

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	853	100.0%	1.7%	144	100.0%	0.6%	710	100.0%	2.7%	391	100.0%	2.3%
Sexe												
Homme	144	16.8%	0.6%	144	100.0%	0.6%	0	-	100.0%	81	20.6%	0.9%
Femme	710	83.2%	2.7%	0	-	100.0%	710	100.0%	2.7%	310	79.4%	3.9%
Age												
15 à 24 ans	320	37.5%	4.3%	42	29.5%	1.1%	278	39.2%	7.6%	155	39.7%	5.2%
25 à 34 ans	136	16.0%	1.8%	29	20.3%	0.8%	107	15.1%	2.7%	76	19.5%	2.2%
35 à 49 ans	215	25.2%	1.7%	47	32.8%	0.8%	168	23.7%	2.6%	106	27.2%	1.8%
50 à 64 ans	113	13.3%	0.9%	22	15.5%	0.4%	91	12.8%	1.4%	49	12.5%	1.2%
65 ans et plus	68	8.0%	0.6%	3	1.9%	0.1%	65	9.2%	1.1%	4	1.0%	1.7%
Individu												
Ménagère	433	50.7%	1.9%	0	-	100.0%	433	61.0%	1.9%	174	44.6%	2.6%
Personne de Référence	224	26.3%	0.8%	100	69.4%	0.5%	124	17.5%	1.6%	91	23.3%	1.1%
Responsable des achats	386	45.2%	1.6%	46	32.2%	0.6%	340	47.9%	2.1%	167	42.8%	2.0%
PCS Individu												
Agriculteurs	16	1.9%	3.0%	2	1.7%	0.7%	14	1.9%	7.4%	2	0.5%	30.6%
Petits patrons	27	3.2%	1.8%	13	8.8%	1.1%	15	2.1%	3.3%	23	6.0%	1.6%
Affaires et Cadres	76	8.9%	1.6%	25	17.4%	0.9%	51	7.2%	2.9%	68	17.3%	1.6%
Professions intermédiaires	81	9.5%	1.2%	18	12.3%	0.5%	63	8.9%	2.0%	69	17.6%	1.2%
Employés	179	21.0%	2.1%	28	19.5%	1.4%	151	21.3%	2.3%	52	13.2%	2.9%
Ouvriers	44	5.2%	0.7%	20	14.3%	0.4%	24	3.4%	1.7%	11	2.9%	3.3%
Retraités	76	8.9%	0.6%	7	5.0%	0.1%	69	9.7%	1.1%	4	0.9%	1.7%
Autres inactifs	354	41.5%	3.4%	30	21.0%	0.9%	324	45.6%	4.8%	163	41.6%	5.2%
PCS Personne de Référence												
Agriculteurs	13	1.5%	1.6%	2	1.7%	0.6%	10	1.5%	2.6%	0	-	100.0%
Petits patrons	54	6.4%	2.2%	15	10.5%	1.1%	39	5.5%	3.4%	54	13.9%	2.2%
Affaires et Cadres	194	22.8%	2.9%	37	26.1%	1.1%	157	22.1%	4.8%	194	49.7%	2.9%
Professions intermédiaires	142	16.7%	1.9%	28	19.5%	0.7%	114	16.1%	3.2%	142	36.4%	1.9%
Employés	124	14.6%	2.3%	25	17.3%	1.2%	100	14.0%	3.1%	0	-	100.0%
Ouvriers	166	19.5%	1.7%	25	17.3%	0.5%	141	19.9%	3.1%	0	-	100.0%
Retraités	103	12.1%	0.7%	7	4.6%	0.1%	97	13.6%	1.2%	0	-	100.0%
Autres inactifs	56	6.6%	1.5%	4	3.1%	0.3%	52	7.3%	2.1%	0	-	100.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	80	9.4%	0.9%	6	4.4%	0.2%	74	10.4%	1.4%	25	6.3%	1.4%
2 personnes	199	23.3%	1.1%	35	24.6%	0.4%	163	23.0%	1.8%	71	18.1%	1.7%
3 personnes	198	23.2%	2.1%	40	28.1%	0.9%	158	22.2%	3.3%	100	25.6%	2.7%
4 personnes	222	26.0%	2.4%	30	21.1%	0.7%	191	27.0%	4.1%	118	30.2%	2.6%
5 personnes et +	155	18.1%	3.0%	31	21.7%	1.3%	124	17.4%	4.4%	77	19.8%	3.1%
Présence d'enfants de moins de 15 ans												
Oui	339	39.8%	2.2%	70	48.7%	1.0%	269	38.0%	3.2%	164	42.0%	2.2%
Non	514	60.2%	1.5%	74	51.3%	0.4%	440	62.0%	2.4%	227	58.0%	2.4%
Habitat												
Communes rurales	146	17.1%	1.1%	26	18.0%	0.4%	120	16.9%	1.8%	69	17.7%	1.9%
Agglo. - 20 000 hab	114	13.4%	1.3%	24	16.6%	0.6%	90	12.7%	2.0%	41	10.5%	1.7%
Agglo. 20 000 à 100 000 hab	94	11.0%	1.4%	10	6.7%	0.3%	85	11.9%	2.4%	38	9.7%	1.9%
Agglo. + 100 000 hab	271	31.8%	1.9%	54	37.6%	0.8%	217	30.6%	2.9%	109	27.9%	2.2%
Agglo. Paris	228	26.7%	2.7%	30	21.1%	0.8%	198	27.9%	4.5%	134	34.2%	3.5%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	242	28.3%	2.6%	35	24.5%	0.8%	207	29.1%	4.2%	141	36.1%	3.3%
Nord-Pas-de-Calais	46	5.4%	1.4%	8	5.3%	0.5%	38	5.4%	2.3%	21	5.3%	2.3%
Lorraine	35	4.1%	1.8%	6	4.3%	0.7%	29	4.1%	2.9%	16	4.0%	3.0%
Alsace	14	1.7%	1.0%	0	-	-	14	2.0%	1.9%	3	0.7%	0.5%
Franche-Comté	9	1.1%	1.0%	2	1.5%	0.5%	7	1.0%	1.4%	4	1.1%	1.8%
Champagne-Ardenne	11	1.3%	1.0%	2	1.4%	0.4%	9	1.2%	1.5%	7	1.9%	2.7%
Picardie	22	2.5%	1.4%	9	6.2%	1.2%	13	1.8%	1.6%	13	3.2%	2.8%
Bourgogne	23	2.8%	1.7%	5	3.2%	0.7%	19	2.7%	2.7%	8	2.1%	2.4%
Haute-Normandie	20	2.4%	1.4%	2	1.5%	0.3%	18	2.6%	2.4%	9	2.4%	2.1%
Basse-Normandie	9	1.0%	0.7%	0	-	-	9	1.2%	1.4%	1	0.3%	0.4%
Centre	31	3.7%	1.5%	6	4.1%	0.6%	25	3.6%	2.4%	11	2.9%	1.8%
Pays de la Loire	41	4.8%	1.4%	12	8.4%	0.9%	29	4.0%	1.9%	17	4.4%	2.0%
Bretagne	25	2.9%	1.0%	1	0.8%	0.1%	24	3.3%	1.8%	8	1.9%	1.0%
Poitou-Charentes	14	1.6%	0.9%	0	-	-	14	1.9%	1.8%	5	1.3%	1.3%
Aquitaine	37	4.3%	1.4%	4	2.7%	0.3%	33	4.6%	2.4%	20	5.0%	2.3%
Midi-Pyrénées	34	3.9%	1.4%	12	8.4%	1.1%	21	3.0%	1.7%	15	3.8%	1.9%
Limousin	9	1.1%	1.5%	2	1.5%	0.7%	7	1.0%	2.2%	3	0.9%	2.1%
Auvergne	18	2.2%	1.6%	3	2.2%	0.6%	15	2.2%	2.6%	9	2.2%	2.8%
Rhône-Alpes	85	10.0%	1.7%	11	7.3%	0.4%	75	10.5%	2.9%	30	7.7%	1.8%
Languedoc-Roussillon	36	4.3%	1.7%	10	7.3%	1.0%	26	3.7%	2.3%	11	2.9%	1.8%
Provence-Alpes-Côte-d'Azur-Corse	92	10.7%	2.1%	14	9.4%	0.7%	78	11.0%	3.4%	39	9.9%	2.7%
Habitudes de connexion Internet												
Tous les jours	545	63.9%	2.0%	109	75.9%	0.8%	436	61.5%	3.3%	290	74.2%	2.3%
Presque tous les jours	134	15.6%	2.2%	14	10.1%	0.5%	119	16.8%	3.6%	60	15.3%	2.5%
1 à 2 fois par semaine	54	6.4%	1.7%	8	5.6%	0.6%	46	6.5%	2.6%	27	6.9%	3.0%
1 à 3 fois par mois	18	2.1%	2.1%	2	1.5%	0.6%	16	2.2%	3.4%	4	0.9%	1.9%
Moins souvent	15	1.8%	1.1%	2	1.5%	0.3%	13	1.8%	1.6%	2	0.5%	1.3%
Jamais	5	0.6%	2.1%	0	-	-	5	0.7%	4.8%	4	1.0%	13.2%

	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	17	2.0%	0.7%	2	1.7%	0.2%	14	2.0%	1.0%	0	-	-
De 9 000 à moins de 12 000 euros par an	37	4.3%	1.1%	3	1.9%	0.3%	34	4.8%	1.6%	7	1.8%	2.6%
De 12 000 à moins de 18 000 euros par an	95	11.1%	1.4%	17	12.1%	0.6%	78	10.9%	2.0%	18	4.6%	2.2%
De 18 000 à moins de 24 000 euros par an	99	11.6%	1.4%	16	11.0%	0.5%	83	11.7%	2.1%	26	6.7%	1.7%
De 24 000 à moins de 36 000 euros par an	199	23.3%	1.8%	42	29.3%	0.8%	157	22.1%	2.8%	77	19.7%	2.1%
De 36 000 à moins de 45 000 euros par an	95	11.1%	1.5%	12	8.5%	0.4%	83	11.7%	2.8%	53	13.5%	1.9%
De 45 000 à moins de 65 000 euros par an	123	14.4%	2.2%	29	20.0%	0.9%	94	13.3%	3.8%	86	22.0%	2.5%
65 000 euros et plus	72	8.4%	2.5%	16	11.0%	0.9%	56	7.9%	5.0%	66	16.8%	2.9%
Refus	69	8.1%	1.8%	6	3.9%	0.4%	63	8.9%	2.9%	31	7.9%	2.4%
Ne sait pas	48	5.6%	3.2%	1	0.6%	0.1%	47	6.6%	5.5%	27	7.0%	5.0%