

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1555	100.0%	3.1%	218	100.0%	0.9%	1337	100.0%	5.0%	678	100.0%	4.0%
Sexe												
Homme	218	14.0%	0.9%	218	100.0%	0.9%	0	-	100.0%	87	12.9%	1.0%
Femme	1337	86.0%	5.0%	0	-	100.0%	1337	100.0%	5.0%	591	87.1%	7.4%
Age												
15 à 24 ans	646	41.5%	8.7%	61	28.0%	1.6%	585	43.7%	15.9%	271	39.9%	9.1%
25 à 34 ans	367	23.6%	4.8%	46	20.9%	1.2%	322	24.1%	8.2%	184	27.2%	5.4%
35 à 49 ans	331	21.3%	2.6%	69	31.5%	1.1%	262	19.6%	4.1%	156	23.1%	2.6%
50 à 64 ans	166	10.7%	1.4%	39	17.7%	0.7%	127	9.5%	2.0%	67	9.8%	1.6%
65 ans et plus	45	2.9%	0.4%	4	1.8%	0.1%	41	3.1%	0.7%	0	-	-
Individu												
Ménagère	838	53.9%	3.6%	0	-	100.0%	838	62.7%	3.6%	358	52.8%	5.4%
Personne de Référence	482	31.0%	1.7%	161	74.0%	0.8%	321	24.0%	4.1%	177	26.2%	2.1%
Responsable des achats	699	45.0%	2.9%	57	26.2%	0.7%	642	48.0%	3.9%	310	45.8%	3.7%
PCS Individu												
Agriculteurs	10	0.6%	1.9%	2	1.1%	0.7%	8	0.6%	4.2%	0	-	-
Petits patrons	39	2.5%	2.5%	21	9.7%	1.9%	18	1.3%	4.0%	31	4.6%	2.2%
Affaires et Cadres	135	8.7%	2.9%	39	17.8%	1.3%	97	7.2%	5.5%	123	18.1%	2.8%
Professions intermédiaires	189	12.2%	2.8%	17	7.8%	0.5%	172	12.9%	5.4%	140	20.7%	2.5%
Employés	394	25.3%	4.7%	30	13.8%	1.5%	364	27.2%	5.6%	108	15.9%	6.1%
Ouvriers	122	7.8%	1.9%	60	27.7%	1.2%	61	4.6%	4.4%	14	2.0%	4.0%
Retraités	72	4.6%	0.6%	9	4.3%	0.2%	62	4.7%	1.0%	3	0.4%	1.3%
Autres inactifs	594	38.2%	5.8%	39	17.8%	1.1%	556	41.6%	8.2%	259	38.2%	8.2%
PCS Personne de Référence												
Agriculteurs	12	0.8%	1.6%	2	1.1%	0.6%	10	0.7%	2.5%	0	-	100.0%
Petits patrons	103	6.6%	4.1%	24	10.8%	1.7%	79	5.9%	6.8%	103	15.1%	4.1%
Affaires et Cadres	302	19.4%	4.5%	45	20.7%	1.3%	257	19.2%	7.8%	302	44.5%	4.5%
Professions intermédiaires	273	17.6%	3.6%	19	8.5%	0.5%	255	19.1%	7.1%	273	40.3%	3.6%
Employés	274	17.6%	5.1%	43	19.8%	2.0%	230	17.2%	7.2%	0	-	100.0%
Ouvriers	315	20.3%	3.3%	67	30.9%	1.3%	248	18.6%	5.4%	0	-	100.0%
Retraités	129	8.3%	0.9%	11	4.9%	0.2%	118	8.9%	1.5%	0	-	100.0%
Autres inactifs	147	9.4%	3.9%	7	3.3%	0.5%	140	10.4%	5.8%	0	-	100.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	199	12.8%	2.2%	31	14.0%	0.8%	168	12.6%	3.2%	68	10.0%	3.9%
2 personnes	374	24.1%	2.1%	58	26.6%	0.7%	316	23.6%	3.5%	146	21.6%	3.4%
3 personnes	357	23.0%	3.8%	41	18.6%	0.9%	317	23.7%	6.7%	180	26.5%	4.8%
4 personnes	351	22.6%	3.8%	52	23.7%	1.1%	299	22.4%	6.4%	159	23.4%	3.4%
5 personnes et +	274	17.6%	5.2%	37	17.1%	1.5%	237	17.7%	8.5%	125	18.5%	5.0%
Présence d'enfants de moins de 15 ans												
Oui	624	40.1%	4.0%	93	42.6%	1.3%	531	39.7%	6.3%	260	38.3%	3.5%
Non	931	59.9%	2.6%	125	57.4%	0.7%	806	60.3%	4.4%	418	61.7%	4.5%
Habitat												
Communes rurales	251	16.1%	1.9%	31	14.4%	0.5%	219	16.4%	3.3%	100	14.8%	2.8%
Agglo. - 20 000 hab	187	12.0%	2.2%	28	13.0%	0.7%	159	11.9%	3.5%	74	11.0%	3.0%
Agglo. 20 000 à 100 000 hab	161	10.4%	2.4%	25	11.5%	0.8%	136	10.2%	3.9%	72	10.6%	3.6%
Agglo. + 100 000 hab	545	35.1%	3.8%	76	34.9%	1.1%	469	35.1%	6.2%	222	32.7%	4.5%
Agglo. Paris	411	26.4%	4.9%	57	26.1%	1.4%	354	26.5%	8.1%	210	31.0%	5.4%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	446	28.7%	4.7%	62	28.7%	1.4%	384	28.7%	7.8%	232	34.3%	5.4%
Nord-Pas-de-Calais	98	6.3%	3.1%	15	6.9%	1.0%	83	6.2%	4.9%	31	4.6%	3.5%
Lorraine	55	3.5%	2.8%	11	5.2%	1.2%	44	3.3%	4.4%	15	2.3%	2.9%
Alsace	61	3.9%	4.0%	3	1.2%	0.3%	58	4.4%	7.5%	21	3.1%	4.0%
Franche-Comté	17	1.1%	1.8%	5	2.2%	1.1%	12	0.9%	2.5%	6	0.8%	2.3%
Champagne-Ardenne	19	1.2%	1.7%	1	0.6%	0.2%	17	1.3%	3.1%	9	1.3%	3.2%
Picardie	34	2.2%	2.2%	4	2.0%	0.6%	30	2.2%	3.8%	17	2.5%	3.9%
Bourgogne	18	1.2%	1.3%	1	0.6%	0.2%	17	1.2%	2.4%	8	1.2%	2.4%
Haute-Normandie	46	3.0%	3.1%	4	1.8%	0.6%	42	3.1%	5.4%	12	1.8%	2.7%
Basse-Normandie	17	1.1%	1.5%	3	1.2%	0.4%	15	1.1%	2.4%	8	1.2%	2.5%
Centre	67	4.3%	3.2%	6	2.9%	0.6%	60	4.5%	5.6%	26	3.8%	4.2%
Pays de la Loire	52	3.4%	1.8%	7	3.4%	0.5%	45	3.4%	3.1%	22	3.2%	2.5%
Bretagne	53	3.4%	2.0%	13	6.0%	1.1%	40	3.0%	2.9%	22	3.2%	2.8%
Poitou-Charentes	37	2.4%	2.5%	3	1.2%	0.4%	34	2.6%	4.5%	14	2.1%	3.6%
Aquitaine	51	3.3%	1.9%	2	0.7%	0.1%	50	3.7%	3.6%	30	4.4%	3.5%
Midi-Pyrénées	75	4.9%	3.2%	15	6.9%	1.3%	60	4.5%	4.9%	38	5.6%	4.8%
Limousin	10	0.7%	1.6%	2	0.7%	0.5%	9	0.7%	2.7%	5	0.7%	3.1%
Auvergne	21	1.3%	1.9%	6	2.7%	1.1%	15	1.1%	2.6%	4	0.6%	1.4%
Rhône-Alpes	127	8.2%	2.6%	15	7.0%	0.6%	112	8.4%	4.3%	48	7.1%	2.8%
Languedoc-Roussillon	69	4.4%	3.2%	2	0.9%	0.2%	67	5.0%	5.9%	28	4.1%	4.4%
Provence-Alpes-Côte-d'Azur-Corse	180	11.6%	4.2%	37	17.1%	1.8%	143	10.7%	6.3%	82	12.1%	5.9%
Habitudes de connexion Internet												
Tous les jours	1060	68.2%	3.9%	150	68.9%	1.1%	910	68.1%	6.9%	530	78.2%	4.2%
Presque tous les jours	208	13.4%	3.4%	20	9.2%	0.7%	188	14.0%	5.7%	100	14.8%	4.1%
1 à 2 fois par semaine	110	7.1%	3.4%	21	9.8%	1.5%	88	6.6%	5.0%	38	5.6%	4.3%
1 à 3 fois par mois	25	1.6%	2.9%	1	0.4%	0.2%	24	1.8%	5.3%	1	0.2%	0.7%
Moins souvent	51	3.3%	3.6%	4	1.9%	0.7%	47	3.5%	5.8%	2	0.3%	1.3%
Jamais	5	0.3%	1.9%	1	0.6%	1.0%	3	0.3%	3.1%	1	0.1%	2.7%

	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	70	4.5%	2.9%	10	4.8%	1.1%	59	4.4%	4.0%	8	1.2%	4.1%
De 9 000 à moins de 12 000 euros par an	97	6.2%	3.0%	2	0.8%	0.2%	95	7.1%	4.4%	11	1.7%	4.1%
De 12 000 à moins de 18 000 euros par an	209	13.5%	3.1%	33	15.1%	1.1%	176	13.2%	4.6%	51	7.5%	6.3%
De 18 000 à moins de 24 000 euros par an	236	15.2%	3.3%	33	15.3%	1.0%	203	15.2%	5.2%	87	12.9%	5.5%
De 24 000 à moins de 36 000 euros par an	308	19.8%	2.8%	50	22.7%	0.9%	258	19.3%	4.7%	130	19.1%	3.6%
De 36 000 à moins de 45 000 euros par an	160	10.3%	2.6%	29	13.4%	0.9%	131	9.8%	4.4%	82	12.1%	2.9%
De 45 000 à moins de 65 000 euros par an	159	10.2%	2.8%	29	13.2%	0.9%	130	9.8%	5.2%	114	16.9%	3.3%
65 000 euros et plus	79	5.1%	2.8%	9	4.0%	0.5%	70	5.2%	6.3%	73	10.7%	3.3%
Refus	140	9.0%	3.7%	17	7.8%	1.1%	123	9.2%	5.6%	76	11.2%	5.9%
Ne sait pas	97	6.2%	6.4%	6	2.8%	0.9%	91	6.8%	10.8%	46	6.8%	8.5%