

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	382	100.0%	0.7%	272	100.0%	1.1%	109	100.0%	0.4%	224	100.0%	1.3%
Sexe												
Homme	272	71.4%	1.1%	272	100.0%	1.1%	0	-	-	161	71.9%	1.8%
Femme	109	28.6%	0.4%	0	-	-	109	100.0%	0.4%	63	28.1%	0.8%
Age												
15 à 24 ans	180	47.2%	2.4%	125	46.0%	3.4%	55	50.4%	1.5%	97	43.3%	3.2%
25 à 34 ans	94	24.6%	1.2%	79	28.9%	2.1%	15	13.7%	0.4%	54	24.1%	1.6%
35 à 49 ans	63	16.4%	0.5%	41	14.9%	0.7%	22	19.9%	0.3%	53	23.6%	0.9%
50 à 64 ans	35	9.2%	0.3%	25	9.1%	0.4%	10	9.4%	0.2%	19	8.3%	0.5%
65 ans et plus	10	2.6%	0.1%	3	1.0%	0.1%	7	6.6%	0.1%	2	0.7%	0.7%
Individu												
Ménagère	71	18.5%	0.3%	0	-	-	71	64.5%	0.3%	37	16.6%	0.5%
Personne de Référence	190	49.7%	0.7%	156	57.4%	0.8%	33	30.5%	0.4%	95	42.5%	1.1%
Responsable des achats	186	48.8%	0.5%	118	43.2%	1.0%	68	62.6%	0.3%	86	38.1%	0.8%
PCS Individu												
Agriculteurs	0	-	-	0	-	-	0	-	-	0	-	-
Petits patrons	22	5.7%	1.3%	17	6.1%	1.4%	5	4.5%	1.1%	22	9.6%	1.4%
Affaires et Cadres	62	16.1%	1.3%	49	18.1%	1.7%	12	11.1%	0.7%	58	25.7%	1.3%
Professions intermédiaires	41	10.7%	0.6%	33	11.9%	0.9%	8	7.7%	0.3%	35	15.5%	0.6%
Employés	50	13.1%	0.6%	29	10.5%	1.4%	21	19.5%	0.3%	12	5.3%	0.6%
Ouvriers	33	8.6%	0.5%	33	12.0%	0.6%	0	-	-	14	6.3%	3.8%
Retraités	9	2.4%	0.1%	3	1.2%	0.1%	6	5.4%	0.1%	2	0.7%	0.6%
Autres inactifs	166	43.4%	1.7%	109	40.1%	3.1%	57	51.7%	0.9%	83	37.0%	2.7%
PCS Personne de Référence												
Agriculteurs	3	0.7%	0.4%	3	1.0%	0.8%	0	-	-	0	-	-
Petits patrons	44	11.5%	1.7%	34	12.6%	2.4%	10	8.8%	0.8%	44	19.6%	1.7%
Affaires et Cadres	113	29.5%	1.6%	78	28.5%	2.2%	35	31.9%	1.0%	113	50.1%	1.6%
Professions intermédiaires	68	17.8%	0.9%	50	18.2%	1.3%	18	16.8%	0.5%	68	30.3%	0.9%
Employés	53	14.0%	1.0%	37	13.6%	1.7%	16	14.8%	0.5%	0	-	-
Ouvriers	30	7.9%	0.3%	28	10.3%	0.6%	2	1.7%	0.0%	0	-	-
Retraités	25	6.6%	0.2%	12	4.2%	0.2%	14	12.4%	0.2%	0	-	-
Autres inactifs	46	12.1%	1.2%	31	11.5%	2.1%	15	13.5%	0.6%	0	-	-

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	78	20.4%	0.8%	49	18.0%	1.2%	29	26.5%	0.5%	32	14.3%	1.9%
2 personnes	80	20.9%	0.4%	62	22.8%	0.7%	18	16.3%	0.2%	42	18.7%	1.0%
3 personnes	99	25.8%	1.1%	78	28.5%	1.7%	21	19.2%	0.4%	53	23.7%	1.4%
4 personnes	74	19.5%	0.8%	50	18.2%	1.1%	25	22.6%	0.5%	59	26.4%	1.3%
5 personnes et +	51	13.4%	1.0%	34	12.5%	1.4%	17	15.4%	0.6%	38	17.0%	1.5%
Présence d'enfants de moins de 15 ans												
Oui	103	27.0%	0.7%	72	26.6%	1.0%	31	28.0%	0.4%	67	29.9%	0.9%
Non	279	73.0%	0.8%	200	73.4%	1.2%	79	72.0%	0.4%	157	70.1%	1.7%
Habitat												
Communes rurales	43	11.2%	0.4%	27	9.7%	0.5%	16	14.7%	0.3%	20	8.9%	0.6%
Agglo. - 20 000 hab	40	10.4%	0.4%	28	10.3%	0.7%	12	10.6%	0.2%	22	9.8%	0.9%
Agglo. 20 000 à 100 000 hab	55	14.5%	0.8%	47	17.4%	1.4%	8	7.3%	0.2%	41	18.1%	2.0%
Agglo. + 100 000 hab	135	35.3%	0.9%	101	37.2%	1.4%	33	30.6%	0.4%	67	29.8%	1.3%
Agglo. Paris	109	28.7%	1.3%	69	25.4%	1.7%	40	36.8%	0.9%	75	33.5%	1.9%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	114	29.8%	1.2%	72	26.3%	1.6%	42	38.7%	0.9%	79	35.1%	1.8%
Nord-Pas-de-Calais	9	2.3%	0.3%	7	2.5%	0.4%	2	2.0%	0.1%	6	2.6%	0.6%
Lorraine	19	4.9%	1.0%	10	3.8%	1.1%	8	7.6%	0.8%	10	4.4%	1.8%
Alsace	6	1.5%	0.4%	4	1.6%	0.6%	1	1.1%	0.2%	3	1.4%	0.6%
Franche-Comté	2	0.6%	0.2%	2	0.6%	0.3%	1	0.5%	0.1%	1	0.5%	0.4%
Champagne-Ardenne	1	0.3%	0.1%	0	0.1%	0.1%	1	0.9%	0.2%	0	0.2%	0.1%
Picardie	4	0.9%	0.2%	4	1.3%	0.5%	0	-	-	1	0.3%	0.2%
Bourgogne	7	1.8%	0.5%	4	1.3%	0.5%	3	3.0%	0.5%	6	2.5%	1.6%
Haute-Normandie	17	4.5%	1.2%	9	3.4%	1.3%	8	7.3%	1.0%	6	2.8%	1.5%
Basse-Normandie	9	2.3%	0.7%	8	3.0%	1.4%	1	0.5%	0.1%	6	2.5%	1.7%
Centre	13	3.3%	0.6%	10	3.6%	1.0%	3	2.7%	0.3%	6	2.7%	1.0%
Pays de la Loire	18	4.8%	0.6%	16	5.8%	1.1%	2	2.3%	0.2%	9	3.9%	1.1%
Bretagne	33	8.6%	1.3%	26	9.7%	2.1%	7	6.1%	0.5%	15	6.7%	1.9%
Poitou-Charentes	5	1.2%	0.3%	3	1.2%	0.5%	1	1.2%	0.2%	1	0.3%	0.1%
Aquitaine	12	3.0%	0.4%	10	3.5%	0.8%	2	1.8%	0.1%	4	1.6%	0.4%
Midi-Pyrénées	27	6.9%	1.1%	20	7.2%	1.7%	7	6.3%	0.6%	13	6.0%	1.7%
Limousin	2	0.6%	0.4%	1	0.4%	0.4%	1	1.0%	0.3%	1	0.5%	0.7%
Auvergne	2	0.6%	0.2%	1	0.5%	0.3%	1	1.0%	0.2%	1	0.6%	0.4%
Rhône-Alpes	41	10.6%	0.8%	36	13.4%	1.5%	4	3.8%	0.2%	31	13.8%	1.8%
Languedoc-Roussillon	10	2.6%	0.5%	7	2.5%	0.6%	3	3.0%	0.3%	7	3.1%	1.1%
Provence-Alpes-Côte-d'Azur-Corse	33	8.7%	0.8%	23	8.5%	1.1%	10	9.1%	0.4%	19	8.5%	1.3%
Habitudes de connexion Internet												
Tous les jours	315	82.5%	1.1%	229	84.0%	1.6%	86	78.8%	0.6%	192	85.5%	1.5%
Presque tous les jours	45	11.9%	0.7%	32	11.6%	1.1%	14	12.6%	0.4%	29	12.8%	1.2%
1 à 2 fois par semaine	5	1.4%	0.2%	4	1.4%	0.3%	1	1.2%	0.1%	1	0.4%	0.1%
1 à 3 fois par mois	3	0.7%	0.3%	1	0.5%	0.4%	1	1.1%	0.2%	1	0.6%	0.7%
Moins souvent	2	0.5%	0.1%	0	-	-	2	1.8%	0.3%	0	-	-
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	29	7.7%	1.3%	19	6.9%	2.0%	10	9.6%	0.7%	2	1.0%	1.1%
De 9 000 à moins de 12 000 euros par an	13	3.4%	0.4%	6	2.3%	0.6%	7	6.3%	0.3%	1	0.4%	0.4%
De 12 000 à moins de 18 000 euros par an	38	9.8%	0.6%	26	9.5%	0.9%	12	10.6%	0.3%	16	6.9%	1.9%
De 18 000 à moins de 24 000 euros par an	38	9.9%	0.5%	32	11.9%	0.9%	5	5.0%	0.1%	11	4.7%	0.7%
De 24 000 à moins de 36 000 euros par an	65	17.0%	0.6%	45	16.5%	0.8%	20	18.2%	0.3%	41	18.3%	1.1%
De 36 000 à moins de 45 000 euros par an	34	9.0%	0.5%	23	8.5%	0.7%	11	10.4%	0.4%	25	11.1%	0.9%
De 45 000 à moins de 65 000 euros par an	72	18.9%	1.3%	57	20.8%	1.8%	15	14.2%	0.6%	52	23.0%	1.5%
De 65 000 à moins de 80 000 euros par an	29	7.5%	1.9%	24	8.9%	2.5%	5	4.3%	0.8%	27	11.9%	2.4%
De 80 000 à moins de 115 000 euros par an	18	4.7%	1.8%	17	6.1%	2.8%	1	1.1%	0.3%	16	7.3%	2.0%
115 000 euros et plus par an	16	4.2%	3.2%	12	4.3%	4.2%	4	3.9%	2.0%	16	7.1%	3.8%
Refus	16	4.2%	0.5%	9	3.2%	0.6%	7	6.6%	0.4%	9	3.9%	0.8%
Ne sait pas	14	3.6%	0.9%	3	1.1%	0.5%	11	9.8%	1.2%	10	4.4%	1.8%