

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	849	100.0%	1.7%	727	100.0%	3.0%	122	100.0%	0.5%	262	100.0%	1.5%
Sexe												
Homme	727	85.6%	3.0%	727	100.0%	3.0%	0	-	-	232	88.6%	2.6%
Femme	122	14.4%	0.5%	0	-	-	122	100.0%	0.5%	30	11.4%	0.4%
Age												
15 à 24 ans	220	25.9%	3.0%	195	26.9%	5.2%	25	20.2%	0.7%	85	32.4%	2.8%
25 à 34 ans	213	25.1%	2.8%	181	25.0%	4.8%	31	25.8%	0.8%	66	25.2%	1.9%
35 à 49 ans	224	26.3%	1.8%	194	26.7%	3.1%	30	24.2%	0.5%	82	31.2%	1.3%
50 à 64 ans	116	13.6%	0.9%	91	12.5%	1.5%	25	20.2%	0.4%	24	9.3%	0.6%
65 ans et plus	77	9.1%	0.7%	65	9.0%	1.4%	12	9.6%	0.2%	5	1.9%	2.1%
Individu												
Ménagère	101	11.9%	0.4%	0	-	-	101	83.0%	0.4%	26	10.1%	0.4%
Personne de Référence	538	63.4%	1.9%	512	70.4%	2.5%	27	21.8%	0.3%	155	59.0%	1.8%
Responsable des achats	436	51.3%	1.2%	331	45.5%	2.7%	105	85.7%	0.5%	109	41.6%	1.0%
PCS Individu												
Agriculteurs	6	0.6%	1.0%	6	0.8%	1.6%	0	-	-	0	-	-
Petits patrons	30	3.6%	1.8%	26	3.6%	2.2%	4	3.6%	0.9%	26	9.9%	1.7%
Affaires et Cadres	51	6.0%	1.1%	47	6.5%	1.6%	4	3.4%	0.2%	46	17.6%	1.0%
Professions intermédiaires	107	12.6%	1.6%	94	12.9%	2.7%	13	10.9%	0.4%	97	37.2%	1.8%
Employés	142	16.8%	1.7%	107	14.7%	5.3%	36	29.2%	0.6%	12	4.5%	0.6%
Ouvriers	233	27.4%	3.6%	220	30.3%	4.3%	13	10.5%	0.9%	7	2.6%	1.8%
Retraités	85	10.0%	0.7%	72	9.9%	1.2%	13	10.8%	0.2%	0	-	-
Autres inactifs	195	22.9%	1.9%	156	21.5%	4.5%	39	31.7%	0.6%	74	28.1%	2.4%
PCS Personne de Référence												
Agriculteurs	8	0.9%	1.0%	7	0.9%	1.7%	1	1.1%	0.3%	0	-	-
Petits patrons	51	6.0%	1.9%	41	5.6%	2.8%	10	8.3%	0.9%	51	19.5%	1.9%
Affaires et Cadres	78	9.2%	1.1%	73	10.1%	2.1%	5	4.0%	0.1%	78	29.9%	1.1%
Professions intermédiaires	132	15.6%	1.8%	118	16.2%	3.0%	15	12.2%	0.4%	132	50.6%	1.8%
Employés	125	14.7%	2.4%	107	14.7%	4.8%	18	14.6%	0.6%	0	-	-
Ouvriers	262	30.9%	2.8%	225	31.0%	4.5%	37	30.5%	0.8%	0	-	-
Retraités	139	16.3%	0.9%	116	15.9%	1.7%	23	18.9%	0.3%	0	-	-
Autres inactifs	53	6.3%	1.4%	41	5.6%	2.8%	13	10.3%	0.5%	0	-	-

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	107	12.6%	1.1%	95	13.1%	2.4%	12	9.8%	0.2%	10	3.7%	0.6%
2 personnes	210	24.8%	1.2%	175	24.1%	2.0%	35	28.9%	0.4%	50	19.2%	1.1%
3 personnes	191	22.5%	2.1%	164	22.6%	3.6%	27	22.5%	0.6%	79	30.3%	2.1%
4 personnes	205	24.1%	2.2%	178	24.5%	3.9%	27	22.1%	0.6%	84	32.1%	1.8%
5 personnes et +	135	15.9%	2.6%	114	15.7%	4.7%	20	16.8%	0.7%	38	14.6%	1.5%
Présence d'enfants de moins de 15 ans												
Oui	335	39.5%	2.1%	284	39.0%	3.9%	52	42.2%	0.6%	138	52.8%	1.8%
Non	513	60.5%	1.4%	443	61.0%	2.6%	70	57.8%	0.4%	123	47.2%	1.3%
Habitat												
Communes rurales	167	19.7%	1.4%	135	18.5%	2.4%	33	26.7%	0.5%	65	24.9%	1.9%
Agglo. - 20 000 hab	141	16.7%	1.6%	118	16.3%	2.8%	23	18.9%	0.5%	38	14.5%	1.5%
Agglo. 20 000 à 100 000 hab	115	13.5%	1.7%	92	12.6%	2.7%	23	18.7%	0.7%	25	9.5%	1.3%
Agglo. + 100 000 hab	262	30.8%	1.7%	228	31.3%	3.1%	34	27.9%	0.4%	75	28.7%	1.5%
Agglo. Paris	164	19.3%	1.9%	154	21.2%	3.9%	9	7.8%	0.2%	59	22.4%	1.5%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	180	21.2%	1.9%	171	23.5%	3.8%	9	7.8%	0.2%	70	26.9%	1.6%
Nord-Pas-de-Calais	66	7.8%	2.1%	58	8.0%	3.8%	8	6.4%	0.5%	13	5.1%	1.5%
Lorraine	22	2.6%	1.2%	20	2.8%	2.2%	2	1.7%	0.2%	8	3.1%	1.5%
Alsace	43	5.1%	2.8%	30	4.1%	4.1%	13	10.4%	1.6%	8	3.2%	1.7%
Franche-Comté	10	1.2%	1.1%	9	1.3%	2.0%	1	0.8%	0.2%	3	1.0%	1.0%
Champagne-Ardenne	29	3.5%	2.7%	26	3.6%	4.9%	3	2.7%	0.6%	14	5.3%	4.6%
Picardie	21	2.4%	1.3%	19	2.6%	2.6%	1	1.2%	0.2%	10	3.8%	2.2%
Bourgogne	23	2.8%	1.7%	16	2.2%	2.5%	7	6.1%	1.1%	6	2.5%	1.8%
Haute-Normandie	19	2.3%	1.3%	15	2.0%	2.1%	5	3.7%	0.6%	4	1.5%	0.9%
Basse-Normandie	22	2.6%	1.9%	20	2.7%	3.4%	3	2.3%	0.4%	3	1.1%	0.9%
Centre	44	5.2%	2.1%	35	4.9%	3.5%	9	7.4%	0.8%	9	3.3%	1.4%
Pays de la Loire	33	3.9%	1.1%	30	4.1%	2.1%	3	2.8%	0.2%	9	3.5%	1.1%
Bretagne	41	4.8%	1.6%	25	3.4%	2.0%	16	12.8%	1.2%	16	6.3%	2.1%
Poitou-Charentes	17	2.0%	1.2%	14	2.0%	2.0%	3	2.2%	0.4%	3	1.3%	0.9%
Aquitaine	32	3.8%	1.2%	28	3.9%	2.2%	4	3.1%	0.3%	6	2.1%	0.7%
Midi-Pyrénées	33	3.8%	1.4%	29	4.0%	2.5%	3	2.7%	0.3%	9	3.6%	1.2%
Limousin	10	1.2%	1.6%	9	1.2%	2.9%	1	1.1%	0.4%	3	1.1%	1.9%
Auvergne	16	1.9%	1.4%	12	1.7%	2.3%	3	2.8%	0.6%	4	1.5%	1.2%
Rhône-Alpes	70	8.3%	1.4%	58	8.0%	2.4%	12	9.7%	0.5%	27	10.1%	1.5%
Languedoc-Roussillon	24	2.8%	1.1%	21	2.8%	2.0%	3	2.7%	0.3%	8	2.9%	1.2%
Provence-Alpes-Côte-d'Azur-Corse	92	10.8%	2.1%	80	11.1%	3.9%	12	9.6%	0.5%	28	10.7%	1.9%
Habitudes de connexion Internet												
Tous les jours	482	56.7%	1.7%	413	56.8%	2.9%	68	56.2%	0.5%	195	74.4%	1.5%
Presque tous les jours	119	14.1%	2.0%	106	14.6%	3.6%	13	10.9%	0.4%	42	16.2%	1.7%
1 à 2 fois par semaine	63	7.4%	2.0%	50	6.9%	3.5%	13	10.3%	0.7%	12	4.5%	1.3%
1 à 3 fois par mois	24	2.8%	2.8%	14	1.9%	3.7%	10	8.2%	2.0%	9	3.3%	4.5%
Moins souvent	21	2.5%	1.6%	18	2.4%	3.0%	4	2.9%	0.5%	0	-	-
Jamais	2	0.2%	0.9%	2	0.2%	1.4%	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	45	5.4%	1.9%	37	5.2%	4.0%	8	6.6%	0.6%	1	0.3%	0.4%
De 9 000 à moins de 12 000 euros par an	50	5.8%	1.5%	47	6.5%	4.3%	3	2.1%	0.1%	2	0.8%	0.8%
De 12 000 à moins de 18 000 euros par an	116	13.6%	1.7%	99	13.7%	3.4%	16	13.4%	0.4%	7	2.8%	0.9%
De 18 000 à moins de 24 000 euros par an	112	13.2%	1.5%	91	12.5%	2.6%	21	17.6%	0.6%	34	12.8%	2.1%
De 24 000 à moins de 36 000 euros par an	210	24.7%	1.9%	174	23.9%	3.1%	36	29.2%	0.6%	69	26.4%	1.8%
De 36 000 à moins de 45 000 euros par an	99	11.7%	1.5%	84	11.6%	2.5%	15	12.0%	0.5%	39	14.9%	1.4%
De 45 000 à moins de 65 000 euros par an	96	11.3%	1.7%	90	12.4%	2.8%	6	4.8%	0.2%	51	19.4%	1.5%
De 65 000 à moins de 80 000 euros par an	17	2.0%	1.1%	17	2.3%	1.8%	0	-	-	14	5.3%	1.3%
De 80 000 à moins de 115 000 euros par an	3	0.4%	0.3%	2	0.3%	0.3%	1	1.1%	0.3%	2	0.8%	0.2%
115 000 euros et plus par an	9	1.0%	1.8%	8	1.1%	2.9%	1	0.7%	0.4%	9	3.4%	2.1%
Refus	45	5.3%	1.4%	37	5.1%	2.8%	8	6.5%	0.4%	22	8.5%	2.0%
Ne sait pas	47	5.6%	3.0%	40	5.5%	5.9%	7	6.0%	0.8%	12	4.6%	2.2%