

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1612	100.0%	3.2%	794	100.0%	3.2%	817	100.0%	3.1%	736	100.0%	4.3%
Sexe												
Homme	794	49.3%	3.2%	794	100.0%	3.2%	0	-	-	381	51.8%	4.3%
Femme	817	50.7%	3.1%	0	-	-	817	100.0%	3.1%	355	48.2%	4.3%
Age												
15 à 24 ans	429	26.6%	5.8%	179	22.5%	4.8%	250	30.6%	6.8%	205	27.8%	6.7%
25 à 34 ans	355	22.1%	4.6%	187	23.6%	4.9%	168	20.6%	4.3%	158	21.5%	4.6%
35 à 49 ans	433	26.9%	3.4%	212	26.7%	3.4%	221	27.0%	3.4%	218	29.6%	3.6%
50 à 64 ans	288	17.8%	2.3%	168	21.2%	2.8%	120	14.6%	1.9%	148	20.2%	3.6%
65 ans et plus	107	6.6%	1.0%	49	6.1%	1.0%	58	7.2%	0.9%	7	0.9%	2.9%
Individu												
Ménagère	574	35.6%	2.5%	0	-	-	574	70.2%	2.5%	256	34.7%	3.7%
Personne de Référence	823	51.1%	2.9%	584	73.5%	2.9%	239	29.3%	3.0%	360	48.9%	4.2%
Responsable des achats	1008	62.5%	2.9%	417	52.4%	3.4%	591	72.3%	2.6%	443	60.1%	4.2%
PCS Individu												
Agriculteurs	0	-	-	0	-	-	0	-	-	0	-	-
Petits patrons	24	1.5%	1.5%	23	2.9%	1.9%	2	0.2%	0.4%	24	3.2%	1.6%
Affaires et Cadres	278	17.3%	5.8%	169	21.3%	5.7%	109	13.4%	6.1%	245	33.3%	5.6%
Professions intermédiaires	285	17.7%	4.2%	137	17.2%	4.0%	148	18.1%	4.5%	221	30.1%	4.0%
Employés	377	23.4%	4.5%	125	15.7%	6.2%	252	30.9%	4.0%	75	10.2%	4.1%
Ouvriers	166	10.3%	2.6%	129	16.3%	2.6%	36	4.4%	2.6%	11	1.5%	2.9%
Retraités	121	7.5%	1.0%	61	7.7%	1.0%	60	7.3%	0.9%	7	1.0%	3.0%
Autres inactifs	360	22.3%	3.6%	151	18.9%	4.3%	209	25.6%	3.2%	153	20.8%	5.0%
PCS Personne de Référence												
Agriculteurs	0	0.0%	0.0%	0	0.0%	0.1%	0	-	-	0	-	-
Petits patrons	64	4.0%	2.4%	31	3.8%	2.1%	33	4.1%	2.8%	64	8.7%	2.4%
Affaires et Cadres	389	24.1%	5.7%	201	25.3%	5.8%	188	23.0%	5.5%	389	52.8%	5.7%
Professions intermédiaires	284	17.6%	3.8%	149	18.8%	3.8%	134	16.4%	3.7%	284	38.5%	3.8%
Employés	306	19.0%	5.8%	136	17.1%	6.1%	170	20.8%	5.5%	0	-	-
Ouvriers	235	14.6%	2.5%	134	16.9%	2.7%	100	12.3%	2.2%	0	-	-
Retraités	204	12.6%	1.4%	94	11.8%	1.4%	110	13.5%	1.4%	0	-	-
Autres inactifs	131	8.1%	3.3%	49	6.2%	3.4%	81	10.0%	3.3%	0	-	-

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	245	15.2%	2.6%	113	14.2%	2.8%	133	16.3%	2.5%	83	11.3%	4.8%
2 personnes	425	26.3%	2.4%	221	27.8%	2.5%	203	24.9%	2.2%	196	26.7%	4.5%
3 personnes	361	22.4%	3.9%	188	23.7%	4.1%	173	21.2%	3.7%	179	24.4%	4.8%
4 personnes	360	22.3%	3.9%	160	20.1%	3.5%	200	24.4%	4.3%	173	23.5%	3.7%
5 personnes et +	221	13.7%	4.2%	113	14.2%	4.6%	108	13.3%	3.9%	104	14.2%	4.2%
Présence d'enfants de moins de 15 ans												
Oui	538	33.4%	3.4%	261	32.9%	3.6%	277	33.9%	3.3%	260	35.3%	3.4%
Non	1074	66.6%	3.0%	533	67.1%	3.1%	540	66.1%	3.0%	476	64.7%	5.1%
Habitat												
Communes rurales	48	3.0%	0.4%	31	3.9%	0.5%	17	2.1%	0.3%	18	2.4%	0.5%
Agglo. - 20 000 hab	57	3.5%	0.6%	33	4.2%	0.8%	24	2.9%	0.5%	33	4.4%	1.3%
Agglo. 20 000 à 100 000 hab	44	2.7%	0.6%	24	3.0%	0.7%	20	2.4%	0.6%	17	2.4%	0.9%
Agglo. + 100 000 hab	45	2.8%	0.3%	24	3.1%	0.3%	20	2.5%	0.3%	22	3.0%	0.4%
Agglo. Paris	1419	88.0%	16.8%	683	85.9%	17.1%	736	90.1%	16.6%	646	87.7%	16.7%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	1501	93.1%	15.9%	728	91.6%	16.2%	773	94.6%	15.6%	689	93.6%	16.0%
Nord-Pas-de-Calais	14	0.9%	0.4%	9	1.2%	0.6%	5	0.6%	0.3%	7	0.9%	0.7%
Lorraine	4	0.2%	0.2%	1	0.1%	0.1%	3	0.4%	0.3%	1	0.1%	0.1%
Alsace	5	0.3%	0.4%	4	0.4%	0.5%	2	0.2%	0.2%	3	0.4%	0.6%
Franche-Comté	0	0.0%	0.0%	0	-	-	0	0.0%	0.0%	0	-	-
Champagne-Ardenne	1	0.1%	0.1%	0	0.0%	0.0%	1	0.1%	0.2%	0	0.0%	0.0%
Picardie	17	1.0%	1.1%	14	1.8%	1.9%	3	0.3%	0.3%	5	0.7%	1.1%
Bourgogne	4	0.3%	0.3%	3	0.4%	0.5%	1	0.1%	0.1%	3	0.5%	0.9%
Haute-Normandie	10	0.6%	0.7%	5	0.7%	0.7%	5	0.6%	0.6%	5	0.7%	1.2%
Basse-Normandie	4	0.3%	0.3%	3	0.4%	0.5%	1	0.1%	0.1%	0	-	-
Centre	16	1.0%	0.8%	11	1.4%	1.1%	5	0.6%	0.5%	9	1.3%	1.4%
Pays de la Loire	6	0.4%	0.2%	3	0.4%	0.2%	3	0.4%	0.2%	3	0.4%	0.4%
Bretagne	5	0.3%	0.2%	1	0.1%	0.0%	5	0.6%	0.3%	2	0.3%	0.3%
Poitou-Charentes	1	0.1%	0.1%	1	0.1%	0.1%	0	0.0%	0.0%	0	0.0%	0.1%
Aquitaine	1	0.1%	0.1%	1	0.2%	0.1%	0	-	-	0	-	-
Midi-Pyrénées	6	0.4%	0.2%	1	0.2%	0.1%	5	0.6%	0.4%	2	0.2%	0.2%
Limousin	0	-	-	0	-	-	0	-	-	0	-	-
Auvergne	0	-	-	0	-	-	0	-	-	0	-	-
Rhône-Alpes	6	0.4%	0.1%	3	0.4%	0.1%	3	0.4%	0.1%	2	0.3%	0.1%
Languedoc-Roussillon	1	0.1%	0.1%	1	0.1%	0.1%	0	-	-	0	0.0%	0.0%
Provence-Alpes-Côte-d'Azur-Corse	8	0.5%	0.2%	5	0.6%	0.2%	3	0.4%	0.1%	4	0.5%	0.3%
Habitudes de connexion Internet												
Tous les jours	1106	68.6%	4.0%	567	71.4%	4.0%	539	66.0%	4.0%	584	79.3%	4.5%
Presque tous les jours	195	12.1%	3.2%	95	12.0%	3.3%	100	12.2%	3.2%	94	12.8%	3.9%
1 à 2 fois par semaine	102	6.3%	3.1%	43	5.4%	3.0%	58	7.2%	3.3%	32	4.4%	3.6%
1 à 3 fois par mois	23	1.5%	2.7%	10	1.3%	2.8%	13	1.6%	2.7%	10	1.4%	5.3%
Moins souvent	26	1.6%	2.0%	6	0.7%	1.0%	20	2.4%	2.7%	1	0.2%	1.0%
Jamais	1	0.1%	0.5%	1	0.1%	0.8%	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	63	3.9%	2.7%	36	4.5%	3.8%	27	3.4%	2.0%	7	1.0%	3.6%
De 9 000 à moins de 12 000 euros par an	47	2.9%	1.4%	26	3.3%	2.4%	21	2.6%	1.0%	6	0.8%	2.4%
De 12 000 à moins de 18 000 euros par an	189	11.7%	2.8%	58	7.4%	2.0%	131	16.0%	3.4%	37	5.0%	4.4%
De 18 000 à moins de 24 000 euros par an	180	11.2%	2.5%	89	11.3%	2.6%	90	11.1%	2.3%	58	7.9%	3.6%
De 24 000 à moins de 36 000 euros par an	310	19.2%	2.7%	160	20.2%	2.9%	149	18.3%	2.6%	124	16.8%	3.3%
De 36 000 à moins de 45 000 euros par an	239	14.8%	3.7%	122	15.3%	3.6%	118	14.4%	3.9%	123	16.7%	4.3%
De 45 000 à moins de 65 000 euros par an	244	15.1%	4.2%	140	17.6%	4.4%	104	12.7%	4.0%	157	21.3%	4.5%
De 65 000 à moins de 80 000 euros par an	78	4.8%	5.0%	50	6.3%	5.3%	27	3.3%	4.5%	58	7.9%	5.3%
De 80 000 à moins de 115 000 euros par an	56	3.5%	5.6%	30	3.8%	5.0%	26	3.2%	6.5%	51	6.9%	6.2%
115 000 euros et plus par an	31	2.0%	6.4%	17	2.2%	6.3%	14	1.7%	6.6%	27	3.6%	6.4%
Refus	108	6.7%	3.3%	38	4.8%	2.9%	70	8.6%	3.6%	51	6.9%	4.5%
Ne sait pas	65	4.1%	4.1%	26	3.3%	3.9%	39	4.8%	4.3%	38	5.1%	6.9%