

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	699	100.0%	1.4%	109	100.0%	0.4%	590	100.0%	2.2%	317	100.0%	1.9%
Sexe												
Homme	109	15.6%	0.4%	109	100.0%	0.4%	0	-	100.0%	44	14.0%	0.5%
Femme	590	84.4%	2.2%	0	-	100.0%	590	100.0%	2.2%	272	86.0%	3.4%
Age												
15 à 24 ans	329	47.0%	4.4%	33	29.9%	0.9%	296	50.2%	8.1%	152	48.0%	5.1%
25 à 34 ans	115	16.4%	1.5%	17	15.5%	0.4%	98	16.6%	2.5%	63	19.9%	1.8%
35 à 49 ans	144	20.6%	1.1%	30	27.4%	0.5%	114	19.3%	1.8%	74	23.3%	1.2%
50 à 64 ans	89	12.7%	0.7%	25	22.9%	0.4%	64	10.8%	1.0%	28	8.8%	0.7%
65 ans et plus	23	3.3%	0.2%	5	4.2%	0.1%	18	3.1%	0.3%	0	-	-
Individu												
Ménagère	313	44.8%	1.4%	0	-	100.0%	313	53.1%	1.4%	146	45.9%	2.2%
Personne de Référence	166	23.8%	0.6%	76	69.5%	0.4%	90	15.3%	1.2%	58	18.2%	0.7%
Responsable des achats	292	41.8%	1.2%	35	31.8%	0.5%	257	43.6%	1.6%	134	42.4%	1.6%
PCS Individu												
Agriculteurs	10	1.5%	1.9%	3	2.4%	0.8%	8	1.3%	4.2%	0	-	-
Petits patrons	6	0.9%	0.4%	3	2.4%	0.2%	4	0.6%	0.9%	4	1.2%	0.3%
Affaires et Cadres	53	7.6%	1.1%	14	13.1%	0.5%	39	6.6%	2.2%	44	13.9%	1.0%
Professions intermédiaires	78	11.1%	1.2%	15	13.8%	0.4%	63	10.6%	2.0%	62	19.4%	1.1%
Employés	161	23.1%	1.9%	19	17.4%	1.0%	142	24.1%	2.2%	56	17.8%	3.2%
Ouvriers	29	4.1%	0.4%	16	14.9%	0.3%	13	2.1%	0.9%	2	0.8%	0.7%
Retraités	28	4.0%	0.2%	8	7.3%	0.1%	20	3.4%	0.3%	1	0.3%	0.4%
Autres inactifs	333	47.7%	3.2%	31	28.6%	0.9%	302	51.2%	4.5%	148	46.7%	4.7%
PCS Personne de Référence												
Agriculteurs	10	1.4%	1.2%	3	2.4%	0.7%	7	1.2%	1.7%	0	-	100.0%
Petits patrons	47	6.7%	1.9%	7	6.8%	0.6%	39	6.7%	3.4%	47	14.8%	1.9%
Affaires et Cadres	138	19.8%	2.1%	21	19.0%	0.6%	118	20.0%	3.6%	138	43.7%	2.1%
Professions intermédiaires	132	18.8%	1.7%	16	14.9%	0.4%	115	19.6%	3.2%	132	41.6%	1.7%
Employés	135	19.3%	2.5%	21	19.7%	1.0%	114	19.3%	3.5%	0	-	100.0%
Ouvriers	149	21.3%	1.5%	25	23.4%	0.5%	123	20.9%	2.7%	0	-	100.0%
Retraités	54	7.8%	0.4%	8	7.3%	0.1%	47	7.9%	0.6%	0	-	100.0%
Autres inactifs	34	4.9%	0.9%	7	6.4%	0.5%	27	4.6%	1.1%	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	8.8%	0.7%	9	8.6%	0.2%	52	8.8%	1.0%	22	6.9%	1.3%
2 personnes	143	20.5%	0.8%	35	32.5%	0.4%	108	18.3%	1.2%	57	17.9%	1.3%
3 personnes	150	21.5%	1.6%	19	17.4%	0.4%	131	22.2%	2.8%	73	23.0%	2.0%
4 personnes	192	27.5%	2.1%	25	23.3%	0.5%	167	28.3%	3.6%	94	29.6%	2.0%
5 personnes et +	152	21.7%	2.9%	20	18.1%	0.8%	132	22.4%	4.7%	72	22.6%	2.9%
Présence d'enfants de moins de 15 ans												
Oui	293	41.9%	1.9%	42	38.6%	0.6%	251	42.5%	3.0%	146	46.2%	2.0%
Non	406	58.1%	1.2%	67	61.4%	0.4%	339	57.5%	1.9%	171	53.8%	1.8%
Habitat												
Communes rurales	100	14.3%	0.8%	16	14.6%	0.3%	84	14.2%	1.3%	48	15.2%	1.3%
Agglo. - 20 000 hab	96	13.7%	1.1%	15	13.9%	0.4%	81	13.7%	1.8%	42	13.2%	1.7%
Agglo. 20 000 à 100 000 hab	73	10.4%	1.1%	11	10.2%	0.3%	62	10.5%	1.8%	25	7.8%	1.3%
Agglo. + 100 000 hab	210	30.1%	1.5%	33	30.5%	0.5%	177	30.0%	2.3%	86	27.1%	1.8%
Agglo. Paris	220	31.5%	2.6%	33	30.7%	0.8%	187	31.6%	4.3%	116	36.7%	3.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	241	34.4%	2.6%	41	37.7%	0.9%	199	33.8%	4.0%	122	38.4%	2.8%
Nord-Pas-de-Calais	45	6.4%	1.4%	7	6.1%	0.4%	38	6.5%	2.3%	21	6.6%	2.4%
Lorraine	19	2.8%	1.0%	0	0.2%	0.0%	19	3.3%	1.9%	8	2.5%	1.5%
Alsace	21	2.9%	1.4%	2	2.1%	0.3%	18	3.1%	2.3%	8	2.6%	1.6%
Franche-Comté	8	1.1%	0.8%	0	0.3%	0.1%	7	1.2%	1.5%	2	0.7%	0.9%
Champagne-Ardenne	17	2.4%	1.5%	0	0.3%	0.1%	16	2.8%	2.9%	8	2.6%	3.1%
Picardie	23	3.3%	1.5%	8	7.4%	1.1%	15	2.6%	1.9%	13	4.1%	2.9%
Bourgogne	12	1.7%	0.9%	1	1.1%	0.2%	11	1.9%	1.6%	2	0.6%	0.6%
Haute-Normandie	15	2.1%	1.0%	0	-	-	15	2.5%	1.9%	4	1.3%	0.9%
Basse-Normandie	10	1.4%	0.8%	0	-	-	10	1.6%	1.5%	7	2.2%	2.2%
Centre	16	2.4%	0.8%	2	2.2%	0.2%	14	2.4%	1.3%	6	2.0%	1.0%
Pays de la Loire	20	2.9%	0.7%	6	5.8%	0.5%	14	2.4%	0.9%	5	1.7%	0.6%
Bretagne	18	2.5%	0.7%	3	3.0%	0.3%	14	2.4%	1.1%	6	1.8%	0.8%
Poitou-Charentes	23	3.3%	1.6%	5	4.2%	0.6%	19	3.2%	2.5%	9	2.7%	2.2%
Aquitaine	27	3.8%	1.0%	3	2.6%	0.2%	24	4.0%	1.7%	15	4.8%	1.8%
Midi-Pyrénées	26	3.7%	1.1%	8	7.2%	0.7%	18	3.0%	1.5%	11	3.4%	1.4%
Limousin	3	0.4%	0.4%	0	-	-	3	0.4%	0.8%	0	-	-
Auvergne	11	1.6%	1.0%	3	3.0%	0.6%	8	1.3%	1.3%	3	1.0%	1.0%
Rhône-Alpes	59	8.4%	1.2%	6	5.2%	0.2%	53	9.0%	2.1%	30	9.5%	1.8%
Languedoc-Roussillon	14	2.0%	0.7%	5	4.3%	0.5%	9	1.6%	0.8%	7	2.1%	1.0%
Provence-Alpes-Côte-d'Azur-Corse	73	10.4%	1.7%	8	7.3%	0.4%	65	11.0%	2.8%	30	9.4%	2.1%
Habitudes de connexion Internet												
Tous les jours	457	65.4%	1.7%	58	52.9%	0.4%	399	67.7%	3.0%	241	76.0%	1.9%
Presque tous les jours	124	17.7%	2.0%	19	17.8%	0.7%	105	17.7%	3.2%	57	18.0%	2.3%
1 à 2 fois par semaine	43	6.2%	1.3%	14	13.2%	1.0%	29	4.8%	1.6%	13	4.2%	1.5%
1 à 3 fois par mois	13	1.9%	1.5%	0	-	-	13	2.2%	2.8%	0	0.1%	0.2%
Moins souvent	19	2.7%	1.3%	4	3.8%	0.7%	15	2.5%	1.9%	2	0.6%	1.3%
Jamais	1	0.1%	0.3%	0	-	-	1	0.1%	0.7%	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	13	1.8%	0.5%	0	-	-	13	2.1%	0.9%	5	1.4%	2.3%
De 9 000 à moins de 12 000 euros par an	35	4.9%	1.1%	1	1.3%	0.1%	33	5.6%	1.5%	4	1.3%	1.5%
De 12 000 à moins de 18 000 euros par an	79	11.3%	1.2%	17	15.5%	0.6%	62	10.5%	1.6%	11	3.6%	1.4%
De 18 000 à moins de 24 000 euros par an	80	11.5%	1.1%	9	8.4%	0.3%	71	12.1%	1.8%	25	7.8%	1.6%
De 24 000 à moins de 36 000 euros par an	139	19.9%	1.3%	20	18.7%	0.4%	119	20.1%	2.1%	68	21.3%	1.9%
De 36 000 à moins de 45 000 euros par an	100	14.3%	1.6%	22	20.0%	0.7%	78	13.3%	2.6%	49	15.6%	1.7%
De 45 000 à moins de 65 000 euros par an	81	11.7%	1.4%	20	18.6%	0.6%	61	10.4%	2.5%	53	16.6%	1.5%
65 000 euros et plus	57	8.2%	2.0%	11	10.3%	0.6%	46	7.8%	4.1%	51	16.0%	2.3%
Refus	61	8.7%	1.6%	4	3.5%	0.2%	57	9.7%	2.6%	26	8.3%	2.0%
Ne sait pas	54	7.7%	3.6%	4	3.8%	0.6%	50	8.4%	5.9%	26	8.1%	4.7%