

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1065	100.0%	2.1%	137	100.0%	0.6%	928	100.0%	3.5%	544	100.0%	3.2%
Sexe												
Homme	137	12.8%	0.6%	137	100.0%	0.6%	0	-	100.0%	72	13.2%	0.8%
Femme	928	87.2%	3.5%	0	-	100.0%	928	100.0%	3.5%	472	86.8%	5.9%
Age												
15 à 24 ans	308	28.9%	4.2%	17	12.7%	0.5%	290	31.3%	7.9%	147	27.0%	4.9%
25 à 34 ans	264	24.8%	3.4%	37	27.4%	1.0%	226	24.4%	5.8%	160	29.4%	4.7%
35 à 49 ans	243	22.8%	1.9%	33	24.4%	0.5%	210	22.6%	3.2%	153	28.2%	2.5%
50 à 64 ans	184	17.2%	1.5%	34	25.0%	0.6%	149	16.1%	2.4%	81	14.9%	2.0%
65 ans et plus	67	6.3%	0.6%	14	10.5%	0.3%	52	5.6%	0.8%	3	0.6%	1.4%
Individu												
Ménagère	676	63.5%	2.9%	0	-	100.0%	676	72.8%	2.9%	346	63.5%	5.2%
Personne de Référence	371	34.8%	1.3%	117	85.5%	0.6%	254	27.4%	3.2%	156	28.7%	1.8%
Responsable des achats	560	52.6%	2.3%	48	34.8%	0.6%	512	55.2%	3.1%	302	55.5%	3.6%
PCS Individu												
Agriculteurs	6	0.6%	1.2%	0	-	-	6	0.7%	3.4%	0	-	-
Petits patrons	42	3.9%	2.7%	11	8.2%	1.0%	30	3.3%	6.9%	31	5.7%	2.2%
Affaires et Cadres	135	12.7%	2.9%	31	22.4%	1.0%	105	11.3%	6.0%	118	21.7%	2.7%
Professions intermédiaires	186	17.5%	2.8%	24	17.4%	0.7%	162	17.5%	5.1%	152	27.9%	2.7%
Employés	259	24.4%	3.1%	19	13.7%	1.0%	241	25.9%	3.7%	76	13.9%	4.3%
Ouvriers	40	3.8%	0.6%	19	14.2%	0.4%	21	2.3%	1.5%	3	0.6%	1.0%
Retraités	72	6.7%	0.6%	20	14.8%	0.3%	51	5.5%	0.8%	4	0.7%	1.7%
Autres inactifs	324	30.4%	3.2%	13	9.4%	0.4%	311	33.5%	4.6%	160	29.5%	5.1%
PCS Personne de Référence												
Agriculteurs	9	0.8%	1.1%	0	-	-	9	0.9%	2.2%	0	-	100.0%
Petits patrons	68	6.4%	2.7%	15	11.1%	1.1%	53	5.7%	4.5%	68	12.5%	2.7%
Affaires et Cadres	266	25.0%	3.9%	33	23.8%	0.9%	233	25.2%	7.1%	266	48.9%	3.9%
Professions intermédiaires	210	19.8%	2.8%	24	17.7%	0.6%	186	20.1%	5.2%	210	38.7%	2.8%
Employés	178	16.7%	3.3%	19	14.0%	0.9%	159	17.1%	5.0%	0	-	100.0%
Ouvriers	151	14.2%	1.6%	21	15.0%	0.4%	130	14.1%	2.8%	0	-	100.0%
Retraités	108	10.2%	0.7%	23	17.1%	0.4%	85	9.1%	1.1%	0	-	100.0%
Autres inactifs	74	7.0%	2.0%	2	1.3%	0.1%	73	7.8%	3.0%	0	-	100.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	169	15.9%	1.8%	17	12.4%	0.4%	152	16.4%	2.9%	67	12.3%	3.9%
2 personnes	295	27.7%	1.7%	59	42.9%	0.7%	237	25.5%	2.6%	127	23.4%	3.0%
3 personnes	245	23.0%	2.6%	20	14.7%	0.4%	225	24.2%	4.8%	131	24.1%	3.5%
4 personnes	226	21.3%	2.4%	31	22.6%	0.7%	196	21.1%	4.2%	140	25.7%	3.0%
5 personnes et +	129	12.1%	2.5%	10	7.4%	0.4%	119	12.8%	4.2%	79	14.5%	3.1%
Présence d'enfants de moins de 15 ans												
Oui	368	34.5%	2.3%	38	28.2%	0.5%	329	35.5%	3.9%	219	40.2%	2.9%
Non	697	65.5%	2.0%	98	71.8%	0.6%	599	64.5%	3.3%	326	59.8%	3.5%
Habitat												
Communes rurales	194	18.2%	1.5%	28	20.6%	0.5%	166	17.8%	2.5%	80	14.6%	2.2%
Agglo. - 20 000 hab	149	14.0%	1.7%	16	11.6%	0.4%	134	14.4%	3.0%	69	12.7%	2.8%
Agglo. 20 000 à 100 000 hab	115	10.8%	1.7%	18	13.5%	0.6%	96	10.4%	2.8%	62	11.3%	3.1%
Agglo. + 100 000 hab	340	31.9%	2.4%	51	37.7%	0.7%	288	31.1%	3.8%	169	31.1%	3.5%
Agglo. Paris	267	25.1%	3.2%	23	16.6%	0.6%	244	26.3%	5.6%	164	30.2%	4.3%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	294	27.6%	3.1%	26	18.7%	0.6%	268	28.9%	5.4%	182	33.4%	4.2%
Nord-Pas-de-Calais	33	3.1%	1.0%	4	2.6%	0.2%	30	3.2%	1.8%	12	2.2%	1.3%
Lorraine	36	3.3%	1.8%	2	1.5%	0.2%	33	3.6%	3.3%	15	2.8%	2.9%
Alsace	43	4.1%	2.9%	4	2.9%	0.5%	39	4.2%	5.1%	16	2.9%	3.0%
Franche-Comté	15	1.4%	1.6%	1	0.4%	0.1%	14	1.5%	2.9%	8	1.5%	3.3%
Champagne-Ardenne	20	1.9%	1.8%	2	1.4%	0.4%	18	1.9%	3.2%	14	2.6%	5.2%
Picardie	32	3.0%	2.1%	3	2.3%	0.4%	29	3.1%	3.7%	11	2.1%	2.6%
Bourgogne	22	2.0%	1.6%	1	0.5%	0.1%	21	2.2%	2.9%	8	1.4%	2.2%
Haute-Normandie	31	2.9%	2.1%	4	2.8%	0.5%	27	3.0%	3.5%	18	3.3%	4.0%
Basse-Normandie	14	1.3%	1.2%	7	5.4%	1.3%	6	0.7%	1.0%	8	1.5%	2.6%
Centre	42	4.0%	2.0%	6	4.5%	0.6%	36	3.9%	3.4%	17	3.1%	2.7%
Pays de la Loire	27	2.5%	0.9%	4	2.6%	0.3%	23	2.5%	1.6%	9	1.7%	1.1%
Bretagne	41	3.8%	1.6%	11	7.9%	0.9%	30	3.2%	2.2%	21	3.9%	2.8%
Poitou-Charentes	19	1.8%	1.3%	0	-	-	19	2.1%	2.5%	13	2.3%	3.3%
Aquitaine	39	3.7%	1.5%	4	2.9%	0.3%	35	3.8%	2.5%	28	5.1%	3.3%
Midi-Pyrénées	54	5.1%	2.3%	6	4.4%	0.5%	48	5.2%	3.9%	27	4.9%	3.4%
Limousin	8	0.7%	1.2%	2	1.7%	0.8%	5	0.6%	1.6%	3	0.6%	2.0%
Auvergne	21	2.0%	1.9%	6	4.4%	1.1%	15	1.7%	2.6%	14	2.5%	4.3%
Rhône-Alpes	134	12.5%	2.7%	21	15.7%	0.9%	112	12.1%	4.3%	68	12.4%	4.0%
Languedoc-Roussillon	36	3.4%	1.7%	4	2.6%	0.3%	33	3.5%	2.9%	9	1.6%	1.4%
Provence-Alpes-Côte-d'Azur-Corse	104	9.8%	2.4%	20	14.8%	1.0%	84	9.0%	3.7%	45	8.3%	3.2%
Habitudes de connexion Internet												
Tous les jours	785	73.7%	2.9%	101	73.9%	0.7%	684	73.7%	5.2%	444	81.5%	3.5%
Presque tous les jours	127	11.9%	2.1%	13	9.6%	0.5%	114	12.3%	3.5%	61	11.2%	2.5%
1 à 2 fois par semaine	46	4.3%	1.4%	2	1.7%	0.2%	44	4.7%	2.5%	28	5.2%	3.2%
1 à 3 fois par mois	18	1.7%	2.1%	4	2.9%	1.0%	14	1.5%	3.0%	2	0.4%	1.1%
Moins souvent	21	2.0%	1.4%	0	-	-	21	2.2%	2.6%	0	-	-
Jamais	4	0.4%	1.6%	0	-	-	4	0.4%	3.6%	4	0.7%	13.2%

	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	38	3.6%	1.6%	3	2.0%	0.3%	35	3.8%	2.4%	6	1.1%	3.3%
De 9 000 à moins de 12 000 euros par an	59	5.6%	1.8%	4	2.8%	0.4%	55	6.0%	2.5%	6	1.1%	2.1%
De 12 000 à moins de 18 000 euros par an	123	11.6%	1.8%	5	3.9%	0.2%	118	12.7%	3.1%	30	5.5%	3.7%
De 18 000 à moins de 24 000 euros par an	139	13.0%	1.9%	19	13.7%	0.6%	120	12.9%	3.1%	55	10.1%	3.5%
De 24 000 à moins de 36 000 euros par an	232	21.8%	2.1%	41	29.8%	0.7%	191	20.6%	3.5%	110	20.2%	3.0%
De 36 000 à moins de 45 000 euros par an	147	13.8%	2.3%	25	18.6%	0.8%	121	13.1%	4.1%	91	16.8%	3.2%
De 45 000 à moins de 65 000 euros par an	139	13.1%	2.5%	18	13.4%	0.6%	121	13.0%	4.8%	108	19.9%	3.1%
65 000 euros et plus	77	7.2%	2.7%	13	9.7%	0.8%	63	6.8%	5.6%	59	10.8%	2.6%
Refus	66	6.2%	1.8%	5	3.5%	0.3%	61	6.6%	2.8%	49	9.0%	3.8%
Ne sait pas	46	4.3%	3.0%	4	2.6%	0.5%	42	4.5%	5.0%	30	5.5%	5.5%