

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	468	100.0%	0.9%	291	100.0%	1.2%	177	100.0%	0.7%	286	100.0%	1.7%
Sexe												
Homme	291	62.2%	1.2%	291	100.0%	1.2%	0	-	100.0%	188	65.6%	2.1%
Femme	177	37.8%	0.7%	0	-	100.0%	177	100.0%	0.7%	99	34.4%	1.2%
Age												
15 à 24 ans	55	11.8%	0.7%	27	9.1%	0.7%	29	16.1%	0.8%	29	10.1%	1.0%
25 à 34 ans	69	14.7%	0.9%	44	15.2%	1.2%	24	13.8%	0.6%	41	14.2%	1.2%
35 à 49 ans	144	30.7%	1.1%	82	28.2%	1.3%	62	34.8%	1.0%	104	36.3%	1.7%
50 à 64 ans	147	31.3%	1.2%	100	34.3%	1.7%	47	26.4%	0.7%	106	37.0%	2.6%
65 ans et plus	54	11.6%	0.5%	38	13.2%	0.8%	16	8.9%	0.3%	7	2.3%	2.8%
Individu												
Ménagère	151	32.2%	0.7%	0	-	100.0%	151	85.3%	0.7%	86	30.1%	1.3%
Personne de Référence	304	65.0%	1.1%	254	87.1%	1.3%	50	28.5%	0.6%	193	67.3%	2.3%
Responsable des achats	206	43.9%	0.9%	99	34.1%	1.3%	106	60.0%	0.6%	130	45.3%	1.6%
PCS Individu												
Agriculteurs	2	0.5%	0.4%	2	0.8%	0.7%	0	-	-	0	-	-
Petits patrons	24	5.1%	1.6%	23	8.0%	2.1%	1	0.4%	0.2%	24	8.3%	1.7%
Affaires et Cadres	181	38.7%	3.9%	123	42.3%	4.2%	58	32.7%	3.3%	168	58.6%	3.9%
Professions intermédiaires	61	13.0%	0.9%	33	11.3%	0.9%	28	15.7%	0.9%	56	19.6%	1.0%
Employés	59	12.6%	0.7%	19	6.4%	0.9%	41	22.9%	0.6%	7	2.4%	0.4%
Ouvriers	28	6.1%	0.4%	24	8.4%	0.5%	4	2.2%	0.3%	0	0.1%	0.1%
Retraités	55	11.7%	0.4%	41	14.0%	0.7%	14	7.8%	0.2%	3	1.1%	1.4%
Autres inactifs	58	12.4%	0.6%	26	8.8%	0.7%	32	18.3%	0.5%	29	10.0%	0.9%
PCS Personne de Référence												
Agriculteurs	3	0.7%	0.4%	3	0.9%	0.7%	1	0.4%	0.2%	0	-	100.0%
Petits patrons	34	7.2%	1.4%	25	8.5%	1.8%	9	5.1%	0.8%	34	11.8%	1.4%
Affaires et Cadres	185	39.4%	2.7%	123	42.3%	3.6%	61	34.7%	1.9%	185	64.4%	2.7%
Professions intermédiaires	68	14.5%	0.9%	40	13.6%	1.0%	28	15.9%	0.8%	68	23.7%	0.9%
Employés	45	9.6%	0.8%	21	7.3%	1.0%	24	13.4%	0.7%	0	-	100.0%
Ouvriers	44	9.3%	0.4%	29	10.0%	0.6%	14	8.2%	0.3%	0	-	100.0%
Retraités	70	14.9%	0.5%	44	15.3%	0.7%	25	14.3%	0.3%	0	-	100.0%
Autres inactifs	20	4.3%	0.5%	6	2.1%	0.4%	14	8.0%	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	75	16.0%	0.8%	45	15.4%	1.1%	30	17.1%	0.6%	37	12.9%	2.1%
2 personnes	145	31.1%	0.8%	93	31.9%	1.1%	53	29.7%	0.6%	71	24.7%	1.7%
3 personnes	89	18.9%	0.9%	52	17.7%	1.1%	37	20.9%	0.8%	60	20.8%	1.6%
4 personnes	113	24.1%	1.2%	73	25.0%	1.6%	40	22.6%	0.9%	84	29.2%	1.8%
5 personnes et +	46	9.9%	0.9%	29	10.0%	1.2%	17	9.7%	0.6%	36	12.4%	1.4%
Présence d'enfants de moins de 15 ans												
Oui	163	34.7%	1.0%	97	33.2%	1.3%	66	37.2%	0.8%	120	42.0%	1.6%
Non	306	65.3%	0.9%	195	66.8%	1.1%	111	62.8%	0.6%	166	58.0%	1.8%
Habitat												
Communes rurales	41	8.8%	0.3%	28	9.5%	0.4%	13	7.5%	0.2%	25	8.7%	0.7%
Agglo. - 20 000 hab	50	10.7%	0.6%	31	10.7%	0.8%	19	10.7%	0.4%	30	10.3%	1.2%
Agglo. 20 000 à 100 000 hab	55	11.8%	0.8%	40	13.6%	1.2%	16	8.9%	0.5%	37	13.0%	1.9%
Agglo. + 100 000 hab	91	19.5%	0.6%	54	18.4%	0.8%	37	21.2%	0.5%	47	16.5%	1.0%
Agglo. Paris	231	49.3%	2.8%	139	47.7%	3.5%	92	51.8%	2.1%	147	51.5%	3.8%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	242	51.6%	2.6%	148	50.7%	3.3%	94	53.2%	1.9%	155	54.3%	3.6%
Nord-Pas-de-Calais	17	3.7%	0.5%	10	3.3%	0.6%	8	4.4%	0.5%	12	4.3%	1.4%
Lorraine	7	1.4%	0.3%	4	1.3%	0.4%	3	1.6%	0.3%	4	1.6%	0.9%
Alsace	13	2.8%	0.9%	9	3.1%	1.2%	4	2.4%	0.5%	8	2.7%	1.5%
Franche-Comté	1	0.2%	0.1%	1	0.3%	0.2%	0	0.1%	0.0%	0	0.1%	0.1%
Champagne-Ardenne	3	0.6%	0.3%	1	0.2%	0.1%	2	1.2%	0.4%	1	0.5%	0.5%
Picardie	7	1.5%	0.5%	6	2.1%	0.8%	1	0.6%	0.1%	5	1.6%	1.0%
Bourgogne	7	1.6%	0.6%	4	1.4%	0.6%	3	1.9%	0.5%	5	1.7%	1.4%
Haute-Normandie	6	1.4%	0.4%	5	1.9%	0.8%	1	0.5%	0.1%	4	1.2%	0.8%
Basse-Normandie	6	1.2%	0.5%	2	0.9%	0.4%	3	1.7%	0.5%	4	1.4%	1.2%
Centre	11	2.3%	0.5%	4	1.3%	0.4%	7	3.8%	0.6%	6	2.2%	1.0%
Pays de la Loire	14	3.0%	0.5%	9	3.2%	0.7%	5	2.8%	0.3%	11	3.8%	1.2%
Bretagne	19	4.0%	0.7%	8	2.7%	0.6%	11	6.2%	0.8%	6	2.0%	0.8%
Poitou-Charentes	6	1.2%	0.4%	3	0.9%	0.4%	3	1.8%	0.4%	3	1.2%	0.9%
Aquitaine	15	3.2%	0.6%	12	4.1%	0.9%	3	1.8%	0.2%	9	3.1%	1.0%
Midi-Pyrénées	15	3.3%	0.6%	12	4.3%	1.1%	3	1.7%	0.2%	8	2.9%	1.1%
Limousin	2	0.4%	0.3%	2	0.5%	0.5%	0	0.3%	0.1%	1	0.3%	0.5%
Auvergne	3	0.7%	0.3%	3	0.9%	0.5%	1	0.5%	0.1%	2	0.5%	0.5%
Rhône-Alpes	30	6.5%	0.6%	23	7.8%	1.0%	8	4.2%	0.3%	19	6.5%	1.1%
Languedoc-Roussillon	13	2.8%	0.6%	9	3.0%	0.9%	4	2.5%	0.4%	6	2.1%	1.0%
Provence-Alpes-Côte-d'Azur-Corse	30	6.5%	0.7%	18	6.3%	0.9%	12	6.8%	0.5%	17	6.0%	1.2%
Habitudes de connexion Internet												
Tous les jours	381	81.3%	1.4%	239	82.1%	1.7%	142	80.1%	1.1%	256	89.4%	2.0%
Presque tous les jours	32	6.8%	0.5%	23	7.8%	0.8%	9	5.3%	0.3%	19	6.7%	0.8%
1 à 2 fois par semaine	17	3.7%	0.5%	7	2.2%	0.5%	11	6.1%	0.6%	6	2.1%	0.7%
1 à 3 fois par mois	4	0.9%	0.5%	3	1.0%	0.7%	1	0.8%	0.3%	3	1.0%	1.5%
Moins souvent	13	2.7%	0.9%	5	1.6%	0.8%	8	4.5%	1.0%	2	0.8%	1.5%
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	13	2.7%	0.5%	3	1.0%	0.3%	10	5.6%	0.7%	1	0.5%	0.7%
De 9 000 à moins de 12 000 euros par an	14	3.1%	0.4%	7	2.3%	0.6%	8	4.3%	0.3%	2	0.9%	0.9%
De 12 000 à moins de 18 000 euros par an	22	4.7%	0.3%	16	5.5%	0.5%	6	3.5%	0.2%	6	2.0%	0.7%
De 18 000 à moins de 24 000 euros par an	38	8.1%	0.5%	17	5.9%	0.5%	21	11.8%	0.5%	9	3.1%	0.6%
De 24 000 à moins de 36 000 euros par an	52	11.1%	0.5%	32	11.1%	0.6%	20	11.2%	0.4%	26	9.1%	0.7%
De 36 000 à moins de 45 000 euros par an	61	13.0%	1.0%	35	11.9%	1.1%	26	14.9%	0.9%	31	10.8%	1.1%
De 45 000 à moins de 65 000 euros par an	84	17.9%	1.5%	57	19.7%	1.8%	27	15.0%	1.1%	58	20.1%	1.7%
65 000 euros et plus	139	29.7%	4.9%	101	34.5%	5.8%	39	21.8%	3.4%	121	42.3%	5.4%
Refus	39	8.3%	1.0%	22	7.4%	1.4%	17	9.7%	0.8%	27	9.5%	2.1%
Ne sait pas	6	1.3%	0.4%	2	0.8%	0.3%	4	2.1%	0.4%	5	1.8%	0.9%