

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2686	100.0%	5.3%	1378	100.0%	5.6%	1308	100.0%	4.9%	1126	100.0%	6.6%
Sexe												
Homme	1378	51.3%	5.6%	1378	100.0%	5.6%	0	-	-	613	54.4%	7.0%
Femme	1308	48.7%	4.9%	0	-	-	1308	100.0%	4.9%	513	45.6%	6.3%
Age												
15 à 24 ans	730	27.2%	9.9%	357	25.9%	9.6%	373	28.5%	10.2%	319	28.3%	10.1%
25 à 34 ans	536	20.0%	7.0%	292	21.2%	7.7%	244	18.6%	6.2%	228	20.2%	6.7%
35 à 49 ans	711	26.5%	5.6%	381	27.6%	6.1%	330	25.2%	5.1%	346	30.8%	5.6%
50 à 64 ans	493	18.4%	4.0%	257	18.7%	4.3%	236	18.1%	3.7%	220	19.6%	5.4%
65 ans et plus	216	8.1%	1.9%	92	6.6%	1.9%	125	9.5%	2.0%	13	1.1%	6.9%
Individu												
Ménagère	978	36.4%	4.2%	0	-	-	978	74.8%	4.2%	372	33.0%	5.5%
Personne de Référence	1420	52.9%	5.1%	1004	72.8%	5.0%	416	31.8%	5.3%	556	49.4%	6.6%
Responsable des achats	1752	65.2%	4.9%	757	54.9%	6.1%	995	76.1%	4.3%	656	58.2%	6.1%
PCS Individu												
Agriculteurs	0	-	-	0	-	-	0	-	-	0	-	-
Petits patrons	57	2.1%	3.4%	48	3.5%	4.1%	9	0.7%	1.9%	48	4.3%	3.3%
Affaires et Cadres	376	14.0%	7.9%	225	16.3%	7.7%	151	11.5%	8.2%	340	30.2%	7.9%
Professions intermédiaires	442	16.4%	6.6%	240	17.4%	6.9%	201	15.4%	6.2%	365	32.4%	6.5%
Employés	616	22.9%	7.3%	203	14.7%	9.7%	413	31.6%	6.6%	105	9.3%	5.8%
Ouvriers	302	11.3%	4.7%	244	17.7%	4.9%	59	4.5%	4.0%	15	1.3%	3.5%
Retraités	245	9.1%	2.0%	114	8.3%	1.9%	132	10.1%	2.0%	11	1.0%	4.9%
Autres inactifs	648	24.1%	6.5%	305	22.2%	8.8%	343	26.2%	5.3%	241	21.4%	7.8%
PCS Personne de Référence												
Agriculteurs	5	0.2%	0.7%	3	0.2%	0.8%	2	0.2%	0.6%	0	-	-
Petits patrons	111	4.1%	4.2%	62	4.5%	4.5%	49	3.8%	3.9%	111	9.9%	4.2%
Affaires et Cadres	508	18.9%	7.4%	281	20.4%	8.1%	228	17.4%	6.8%	508	45.1%	7.4%
Professions intermédiaires	507	18.9%	6.8%	271	19.6%	6.9%	236	18.1%	6.6%	507	45.0%	6.8%
Employés	504	18.8%	9.5%	211	15.3%	9.4%	292	22.4%	9.6%	0	-	-
Ouvriers	489	18.2%	5.2%	284	20.6%	5.8%	204	15.6%	4.5%	0	-	-
Retraités	342	12.7%	2.3%	159	11.5%	2.4%	183	14.0%	2.3%	0	-	-
Autres inactifs	220	8.2%	5.6%	108	7.8%	7.3%	112	8.6%	4.7%	0	-	-

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	448	16.7%	4.8%	212	15.4%	5.2%	235	18.0%	4.4%	133	11.8%	7.7%
2 personnes	729	27.1%	4.0%	362	26.3%	4.1%	366	28.0%	4.0%	289	25.6%	6.7%
3 personnes	600	22.3%	6.5%	294	21.3%	6.4%	306	23.4%	6.5%	274	24.3%	7.2%
4 personnes	521	19.4%	5.7%	302	21.9%	6.6%	219	16.8%	4.8%	258	22.9%	5.6%
5 personnes et +	389	14.5%	7.4%	209	15.1%	8.5%	180	13.8%	6.5%	172	15.3%	7.0%
Présence d'enfants de moins de 15 ans												
Oui	909	33.8%	5.8%	482	35.0%	6.6%	427	32.6%	5.0%	429	38.1%	5.6%
Non	1777	66.2%	5.0%	896	65.0%	5.2%	881	67.4%	4.8%	697	61.9%	7.5%
Habitat												
Communes rurales	101	3.8%	0.9%	62	4.5%	1.1%	38	2.9%	0.6%	43	3.8%	1.3%
Agglo. - 20 000 hab	131	4.9%	1.5%	83	6.0%	2.0%	48	3.7%	1.0%	50	4.5%	2.0%
Agglo. 20 000 à 100 000 hab	81	3.0%	1.2%	63	4.6%	1.8%	18	1.4%	0.5%	52	4.6%	2.6%
Agglo. + 100 000 hab	941	35.0%	6.2%	472	34.2%	6.5%	470	35.9%	5.9%	340	30.2%	6.5%
Agglo. Paris	1433	53.3%	17.0%	699	50.7%	17.4%	734	56.1%	16.6%	642	57.0%	16.6%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	1508	56.1%	16.0%	750	54.4%	16.7%	758	57.9%	15.3%	683	60.6%	15.8%
Nord-Pas-de-Calais	142	5.3%	4.4%	71	5.2%	4.7%	70	5.4%	4.2%	61	5.4%	6.7%
Lorraine	4	0.2%	0.2%	3	0.2%	0.3%	2	0.1%	0.2%	3	0.3%	0.6%
Alsace	72	2.7%	4.8%	44	3.2%	6.0%	29	2.2%	3.7%	23	2.0%	4.7%
Franche-Comté	0	0.0%	0.1%	0	0.0%	0.0%	0	0.0%	0.1%	0	0.0%	0.0%
Champagne-Ardenne	2	0.1%	0.2%	0	0.0%	0.0%	2	0.1%	0.3%	1	0.1%	0.3%
Picardie	13	0.5%	0.9%	13	0.9%	1.7%	1	0.1%	0.1%	5	0.4%	1.1%
Bourgogne	4	0.1%	0.3%	3	0.2%	0.4%	1	0.1%	0.1%	2	0.1%	0.4%
Haute-Normandie	7	0.2%	0.4%	4	0.3%	0.6%	2	0.2%	0.3%	4	0.3%	0.8%
Basse-Normandie	4	0.1%	0.3%	3	0.2%	0.5%	1	0.1%	0.2%	0	0.0%	0.1%
Centre	12	0.4%	0.6%	10	0.7%	1.0%	2	0.1%	0.1%	8	0.7%	1.2%
Pays de la Loire	84	3.1%	2.9%	49	3.5%	3.5%	36	2.7%	2.4%	33	2.9%	4.0%
Bretagne	51	1.9%	2.0%	26	1.9%	2.1%	25	1.9%	1.9%	18	1.6%	2.3%
Poitou-Charentes	3	0.1%	0.2%	3	0.2%	0.4%	0	0.0%	0.1%	1	0.1%	0.3%
Aquitaine	74	2.8%	2.8%	46	3.3%	3.6%	28	2.2%	2.0%	28	2.5%	3.5%
Midi-Pyrénées	127	4.7%	5.3%	69	5.0%	6.0%	57	4.4%	4.6%	45	4.0%	5.6%
Limousin	1	0.0%	0.1%	0	0.0%	0.0%	0	0.0%	0.1%	0	-	-
Auvergne	1	0.0%	0.1%	0	0.0%	0.1%	1	0.0%	0.1%	1	0.1%	0.3%
Rhône-Alpes	188	7.0%	3.7%	89	6.5%	3.7%	99	7.6%	3.8%	70	6.2%	3.9%
Languedoc-Roussillon	117	4.4%	5.4%	60	4.3%	5.8%	57	4.4%	5.0%	52	4.6%	8.1%
Provence-Alpes-Côte-d'Azur-Corse	272	10.1%	6.3%	135	9.8%	6.6%	137	10.4%	6.0%	89	7.9%	6.2%
Habitudes de connexion Internet												
Tous les jours	1809	67.3%	6.6%	957	69.4%	6.8%	852	65.1%	6.3%	906	80.5%	7.0%
Presque tous les jours	333	12.4%	5.4%	169	12.2%	5.8%	164	12.5%	5.0%	133	11.8%	5.7%
1 à 2 fois par semaine	162	6.0%	5.0%	81	5.9%	5.6%	81	6.2%	4.5%	52	4.6%	5.5%
1 à 3 fois par mois	56	2.1%	6.6%	19	1.4%	5.7%	37	2.8%	7.2%	11	1.0%	7.3%
Moins souvent	47	1.7%	3.5%	19	1.4%	3.1%	27	2.1%	3.9%	4	0.3%	2.8%
Jamais	3	0.1%	2.1%	1	0.1%	1.0%	2	0.2%	3.9%	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	130	4.8%	6.1%	56	4.1%	6.5%	74	5.6%	5.8%	12	1.1%	6.6%
De 9 000 à moins de 12 000 euros par an	103	3.8%	3.1%	51	3.7%	4.5%	51	3.9%	2.3%	9	0.8%	3.7%
De 12 000 à moins de 18 000 euros par an	319	11.9%	4.9%	139	10.1%	5.1%	180	13.8%	4.8%	58	5.2%	7.6%
De 18 000 à moins de 24 000 euros par an	349	13.0%	4.7%	178	12.9%	5.0%	172	13.1%	4.4%	100	8.9%	6.3%
De 24 000 à moins de 36 000 euros par an	555	20.7%	4.8%	293	21.3%	5.3%	262	20.0%	4.3%	201	17.8%	5.4%
De 36 000 à moins de 45 000 euros par an	371	13.8%	5.7%	205	14.9%	5.8%	166	12.7%	5.6%	186	16.5%	6.3%
De 45 000 à moins de 65 000 euros par an	388	14.5%	6.5%	215	15.6%	6.4%	174	13.3%	6.6%	257	22.8%	7.2%
De 65 000 à moins de 80 000 euros par an	114	4.3%	7.5%	74	5.3%	8.0%	41	3.1%	6.6%	96	8.5%	8.6%
De 80 000 à moins de 115 000 euros par an	77	2.9%	7.9%	45	3.3%	7.6%	32	2.4%	8.4%	70	6.2%	8.8%
115 000 euros et plus par an	27	1.0%	5.9%	16	1.2%	5.8%	11	0.8%	6.0%	20	1.8%	5.3%
Refus	161	6.0%	5.0%	71	5.1%	5.3%	90	6.9%	4.8%	82	7.3%	7.2%
Ne sait pas	91	3.4%	6.3%	36	2.6%	5.8%	55	4.2%	6.7%	34	3.0%	7.1%