

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2824	100.0%	5.5%	1405	100.0%	5.7%	1419	100.0%	5.3%	1163	100.0%	6.9%
Sexe												
Homme	1405	49.7%	5.7%	1405	100.0%	5.7%	0	-	-	595	51.1%	6.8%
Femme	1419	50.3%	5.3%	0	-	-	1419	100.0%	5.3%	568	48.9%	6.9%
Age												
15 à 24 ans	786	27.8%	10.6%	342	24.3%	9.2%	444	31.3%	12.1%	355	30.6%	11.5%
25 à 34 ans	570	20.2%	7.4%	317	22.6%	8.4%	253	17.8%	6.5%	232	19.9%	6.8%
35 à 49 ans	740	26.2%	5.8%	382	27.2%	6.1%	358	25.3%	5.6%	341	29.4%	5.6%
50 à 64 ans	503	17.8%	4.1%	257	18.3%	4.3%	246	17.3%	3.9%	225	19.3%	5.5%
65 ans et plus	225	8.0%	2.0%	107	7.6%	2.2%	118	8.3%	1.9%	9	0.8%	4.0%
Individu												
Ménagère	1029	36.4%	4.4%	0	-	-	1029	72.5%	4.4%	404	34.8%	5.9%
Personne de Référence	1473	52.2%	5.2%	1037	73.8%	5.1%	436	30.7%	5.5%	543	46.7%	6.4%
Responsable des achats	1791	63.4%	5.1%	740	52.7%	6.1%	1051	74.1%	4.6%	683	58.8%	6.4%
PCS Individu												
Agriculteurs	0	-	-	0	-	-	0	-	-	0	-	-
Petits patrons	46	1.6%	2.8%	37	2.6%	3.1%	9	0.6%	1.9%	43	3.7%	2.9%
Affaires et Cadres	368	13.0%	7.7%	227	16.2%	7.7%	141	10.0%	7.8%	329	28.3%	7.5%
Professions intermédiaires	452	16.0%	6.7%	226	16.1%	6.6%	226	15.9%	6.9%	359	30.9%	6.5%
Employés	671	23.8%	8.0%	210	15.0%	10.4%	461	32.5%	7.3%	128	11.0%	7.0%
Ouvriers	329	11.7%	5.1%	266	19.0%	5.3%	63	4.4%	4.5%	23	2.0%	6.3%
Retraités	259	9.2%	2.1%	132	9.4%	2.2%	127	9.0%	1.9%	8	0.7%	3.3%
Autres inactifs	698	24.7%	7.0%	307	21.8%	8.9%	391	27.5%	6.0%	272	23.4%	8.9%
PCS Personne de Référence												
Agriculteurs	7	0.2%	0.9%	1	0.1%	0.4%	6	0.4%	1.3%	0	-	-
Petits patrons	121	4.3%	4.6%	64	4.6%	4.5%	57	4.0%	4.8%	121	10.4%	4.6%
Affaires et Cadres	537	19.0%	7.8%	275	19.6%	7.9%	262	18.5%	7.7%	537	46.2%	7.8%
Professions intermédiaires	504	17.9%	6.7%	255	18.2%	6.6%	249	17.5%	6.9%	504	43.4%	6.7%
Employés	530	18.8%	10.0%	233	16.6%	10.5%	297	20.9%	9.7%	0	-	-
Ouvriers	485	17.2%	5.1%	279	19.8%	5.6%	206	14.5%	4.6%	0	-	-
Retraités	389	13.8%	2.6%	181	12.9%	2.7%	208	14.6%	2.6%	0	-	-
Autres inactifs	250	8.9%	6.4%	115	8.2%	7.9%	135	9.5%	5.5%	0	-	-

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	469	16.6%	5.0%	225	16.0%	5.6%	244	17.2%	4.5%	125	10.7%	7.3%
2 personnes	780	27.6%	4.3%	383	27.3%	4.3%	397	28.0%	4.3%	299	25.7%	6.8%
3 personnes	622	22.0%	6.7%	320	22.8%	6.9%	302	21.3%	6.4%	280	24.1%	7.5%
4 personnes	574	20.3%	6.3%	275	19.6%	6.0%	299	21.0%	6.5%	283	24.3%	6.1%
5 personnes et +	379	13.4%	7.2%	201	14.3%	8.3%	177	12.5%	6.3%	176	15.1%	7.0%
Présence d'enfants de moins de 15 ans												
Oui	933	33.0%	6.0%	463	33.0%	6.4%	470	33.1%	5.5%	435	37.4%	5.8%
Non	1891	67.0%	5.3%	942	67.0%	5.5%	949	66.9%	5.2%	728	62.6%	7.7%
Habitat												
Communes rurales	131	4.6%	1.1%	86	6.1%	1.5%	45	3.2%	0.7%	56	4.9%	1.7%
Agglo. - 20 000 hab	161	5.7%	1.8%	90	6.4%	2.1%	71	5.0%	1.5%	78	6.7%	3.0%
Agglo. 20 000 à 100 000 hab	92	3.3%	1.3%	58	4.1%	1.7%	35	2.4%	1.0%	48	4.1%	2.4%
Agglo. + 100 000 hab	1015	35.9%	6.7%	486	34.6%	6.7%	529	37.3%	6.6%	340	29.2%	6.6%
Agglo. Paris	1425	50.5%	16.9%	685	48.8%	17.2%	740	52.1%	16.7%	641	55.1%	16.5%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	1506	53.3%	15.9%	730	51.9%	16.2%	776	54.7%	15.7%	685	58.9%	15.8%
Nord-Pas-de-Calais	198	7.0%	6.2%	108	7.7%	7.1%	90	6.4%	5.3%	75	6.4%	8.1%
Lorraine	4	0.1%	0.2%	1	0.1%	0.1%	3	0.2%	0.3%	1	0.1%	0.1%
Alsace	82	2.9%	5.4%	45	3.2%	6.1%	38	2.7%	4.8%	19	1.7%	3.9%
Franche-Comté	1	0.0%	0.1%	0	-	-	1	0.1%	0.2%	0	0.0%	0.0%
Champagne-Ardenne	2	0.1%	0.2%	0	0.0%	0.0%	2	0.1%	0.3%	0	0.0%	0.0%
Picardie	19	0.7%	1.3%	16	1.1%	2.1%	3	0.2%	0.4%	6	0.5%	1.2%
Bourgogne	7	0.2%	0.5%	4	0.3%	0.6%	3	0.2%	0.4%	4	0.3%	1.1%
Haute-Normandie	11	0.4%	0.7%	6	0.4%	0.8%	5	0.4%	0.7%	6	0.5%	1.3%
Basse-Normandie	4	0.2%	0.4%	3	0.2%	0.5%	1	0.1%	0.2%	0	-	-
Centre	18	0.6%	0.9%	12	0.9%	1.2%	5	0.4%	0.5%	11	0.9%	1.7%
Pays de la Loire	104	3.7%	3.6%	62	4.4%	4.5%	42	3.0%	2.9%	40	3.4%	4.8%
Bretagne	61	2.2%	2.3%	29	2.1%	2.3%	32	2.3%	2.4%	23	2.0%	2.9%
Poitou-Charentes	5	0.2%	0.3%	5	0.3%	0.6%	0	0.0%	0.0%	0	0.0%	0.1%
Aquitaine	94	3.3%	3.5%	50	3.5%	3.9%	45	3.1%	3.2%	30	2.6%	3.7%
Midi-Pyrénées	146	5.2%	6.1%	76	5.4%	6.6%	70	5.0%	5.7%	44	3.8%	5.6%
Limousin	2	0.1%	0.4%	2	0.2%	0.7%	0	0.0%	0.1%	0	-	-
Auvergne	3	0.1%	0.3%	3	0.2%	0.5%	0	0.0%	0.1%	1	0.1%	0.3%
Rhône-Alpes	186	6.6%	3.7%	89	6.3%	3.7%	97	6.8%	3.7%	76	6.5%	4.4%
Languedoc-Roussillon	97	3.4%	4.5%	45	3.2%	4.4%	52	3.6%	4.5%	49	4.2%	7.7%
Provence-Alpes-Côte-d'Azur-Corse	273	9.7%	6.3%	120	8.6%	5.9%	153	10.8%	6.7%	94	8.1%	6.5%
Habitudes de connexion Internet												
Tous les jours	1836	65.0%	6.6%	949	67.5%	6.7%	888	62.6%	6.5%	901	77.5%	7.0%
Presque tous les jours	357	12.6%	5.9%	166	11.8%	5.7%	190	13.4%	6.0%	161	13.8%	6.6%
1 à 2 fois par semaine	184	6.5%	5.7%	85	6.0%	5.9%	100	7.0%	5.5%	62	5.3%	6.9%
1 à 3 fois par mois	58	2.1%	6.7%	28	2.0%	7.5%	30	2.1%	6.2%	15	1.3%	7.6%
Moins souvent	62	2.2%	4.7%	14	1.0%	2.4%	47	3.3%	6.5%	2	0.1%	1.3%
Jamais	4	0.1%	1.8%	1	0.1%	0.8%	3	0.2%	3.4%	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	145	5.1%	6.2%	66	4.7%	7.0%	80	5.6%	5.7%	11	0.9%	5.5%
De 9 000 à moins de 12 000 euros par an	115	4.1%	3.5%	54	3.8%	4.9%	61	4.3%	2.8%	11	0.9%	4.4%
De 12 000 à moins de 18 000 euros par an	367	13.0%	5.4%	146	10.4%	5.0%	221	15.5%	5.8%	75	6.5%	9.1%
De 18 000 à moins de 24 000 euros par an	377	13.3%	5.1%	179	12.7%	5.1%	198	13.9%	5.1%	106	9.1%	6.6%
De 24 000 à moins de 36 000 euros par an	572	20.3%	5.1%	316	22.5%	5.7%	256	18.1%	4.4%	227	19.5%	6.1%
De 36 000 à moins de 45 000 euros par an	380	13.5%	5.9%	209	14.9%	6.1%	171	12.1%	5.7%	180	15.5%	6.3%
De 45 000 à moins de 65 000 euros par an	365	12.9%	6.3%	197	14.0%	6.2%	168	11.8%	6.5%	244	21.0%	7.0%
De 65 000 à moins de 80 000 euros par an	109	3.9%	7.1%	73	5.2%	7.6%	37	2.6%	6.2%	82	7.1%	7.5%
De 80 000 à moins de 115 000 euros par an	73	2.6%	7.3%	38	2.7%	6.3%	36	2.5%	8.8%	62	5.4%	7.6%
115 000 euros et plus par an	39	1.4%	7.9%	24	1.7%	8.5%	15	1.1%	7.2%	33	2.8%	7.9%
Refus	164	5.8%	5.0%	58	4.1%	4.3%	106	7.5%	5.4%	78	6.7%	6.8%
Ne sait pas	117	4.1%	7.4%	47	3.3%	6.9%	70	4.9%	7.7%	54	4.6%	9.8%