

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1082	100.0%	2.1%	623	100.0%	2.5%	459	100.0%	1.7%	591	100.0%	3.5%
Sexe												
Homme	623	57.5%	2.5%	623	100.0%	2.5%	0	-	-	376	63.6%	4.3%
Femme	459	42.5%	1.7%	0	-	-	459	100.0%	1.7%	215	36.4%	2.6%
Age												
15 à 24 ans	149	13.8%	2.0%	75	12.1%	2.0%	74	16.1%	2.0%	73	12.3%	2.3%
25 à 34 ans	195	18.0%	2.5%	130	20.8%	3.4%	66	14.3%	1.7%	122	20.6%	3.6%
35 à 49 ans	307	28.3%	2.4%	189	30.4%	3.0%	117	25.6%	1.8%	235	39.7%	3.8%
50 à 64 ans	268	24.8%	2.2%	163	26.1%	2.7%	106	23.0%	1.7%	149	25.1%	3.7%
65 ans et plus	162	15.0%	1.5%	66	10.6%	1.4%	97	21.0%	1.5%	14	2.3%	7.4%
Individu												
Ménagère	395	36.5%	1.7%	0	-	-	395	85.9%	1.7%	180	30.4%	2.6%
Personne de Référence	714	66.0%	2.5%	545	87.5%	2.7%	170	37.0%	2.1%	385	65.1%	4.6%
Responsable des achats	726	67.1%	2.0%	333	53.5%	2.7%	393	85.6%	1.7%	378	63.9%	3.5%
PCS Individu												
Agriculteurs	1	0.1%	0.2%	1	0.2%	0.3%	0	-	-	0	-	-
Petits patrons	35	3.3%	2.1%	32	5.2%	2.8%	3	0.7%	0.6%	35	6.0%	2.4%
Affaires et Cadres	326	30.1%	6.9%	215	34.6%	7.4%	111	24.1%	6.0%	314	53.2%	7.3%
Professions intermédiaires	148	13.6%	2.2%	94	15.1%	2.7%	53	11.6%	1.6%	133	22.5%	2.4%
Employés	128	11.8%	1.5%	66	10.6%	3.2%	61	13.4%	1.0%	14	2.4%	0.8%
Ouvriers	69	6.4%	1.1%	63	10.1%	1.3%	6	1.3%	0.4%	0	-	-
Retraités	191	17.6%	1.5%	82	13.1%	1.4%	109	23.7%	1.7%	4	0.7%	1.8%
Autres inactifs	185	17.1%	1.8%	69	11.1%	2.0%	116	25.2%	1.8%	90	15.3%	2.9%
PCS Personne de Référence												
Agriculteurs	2	0.2%	0.2%	1	0.2%	0.3%	1	0.2%	0.2%	0	-	-
Petits patrons	62	5.7%	2.3%	35	5.6%	2.5%	27	5.8%	2.1%	62	10.4%	2.3%
Affaires et Cadres	372	34.3%	5.4%	240	38.5%	6.9%	132	28.7%	3.9%	372	62.9%	5.4%
Professions intermédiaires	158	14.6%	2.1%	101	16.3%	2.6%	56	12.3%	1.6%	158	26.7%	2.1%
Employés	110	10.1%	2.1%	65	10.4%	2.9%	45	9.8%	1.5%	0	-	-
Ouvriers	93	8.6%	1.0%	65	10.4%	1.3%	29	6.2%	0.6%	0	-	-
Retraités	223	20.6%	1.5%	86	13.9%	1.3%	137	29.7%	1.7%	0	-	-
Autres inactifs	63	5.8%	1.6%	29	4.7%	2.0%	34	7.3%	1.4%	0	-	-

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	217	20.0%	2.3%	91	14.7%	2.3%	125	27.3%	2.4%	86	14.5%	4.9%
2 personnes	357	33.0%	2.0%	217	34.8%	2.5%	141	30.6%	1.5%	161	27.3%	3.8%
3 personnes	214	19.7%	2.3%	133	21.3%	2.9%	81	17.6%	1.7%	133	22.5%	3.5%
4 personnes	183	16.9%	2.0%	117	18.8%	2.6%	66	14.3%	1.4%	140	23.6%	3.0%
5 personnes et +	111	10.3%	2.1%	65	10.4%	2.6%	46	10.1%	1.7%	71	12.0%	2.9%
Présence d'enfants de moins de 15 ans												
Oui	324	29.9%	2.1%	208	33.3%	2.9%	116	25.3%	1.4%	233	39.4%	3.0%
Non	759	70.1%	2.1%	415	66.7%	2.4%	343	74.7%	1.9%	358	60.6%	3.9%
Habitat												
Communes rurales	106	9.8%	0.9%	65	10.5%	1.2%	41	8.9%	0.7%	59	10.0%	1.8%
Agglo. - 20 000 hab	147	13.6%	1.6%	88	14.2%	2.1%	59	12.8%	1.2%	76	12.8%	3.0%
Agglo. 20 000 à 100 000 hab	122	11.3%	1.8%	68	10.9%	2.0%	54	11.8%	1.6%	50	8.5%	2.5%
Agglo. + 100 000 hab	368	34.0%	2.4%	215	34.5%	3.0%	153	33.4%	1.9%	189	32.0%	3.6%
Agglo. Paris	339	31.3%	4.0%	186	29.9%	4.6%	152	33.2%	3.4%	217	36.8%	5.6%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	368	34.0%	3.9%	209	33.6%	4.6%	159	34.6%	3.2%	235	39.8%	5.4%
Nord-Pas-de-Calais	73	6.8%	2.3%	49	7.8%	3.2%	25	5.4%	1.5%	32	5.3%	3.5%
Lorraine	22	2.1%	1.2%	13	2.1%	1.4%	9	2.0%	0.9%	11	1.8%	1.9%
Alsace	14	1.3%	0.9%	3	0.5%	0.5%	10	2.2%	1.3%	6	1.1%	1.3%
Franche-Comté	19	1.8%	2.0%	14	2.3%	3.1%	5	1.0%	1.0%	8	1.3%	3.0%
Champagne-Ardenne	22	2.0%	2.0%	15	2.4%	2.9%	7	1.4%	1.2%	9	1.6%	2.9%
Picardie	6	0.5%	0.4%	2	0.4%	0.3%	4	0.8%	0.4%	6	1.0%	1.3%
Bourgogne	24	2.3%	1.8%	13	2.1%	2.0%	11	2.4%	1.6%	13	2.3%	3.7%
Haute-Normandie	15	1.4%	1.0%	6	0.9%	0.8%	9	1.9%	1.1%	3	0.5%	0.7%
Basse-Normandie	6	0.6%	0.5%	4	0.7%	0.8%	2	0.4%	0.3%	6	1.0%	1.8%
Centre	36	3.3%	1.7%	26	4.1%	2.6%	10	2.2%	1.0%	22	3.8%	3.5%
Pays de la Loire	58	5.4%	2.0%	25	4.0%	1.8%	34	7.3%	2.3%	32	5.5%	3.9%
Bretagne	68	6.3%	2.6%	34	5.5%	2.7%	34	7.3%	2.5%	39	6.6%	5.1%
Poitou-Charentes	29	2.7%	2.0%	20	3.1%	2.8%	9	2.0%	1.2%	11	1.9%	3.1%
Aquitaine	30	2.8%	1.1%	21	3.3%	1.6%	9	2.0%	0.7%	16	2.7%	2.0%
Midi-Pyrénées	21	1.9%	0.9%	7	1.2%	0.6%	13	2.9%	1.1%	6	0.9%	0.7%
Limousin	1	0.1%	0.2%	0	0.1%	0.1%	1	0.2%	0.3%	0	-	-
Auvergne	9	0.8%	0.8%	1	0.2%	0.2%	7	1.6%	1.2%	1	0.1%	0.3%
Rhône-Alpes	139	12.9%	2.8%	81	13.1%	3.4%	58	12.6%	2.2%	78	13.2%	4.4%
Languedoc-Roussillon	36	3.3%	1.6%	24	3.8%	2.3%	12	2.7%	1.1%	14	2.4%	2.2%
Provence-Alpes-Côte-d'Azur-Corse	86	8.0%	2.0%	55	8.8%	2.7%	32	6.9%	1.4%	42	7.1%	2.9%
Habitudes de connexion Internet												
Tous les jours	814	75.2%	3.0%	484	77.8%	3.5%	329	71.7%	2.4%	522	88.4%	4.0%
Presque tous les jours	111	10.2%	1.8%	61	9.7%	2.1%	50	10.9%	1.5%	47	8.0%	2.0%
1 à 2 fois par semaine	58	5.4%	1.8%	27	4.4%	1.9%	31	6.7%	1.7%	14	2.4%	1.5%
1 à 3 fois par mois	10	1.0%	1.2%	4	0.6%	1.1%	7	1.5%	1.3%	2	0.3%	1.2%
Moins souvent	16	1.5%	1.2%	10	1.6%	1.6%	6	1.4%	0.9%	0	-	-
Jamais	2	0.2%	1.4%	2	0.3%	2.2%	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	32	3.0%	1.5%	11	1.7%	1.2%	22	4.7%	1.7%	4	0.7%	2.2%
De 9 000 à moins de 12 000 euros par an	33	3.0%	1.0%	14	2.3%	1.3%	18	4.0%	0.8%	3	0.6%	1.4%
De 12 000 à moins de 18 000 euros par an	76	7.0%	1.2%	35	5.6%	1.3%	41	8.9%	1.1%	12	2.0%	1.6%
De 18 000 à moins de 24 000 euros par an	121	11.2%	1.6%	58	9.2%	1.6%	64	13.9%	1.6%	32	5.4%	2.0%
De 24 000 à moins de 36 000 euros par an	185	17.1%	1.6%	108	17.4%	2.0%	77	16.8%	1.3%	88	14.9%	2.4%
De 36 000 à moins de 45 000 euros par an	161	14.9%	2.5%	102	16.3%	2.9%	60	13.0%	2.0%	101	17.0%	3.4%
De 45 000 à moins de 65 000 euros par an	200	18.5%	3.4%	123	19.8%	3.7%	77	16.7%	2.9%	136	23.1%	3.8%
De 65 000 à moins de 80 000 euros par an	89	8.2%	5.8%	61	9.7%	6.6%	28	6.2%	4.6%	72	12.2%	6.5%
De 80 000 à moins de 115 000 euros par an	62	5.8%	6.4%	42	6.8%	7.1%	20	4.4%	5.3%	61	10.4%	7.7%
115 000 euros et plus par an	25	2.3%	5.5%	22	3.5%	8.0%	4	0.8%	1.9%	23	3.8%	5.9%
Refus	73	6.8%	2.3%	39	6.3%	2.9%	34	7.5%	1.8%	41	7.0%	3.6%
Ne sait pas	23	2.2%	1.6%	9	1.4%	1.4%	15	3.2%	1.8%	17	2.9%	3.6%