

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	352	100.0%	0.7%	249	100.0%	1.0%	103	100.0%	0.4%	215	100.0%	1.3%
Sexe												
Homme	249	70.8%	1.0%	249	100.0%	1.0%	0	-	-	150	69.5%	1.7%
Femme	103	29.2%	0.4%	0	-	-	103	100.0%	0.4%	66	30.5%	0.8%
Age												
15 à 24 ans	46	13.2%	0.6%	32	12.8%	0.9%	15	14.2%	0.4%	20	9.4%	0.7%
25 à 34 ans	44	12.6%	0.6%	32	12.9%	0.8%	12	11.6%	0.3%	25	11.8%	0.7%
35 à 49 ans	125	35.6%	1.0%	89	35.7%	1.4%	36	35.4%	0.6%	90	41.7%	1.5%
50 à 64 ans	107	30.4%	0.9%	80	32.1%	1.3%	27	26.4%	0.4%	73	33.9%	1.8%
65 ans et plus	29	8.2%	0.3%	16	6.5%	0.3%	13	12.4%	0.2%	7	3.2%	3.0%
Individu												
Ménagère	92	26.1%	0.4%	0	-	-	92	89.3%	0.4%	60	27.8%	0.9%
Personne de Référence	245	69.6%	0.9%	210	84.2%	1.0%	35	34.4%	0.4%	156	72.3%	1.8%
Responsable des achats	203	57.7%	0.6%	112	45.1%	0.9%	91	88.3%	0.4%	114	53.0%	1.1%
PCS Individu												
Agriculteurs	6	1.6%	1.1%	6	2.3%	1.7%	0	-	-	0	-	-
Petits patrons	65	18.5%	3.9%	56	22.5%	4.7%	9	8.6%	1.9%	64	29.6%	4.3%
Affaires et Cadres	75	21.3%	1.6%	50	20.0%	1.7%	25	24.5%	1.4%	70	32.4%	1.6%
Professions intermédiaires	58	16.6%	0.9%	38	15.5%	1.1%	20	19.3%	0.6%	53	24.4%	0.9%
Employés	25	7.1%	0.3%	8	3.4%	0.4%	16	16.0%	0.3%	1	0.4%	0.0%
Ouvriers	40	11.5%	0.6%	37	14.9%	0.7%	3	3.1%	0.2%	1	0.5%	0.3%
Retraités	31	8.7%	0.2%	22	8.6%	0.4%	9	8.9%	0.1%	1	0.7%	0.6%
Autres inactifs	52	14.7%	0.5%	32	12.7%	0.9%	20	19.6%	0.3%	26	12.0%	0.8%
PCS Personne de Référence												
Agriculteurs	7	2.0%	0.9%	6	2.3%	1.5%	1	1.3%	0.3%	0	-	-
Petits patrons	75	21.3%	2.8%	60	24.2%	4.2%	15	14.3%	1.2%	75	34.8%	2.8%
Affaires et Cadres	78	22.2%	1.1%	50	20.1%	1.4%	28	27.3%	0.8%	78	36.2%	1.1%
Professions intermédiaires	62	17.7%	0.8%	39	15.8%	1.0%	23	22.3%	0.6%	62	29.0%	0.8%
Employés	22	6.3%	0.4%	16	6.5%	0.7%	6	5.9%	0.2%	0	-	-
Ouvriers	55	15.6%	0.6%	40	16.0%	0.8%	15	14.7%	0.3%	0	-	-
Retraités	36	10.2%	0.2%	25	10.2%	0.4%	11	10.3%	0.1%	0	-	-
Autres inactifs	16	4.6%	0.4%	12	5.0%	0.9%	4	3.8%	0.2%	0	-	-

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	61	17.4%	0.6%	40	16.2%	1.0%	21	20.3%	0.4%	29	13.7%	1.7%
2 personnes	96	27.3%	0.5%	64	25.5%	0.7%	32	31.6%	0.4%	51	23.6%	1.2%
3 personnes	69	19.8%	0.7%	52	21.0%	1.1%	17	16.8%	0.4%	50	23.1%	1.3%
4 personnes	83	23.7%	0.9%	54	21.7%	1.2%	29	28.6%	0.6%	60	27.8%	1.3%
5 personnes et +	42	11.9%	0.8%	39	15.6%	1.6%	3	2.7%	0.1%	25	11.8%	1.0%
Présence d'enfants de moins de 15 ans												
Oui	135	38.4%	0.9%	103	41.3%	1.4%	32	31.3%	0.4%	89	41.5%	1.2%
Non	217	61.6%	0.6%	146	58.7%	0.8%	71	68.7%	0.4%	126	58.5%	1.3%
Habitat												
Communes rurales	78	22.2%	0.7%	60	24.2%	1.1%	18	17.2%	0.3%	50	23.0%	1.5%
Agglo. - 20 000 hab	72	20.4%	0.8%	57	22.8%	1.3%	15	14.5%	0.3%	38	17.7%	1.5%
Agglo. 20 000 à 100 000 hab	25	7.0%	0.4%	15	5.9%	0.4%	10	9.6%	0.3%	13	5.9%	0.6%
Agglo. + 100 000 hab	102	29.1%	0.7%	67	27.1%	0.9%	35	34.0%	0.4%	59	27.5%	1.2%
Agglo. Paris	75	21.3%	0.9%	50	20.0%	1.2%	25	24.7%	0.6%	56	25.9%	1.4%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	81	23.1%	0.9%	55	21.9%	1.2%	27	26.0%	0.5%	60	27.7%	1.4%
Nord-Pas-de-Calais	31	8.8%	1.0%	21	8.3%	1.3%	10	10.1%	0.6%	19	8.9%	2.1%
Lorraine	10	2.8%	0.5%	5	1.9%	0.5%	5	5.0%	0.5%	4	1.7%	0.6%
Alsace	12	3.5%	0.8%	11	4.5%	1.5%	1	1.1%	0.1%	11	5.2%	2.3%
Franche-Comté	6	1.8%	0.7%	5	2.0%	1.1%	1	1.4%	0.3%	3	1.2%	1.0%
Champagne-Ardenne	10	2.9%	0.9%	7	2.8%	1.3%	3	3.2%	0.6%	5	2.2%	1.6%
Picardie	12	3.4%	0.8%	11	4.3%	1.4%	1	1.3%	0.2%	6	2.8%	1.3%
Bourgogne	8	2.3%	0.6%	7	2.9%	1.1%	1	0.8%	0.1%	7	3.1%	1.9%
Haute-Normandie	7	1.9%	0.5%	6	2.3%	0.8%	1	1.1%	0.1%	5	2.4%	1.2%
Basse-Normandie	7	2.0%	0.6%	6	2.5%	1.1%	1	0.9%	0.1%	6	2.6%	1.7%
Centre	12	3.4%	0.6%	10	4.1%	1.0%	2	1.6%	0.2%	5	2.2%	0.7%
Pays de la Loire	11	3.2%	0.4%	9	3.8%	0.7%	2	1.9%	0.1%	3	1.2%	0.3%
Bretagne	16	4.4%	0.6%	16	6.3%	1.2%	0	-	-	8	3.9%	1.1%
Poitou-Charentes	7	2.1%	0.5%	1	0.5%	0.2%	6	5.8%	0.8%	5	2.5%	1.4%
Aquitaine	9	2.4%	0.3%	8	3.1%	0.6%	1	0.9%	0.1%	4	1.9%	0.5%
Midi-Pyrénées	12	3.5%	0.5%	10	4.2%	0.9%	2	1.9%	0.2%	5	2.4%	0.7%
Limousin	4	1.1%	0.6%	3	1.2%	1.0%	1	0.9%	0.3%	3	1.2%	1.6%
Auvergne	6	1.7%	0.5%	6	2.3%	1.1%	0	0.3%	0.1%	1	0.4%	0.3%
Rhône-Alpes	49	14.0%	1.0%	27	10.8%	1.1%	22	21.7%	0.9%	29	13.3%	1.6%
Languedoc-Roussillon	15	4.1%	0.7%	12	4.7%	1.1%	3	2.8%	0.3%	10	4.5%	1.5%
Provence-Alpes-Côte-d'Azur-Corse	26	7.4%	0.6%	14	5.8%	0.7%	12	11.2%	0.5%	18	8.6%	1.3%
Habitudes de connexion Internet												
Tous les jours	235	66.8%	0.9%	166	66.6%	1.2%	69	67.3%	0.5%	172	79.7%	1.3%
Presque tous les jours	36	10.2%	0.6%	26	10.6%	0.9%	10	9.3%	0.3%	21	9.7%	0.9%
1 à 2 fois par semaine	8	2.4%	0.3%	7	2.9%	0.5%	1	1.3%	0.1%	2	0.8%	0.2%
1 à 3 fois par mois	11	3.2%	1.3%	7	2.8%	1.9%	4	4.1%	0.8%	4	1.8%	2.0%
Moins souvent	14	3.9%	1.0%	5	2.1%	0.9%	8	8.2%	1.2%	1	0.7%	1.2%
Jamais	5	1.4%	2.4%	2	0.9%	1.8%	3	2.7%	3.5%	3	1.3%	13.5%

	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	12	3.3%	0.5%	9	3.7%	1.0%	3	2.4%	0.2%	3	1.2%	1.3%
De 9 000 à moins de 12 000 euros par an	11	3.3%	0.4%	8	3.2%	0.7%	4	3.5%	0.2%	6	2.6%	2.2%
De 12 000 à moins de 18 000 euros par an	33	9.3%	0.5%	24	9.7%	0.8%	9	8.4%	0.2%	13	5.8%	1.5%
De 18 000 à moins de 24 000 euros par an	46	13.0%	0.6%	29	11.7%	0.8%	17	16.3%	0.4%	20	9.2%	1.2%
De 24 000 à moins de 36 000 euros par an	83	23.5%	0.7%	59	23.6%	1.1%	24	23.2%	0.4%	46	21.4%	1.2%
De 36 000 à moins de 45 000 euros par an	38	10.7%	0.6%	27	10.8%	0.8%	11	10.3%	0.4%	25	11.8%	0.9%
De 45 000 à moins de 65 000 euros par an	66	18.8%	1.1%	44	17.6%	1.4%	22	21.7%	0.9%	50	23.2%	1.4%
De 65 000 à moins de 80 000 euros par an	15	4.2%	1.0%	12	4.8%	1.3%	3	2.8%	0.5%	12	5.4%	1.1%
De 80 000 à moins de 115 000 euros par an	12	3.3%	1.1%	12	4.6%	1.9%	0	-	-	11	5.0%	1.3%
115 000 euros et plus par an	15	4.2%	3.0%	8	3.2%	2.8%	7	6.7%	3.2%	15	6.9%	3.6%
Refus	18	5.1%	0.5%	16	6.4%	1.2%	2	2.0%	0.1%	13	5.9%	1.1%
Ne sait pas	5	1.3%	0.3%	2	0.7%	0.3%	3	2.6%	0.3%	4	1.7%	0.7%