

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	238	100.0%	0.5%	151	100.0%	0.6%	87	100.0%	0.3%	29	100.0%	0.2%
Sexe												
Homme	151	63.5%	0.6%	151	100.0%	0.6%	0	-	-	24	83.2%	0.3%
Femme	87	36.5%	0.3%	0	-	-	87	100.0%	0.3%	5	16.8%	0.1%
Age												
15 à 24 ans	22	9.4%	0.3%	10	6.7%	0.3%	12	14.1%	0.3%	3	9.6%	0.1%
25 à 34 ans	29	12.2%	0.4%	20	13.1%	0.5%	9	10.6%	0.2%	6	20.6%	0.2%
35 à 49 ans	73	30.6%	0.6%	62	41.2%	1.0%	10	12.1%	0.2%	9	31.2%	0.1%
50 à 64 ans	81	34.0%	0.7%	42	28.0%	0.7%	39	44.5%	0.6%	11	38.5%	0.3%
65 ans et plus	33	13.8%	0.3%	17	11.0%	0.3%	16	18.8%	0.3%	0	-	-
Individu												
Ménagère	78	32.8%	0.3%	0	-	-	78	89.8%	0.3%	4	14.3%	0.1%
Personne de Référence	166	69.6%	0.6%	135	89.1%	0.7%	31	35.7%	0.4%	21	74.2%	0.3%
Responsable des achats	177	74.4%	0.5%	103	67.9%	0.8%	75	85.7%	0.3%	19	66.7%	0.2%
PCS Individu												
Agriculteurs	0	-	-	0	-	-	0	-	-	0	-	-
Petits patrons	7	2.9%	0.4%	7	4.5%	0.6%	0	-	-	7	23.4%	0.5%
Affaires et Cadres	4	1.9%	0.1%	4	2.9%	0.1%	0	-	-	4	14.3%	0.1%
Professions intermédiaires	15	6.5%	0.2%	11	7.2%	0.3%	5	5.2%	0.1%	13	46.2%	0.2%
Employés	35	14.7%	0.4%	12	8.0%	0.6%	23	26.2%	0.4%	2	5.6%	0.1%
Ouvriers	78	32.9%	1.2%	68	45.1%	1.3%	10	11.8%	0.7%	1	5.1%	0.4%
Retraités	49	20.7%	0.4%	27	18.2%	0.5%	22	25.2%	0.3%	0	-	-
Autres inactifs	49	20.5%	0.5%	21	14.1%	0.6%	28	31.7%	0.4%	2	5.3%	0.1%
PCS Personne de Référence												
Agriculteurs	1	0.5%	0.2%	0	-	-	1	1.5%	0.3%	0	-	-
Petits patrons	10	4.0%	0.4%	9	5.8%	0.6%	1	1.0%	0.1%	10	33.0%	0.4%
Affaires et Cadres	5	2.1%	0.1%	4	2.9%	0.1%	1	0.8%	0.0%	5	17.4%	0.1%
Professions intermédiaires	14	6.0%	0.2%	11	7.3%	0.3%	3	3.8%	0.1%	14	49.6%	0.2%
Employés	24	10.0%	0.4%	15	9.7%	0.7%	9	10.5%	0.3%	0	-	-
Ouvriers	88	36.9%	0.9%	61	40.4%	1.2%	27	30.6%	0.6%	0	-	-
Retraités	58	24.5%	0.4%	33	22.1%	0.5%	25	28.6%	0.3%	0	-	-
Autres inactifs	38	16.0%	1.0%	18	11.8%	1.2%	20	23.3%	0.8%	0	-	-

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	62	25.9%	0.7%	48	31.7%	1.2%	14	16.0%	0.3%	6	20.4%	0.3%
2 personnes	72	30.1%	0.4%	39	25.9%	0.4%	32	37.2%	0.4%	6	21.9%	0.1%
3 personnes	42	17.8%	0.5%	14	9.2%	0.3%	29	32.8%	0.6%	5	16.0%	0.1%
4 personnes	30	12.5%	0.3%	21	14.1%	0.5%	9	9.8%	0.2%	9	32.7%	0.2%
5 personnes et +	33	13.7%	0.6%	29	19.1%	1.2%	4	4.2%	0.1%	3	9.0%	0.1%
Présence d'enfants de moins de 15 ans												
Oui	65	27.3%	0.4%	53	35.0%	0.7%	12	13.9%	0.1%	11	38.7%	0.1%
Non	173	72.7%	0.5%	98	65.0%	0.6%	75	86.1%	0.4%	18	61.3%	0.2%
Habitat												
Communes rurales	36	15.2%	0.3%	25	16.6%	0.4%	11	12.7%	0.2%	5	17.1%	0.1%
Agglo. - 20 000 hab	46	19.5%	0.5%	24	15.6%	0.6%	23	26.1%	0.5%	4	14.9%	0.2%
Agglo. 20 000 à 100 000 hab	50	21.0%	0.7%	31	20.3%	0.9%	19	22.3%	0.6%	7	24.8%	0.4%
Agglo. + 100 000 hab	89	37.5%	0.6%	62	41.0%	0.9%	27	31.5%	0.3%	10	35.3%	0.2%
Agglo. Paris	16	6.8%	0.2%	10	6.5%	0.2%	6	7.4%	0.1%	2	7.9%	0.1%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	22	9.1%	0.2%	14	9.2%	0.3%	8	9.1%	0.2%	6	20.7%	0.1%
Nord-Pas-de-Calais	33	13.9%	1.0%	25	16.9%	1.7%	8	8.8%	0.5%	3	9.2%	0.3%
Lorraine	12	5.2%	0.6%	5	3.3%	0.5%	7	8.5%	0.7%	1	3.1%	0.2%
Alsace	3	1.4%	0.2%	1	0.5%	0.1%	3	3.0%	0.3%	1	2.1%	0.1%
Franche-Comté	4	1.7%	0.4%	1	0.7%	0.2%	3	3.5%	0.6%	1	1.8%	0.2%
Champagne-Ardenne	2	0.7%	0.2%	1	0.5%	0.1%	1	1.1%	0.2%	0	0.2%	0.0%
Picardie	12	5.0%	0.8%	10	6.6%	1.3%	2	2.1%	0.2%	3	8.9%	0.6%
Bourgogne	13	5.4%	0.9%	7	4.7%	1.1%	6	6.7%	0.8%	1	3.9%	0.3%
Haute-Normandie	17	7.0%	1.1%	7	4.6%	1.0%	10	11.3%	1.3%	2	5.5%	0.4%
Basse-Normandie	5	2.0%	0.4%	2	1.1%	0.3%	3	3.5%	0.5%	0	-	-
Centre	11	4.5%	0.5%	8	5.4%	0.8%	2	2.8%	0.2%	2	5.2%	0.2%
Pays de la Loire	11	4.7%	0.4%	9	5.8%	0.6%	2	2.8%	0.2%	1	2.5%	0.1%
Bretagne	16	6.5%	0.6%	7	4.6%	0.6%	9	9.9%	0.6%	1	4.2%	0.2%
Poitou-Charentes	11	4.4%	0.7%	8	5.1%	1.1%	3	3.2%	0.4%	4	14.1%	1.0%
Aquitaine	8	3.3%	0.3%	6	4.1%	0.5%	1	1.7%	0.1%	0	0.5%	0.0%
Midi-Pyrénées	4	1.8%	0.2%	3	1.9%	0.2%	2	1.8%	0.1%	1	3.4%	0.1%
Limousin	3	1.1%	0.4%	2	1.1%	0.5%	1	1.3%	0.3%	1	2.6%	0.5%
Auvergne	4	1.5%	0.3%	3	1.9%	0.5%	1	0.8%	0.1%	0	-	-
Rhône-Alpes	17	7.0%	0.3%	13	8.7%	0.5%	4	4.1%	0.1%	1	3.4%	0.1%
Languedoc-Roussillon	9	3.9%	0.4%	6	3.9%	0.6%	3	3.8%	0.3%	0	-	-
Provence-Alpes-Côte-d'Azur-Corse	23	9.8%	0.5%	15	9.6%	0.7%	9	10.2%	0.4%	2	8.5%	0.2%
Habitudes de connexion Internet												
Tous les jours	79	33.0%	0.3%	55	36.2%	0.4%	24	27.5%	0.2%	19	65.8%	0.1%
Presque tous les jours	17	7.3%	0.3%	8	5.5%	0.3%	9	10.5%	0.3%	3	11.2%	0.1%
1 à 2 fois par semaine	20	8.4%	0.6%	8	5.2%	0.5%	12	13.8%	0.7%	2	5.3%	0.2%
1 à 3 fois par mois	7	3.0%	0.8%	6	3.7%	1.5%	2	1.8%	0.3%	0	-	-
Moins souvent	3	1.4%	0.3%	3	2.2%	0.6%	0	0.1%	0.0%	0	-	-
Jamais	5	2.0%	2.3%	4	2.9%	3.4%	0	0.3%	0.4%	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	22	9.3%	0.9%	15	10.0%	1.6%	7	7.9%	0.5%	3	9.3%	1.4%
De 9 000 à moins de 12 000 euros par an	43	18.0%	1.3%	20	13.3%	1.8%	23	26.1%	1.1%	0	1.6%	0.2%
De 12 000 à moins de 18 000 euros par an	56	23.6%	0.8%	37	24.8%	1.3%	19	21.6%	0.5%	4	15.4%	0.5%
De 18 000 à moins de 24 000 euros par an	42	17.6%	0.6%	27	18.1%	0.8%	15	16.8%	0.4%	4	15.0%	0.3%
De 24 000 à moins de 36 000 euros par an	37	15.5%	0.3%	24	15.9%	0.4%	13	14.8%	0.2%	3	11.1%	0.1%
De 36 000 à moins de 45 000 euros par an	21	8.7%	0.3%	16	10.5%	0.5%	5	5.4%	0.2%	8	29.0%	0.3%
De 45 000 à moins de 65 000 euros par an	3	1.4%	0.1%	2	1.1%	0.1%	2	2.0%	0.1%	3	10.5%	0.1%
De 65 000 à moins de 80 000 euros par an	2	0.7%	0.1%	2	1.1%	0.2%	0	-	-	0	1.7%	0.0%
De 80 000 à moins de 115 000 euros par an	1	0.6%	0.1%	1	0.9%	0.2%	0	-	-	1	1.9%	0.1%
115 000 euros et plus par an	0	-	-	0	-	-	0	-	-	0	-	-
Refus	5	2.0%	0.1%	3	1.9%	0.2%	2	2.2%	0.1%	1	2.4%	0.1%
Ne sait pas	6	2.5%	0.4%	3	2.2%	0.5%	3	3.1%	0.3%	1	2.1%	0.1%