	1.1%	11	4.9%	1.7%
Provence-Alpes-Côte-d'Azur-Corse	52	9.9%	1.2%	8	8.3%	0.4%	44	10.3%	1.9%	24	10.7%	1.7%
Habitudes de connexion Internet												
Tous les jours	333	63.2%	1.2%	60	59.3%	0.4%	273	64.1%	2.1%	165	74.4%	1.3%
Presque tous les jours	62	11.9%	1.0%	8	8.4%	0.3%	54	12.7%	1.6%	31	14.0%	1.3%
1 à 2 fois par semaine	56	10.7%	1.8%	8	8.1%	0.6%	48	11.3%	2.7%	21	9.4%	2.3%
1 à 3 fois par mois	11	2.0%	1.2%	6	5.5%	1.4%	5	1.2%	1.1%	1	0.6%	0.7%
Moins souvent	14	2.7%	1.0%	1	1.4%	0.2%	13	3.0%	1.6%	1	0.6%	0.9%
Jamais	1	0.2%	0.4%	0	-	-	1	0.2%	0.9%	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	9	1.7%	0.4%	1	1.1%	0.1%	8	1.9%	0.5%	0	-	-
De 9 000 à moins de 12 000 euros par an	30	5.7%	0.9%	4	4.2%	0.4%	26	6.1%	1.2%	3	1.5%	1.2%
De 12 000 à moins de 18 000 euros par an	55	10.4%	0.8%	16	15.9%	0.5%	39	9.1%	1.0%	7	3.0%	0.8%
De 18 000 à moins de 24 000 euros par an	61	11.5%	0.8%	9	8.6%	0.3%	52	12.2%	1.3%	7	3.0%	0.4%
De 24 000 à moins de 36 000 euros par an	156	29.6%	1.4%	29	28.8%	0.5%	127	29.8%	2.3%	71	32.1%	2.0%
De 36 000 à moins de 45 000 euros par an	102	19.5%	1.6%	25	24.6%	0.8%	78	18.2%	2.6%	55	24.9%	2.0%
De 45 000 à moins de 65 000 euros par an	61	11.6%	1.1%	8	8.0%	0.3%	53	12.4%	2.1%	48	21.6%	1.4%
65 000 euros et plus	13	2.6%	0.5%	1	0.8%	0.0%	13	3.0%	1.1%	10	4.7%	0.5%
Refus	26	5.0%	0.7%	3	3.0%	0.2%	23	5.5%	1.1%	19	8.4%	1.5%
Ne sait pas	13	2.4%	0.8%	5	5.1%	0.8%	8	1.8%	0.9%	2	0.9%	0.4%