

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1126	100.0%	2.2%	622	100.0%	2.5%	504	100.0%	1.9%	633	100.0%	3.7%
Sexe												
Homme	622	55.2%	2.5%	622	100.0%	2.5%	0	-	-	390	61.7%	4.4%
Femme	504	44.8%	1.9%	0	-	-	504	100.0%	1.9%	242	38.3%	3.0%
Age												
15 à 24 ans	145	12.9%	2.0%	66	10.6%	1.8%	80	15.8%	2.2%	76	12.1%	2.5%
25 à 34 ans	204	18.1%	2.7%	135	21.7%	3.6%	69	13.7%	1.8%	134	21.2%	3.9%
35 à 49 ans	292	25.9%	2.3%	179	28.8%	2.9%	113	22.4%	1.8%	238	37.6%	3.9%
50 à 64 ans	289	25.6%	2.4%	163	26.2%	2.7%	126	24.9%	2.0%	162	25.7%	3.9%
65 ans et plus	196	17.4%	1.8%	79	12.7%	1.7%	117	23.2%	1.8%	22	3.5%	9.4%
Individu												
Ménagère	430	38.1%	1.8%	0	-	-	430	85.2%	1.8%	195	30.9%	2.9%
Personne de Référence	715	63.5%	2.5%	545	87.5%	2.7%	171	33.8%	2.2%	407	64.3%	4.8%
Responsable des achats	745	66.1%	2.1%	314	50.4%	2.6%	431	85.4%	1.9%	380	60.0%	3.6%
PCS Individu												
Agriculteurs	1	0.1%	0.2%	1	0.1%	0.3%	0	-	-	0	-	-
Petits patrons	61	5.4%	3.7%	55	8.8%	4.7%	6	1.2%	1.3%	61	9.7%	4.1%
Affaires et Cadres	348	30.9%	7.3%	232	37.2%	7.8%	117	23.2%	6.5%	331	52.3%	7.5%
Professions intermédiaires	143	12.7%	2.1%	78	12.5%	2.3%	65	12.9%	2.0%	128	20.2%	2.3%
Employés	136	12.1%	1.6%	58	9.3%	2.9%	78	15.5%	1.2%	15	2.3%	0.8%
Ouvriers	52	4.6%	0.8%	42	6.8%	0.8%	10	2.0%	0.7%	0	-	-
Retraités	212	18.8%	1.7%	90	14.5%	1.5%	122	24.2%	1.9%	9	1.5%	3.7%
Autres inactifs	173	15.3%	1.7%	67	10.8%	1.9%	106	21.0%	1.6%	89	14.1%	2.9%
PCS Personne de Référence												
Agriculteurs	3	0.2%	0.3%	1	0.1%	0.2%	2	0.3%	0.4%	0	-	-
Petits patrons	92	8.2%	3.5%	61	9.8%	4.2%	31	6.2%	2.6%	92	14.6%	3.5%
Affaires et Cadres	389	34.5%	5.7%	245	39.4%	7.1%	144	28.5%	4.2%	389	61.5%	5.7%
Professions intermédiaires	152	13.5%	2.0%	84	13.6%	2.2%	67	13.3%	1.9%	152	24.0%	2.0%
Employés	107	9.5%	2.0%	59	9.5%	2.7%	47	9.4%	1.5%	0	-	-
Ouvriers	87	7.7%	0.9%	54	8.6%	1.1%	34	6.7%	0.7%	0	-	-
Retraités	245	21.8%	1.7%	101	16.2%	1.5%	144	28.6%	1.8%	0	-	-
Autres inactifs	52	4.6%	1.3%	17	2.7%	1.2%	35	6.9%	1.4%	0	-	-

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	228	20.2%	2.4%	98	15.7%	2.4%	130	25.8%	2.4%	85	13.4%	4.9%
2 personnes	394	35.0%	2.2%	216	34.7%	2.4%	178	35.3%	1.9%	186	29.4%	4.2%
3 personnes	219	19.5%	2.4%	131	21.1%	2.8%	88	17.5%	1.9%	151	23.8%	4.1%
4 personnes	191	17.0%	2.1%	121	19.4%	2.6%	71	14.0%	1.5%	142	22.5%	3.1%
5 personnes et +	94	8.3%	1.8%	57	9.1%	2.3%	37	7.4%	1.3%	69	11.0%	2.8%
Présence d'enfants de moins de 15 ans												
Oui	314	27.9%	2.0%	196	31.5%	2.7%	118	23.4%	1.4%	248	39.1%	3.3%
Non	813	72.1%	2.3%	426	68.5%	2.5%	386	76.6%	2.1%	385	60.9%	4.1%
Habitat												
Communes rurales	108	9.6%	0.9%	66	10.6%	1.2%	42	8.4%	0.7%	59	9.3%	1.7%
Agglo. - 20 000 hab	132	11.7%	1.5%	78	12.5%	1.8%	54	10.6%	1.1%	68	10.8%	2.7%
Agglo. 20 000 à 100 000 hab	129	11.5%	1.9%	77	12.4%	2.3%	52	10.3%	1.5%	65	10.2%	3.2%
Agglo. + 100 000 hab	392	34.8%	2.6%	209	33.6%	2.9%	183	36.4%	2.3%	201	31.7%	3.9%
Agglo. Paris	365	32.4%	4.3%	193	31.0%	4.8%	173	34.3%	3.9%	240	38.0%	6.2%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	383	34.0%	4.0%	204	32.8%	4.5%	179	35.5%	3.6%	251	39.7%	5.8%
Nord-Pas-de-Calais	75	6.7%	2.3%	47	7.6%	3.1%	28	5.6%	1.7%	40	6.3%	4.3%
Lorraine	26	2.4%	1.4%	13	2.2%	1.4%	13	2.6%	1.3%	12	1.9%	2.1%
Alsace	17	1.5%	1.1%	4	0.6%	0.5%	13	2.6%	1.7%	3	0.4%	0.5%
Franche-Comté	23	2.0%	2.4%	16	2.6%	3.5%	6	1.3%	1.3%	9	1.4%	3.5%
Champagne-Ardenne	13	1.2%	1.2%	8	1.3%	1.5%	5	1.0%	0.9%	7	1.1%	2.3%
Picardie	9	0.8%	0.6%	8	1.3%	1.1%	1	0.1%	0.1%	6	1.0%	1.4%
Bourgogne	34	3.0%	2.5%	22	3.5%	3.3%	12	2.4%	1.7%	17	2.7%	4.8%
Haute-Normandie	9	0.8%	0.6%	7	1.1%	0.9%	2	0.4%	0.3%	5	0.7%	1.1%
Basse-Normandie	11	1.0%	1.0%	6	1.0%	1.1%	5	1.0%	0.8%	4	0.6%	1.1%
Centre	32	2.8%	1.5%	17	2.7%	1.7%	15	2.9%	1.4%	22	3.5%	3.4%
Pays de la Loire	64	5.7%	2.2%	29	4.6%	2.1%	35	6.9%	2.4%	29	4.6%	3.5%
Bretagne	62	5.5%	2.4%	38	6.0%	3.0%	24	4.8%	1.8%	25	4.0%	3.2%
Poitou-Charentes	21	1.9%	1.5%	11	1.8%	1.6%	10	2.0%	1.3%	11	1.8%	2.9%
Aquitaine	24	2.1%	0.9%	17	2.7%	1.3%	7	1.4%	0.5%	12	1.9%	1.5%
Midi-Pyrénées	25	2.2%	1.0%	9	1.5%	0.8%	15	3.1%	1.2%	4	0.6%	0.5%
Limousin	5	0.5%	0.9%	4	0.6%	1.2%	2	0.3%	0.5%	1	0.2%	0.9%
Auvergne	13	1.1%	1.1%	6	1.0%	1.1%	7	1.3%	1.1%	7	1.0%	2.1%
Rhône-Alpes	154	13.7%	3.1%	92	14.8%	3.8%	62	12.4%	2.4%	108	17.0%	6.2%
Languedoc-Roussillon	32	2.8%	1.5%	16	2.5%	1.5%	16	3.2%	1.4%	19	2.9%	2.9%
Provence-Alpes-Côte-d'Azur-Corse	96	8.5%	2.2%	49	7.8%	2.4%	47	9.3%	2.0%	42	6.7%	2.9%
Habitudes de connexion Internet												
Tous les jours	841	74.7%	3.0%	477	76.7%	3.4%	364	72.2%	2.7%	551	87.0%	4.3%
Presque tous les jours	113	10.0%	1.9%	65	10.4%	2.2%	48	9.6%	1.5%	60	9.4%	2.5%
1 à 2 fois par semaine	41	3.6%	1.3%	13	2.1%	0.9%	28	5.5%	1.6%	12	1.9%	1.3%
1 à 3 fois par mois	9	0.8%	1.1%	2	0.4%	0.6%	7	1.4%	1.4%	2	0.3%	0.8%
Moins souvent	9	0.8%	0.7%	3	0.5%	0.5%	6	1.2%	0.8%	0	-	-
Jamais	2	0.2%	1.0%	2	0.3%	1.6%	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	26	2.3%	1.1%	13	2.1%	1.4%	13	2.6%	0.9%	6	1.0%	3.1%
De 9 000 à moins de 12 000 euros par an	31	2.7%	0.9%	20	3.1%	1.8%	11	2.2%	0.5%	9	1.4%	3.7%
De 12 000 à moins de 18 000 euros par an	78	6.9%	1.1%	29	4.6%	1.0%	49	9.7%	1.3%	15	2.4%	1.8%
De 18 000 à moins de 24 000 euros par an	142	12.6%	1.9%	64	10.3%	1.8%	78	15.5%	2.0%	38	5.9%	2.3%
De 24 000 à moins de 36 000 euros par an	214	19.0%	1.9%	108	17.4%	1.9%	105	20.9%	1.8%	89	14.1%	2.4%
De 36 000 à moins de 45 000 euros par an	145	12.9%	2.3%	91	14.6%	2.7%	54	10.7%	1.8%	92	14.6%	3.3%
De 45 000 à moins de 65 000 euros par an	201	17.8%	3.5%	126	20.2%	4.0%	75	14.9%	2.9%	147	23.2%	4.2%
De 65 000 à moins de 80 000 euros par an	89	7.9%	5.7%	53	8.5%	5.5%	36	7.2%	6.1%	75	11.9%	6.9%
De 80 000 à moins de 115 000 euros par an	71	6.3%	7.0%	48	7.7%	7.9%	23	4.6%	5.8%	65	10.2%	7.9%
115 000 euros et plus par an	45	4.0%	9.1%	38	6.0%	13.5%	7	1.4%	3.3%	40	6.4%	9.7%
Refus	74	6.6%	2.2%	30	4.7%	2.2%	45	8.9%	2.3%	50	7.8%	4.4%
Ne sait pas	12	1.1%	0.8%	5	0.8%	0.8%	7	1.3%	0.7%	7	1.1%	1.3%