

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	508	100.0%	1.0%	146	100.0%	0.6%	362	100.0%	1.3%	325	100.0%	1.9%
Sexe												
Homme	146	28.7%	0.6%	146	100.0%	0.6%	0	0.0%	0.0%	91	28.0%	1.0%
Femme	362	71.3%	1.3%	0	0.0%	0.0%	362	100.0%	1.3%	234	72.0%	2.7%
Age												
15 à 24 ans	142	27.9%	1.9%	32	21.8%	0.9%	110	30.4%	3.1%	87	26.8%	2.8%
25 à 34 ans	65	12.8%	0.9%	12	8.2%	0.3%	53	14.6%	1.4%	40	12.1%	1.2%
35 à 49 ans	146	28.7%	1.2%	53	36.3%	0.9%	93	25.6%	1.5%	118	36.3%	1.9%
50 à 59 ans	99	19.5%	1.1%	33	22.5%	0.7%	66	18.3%	1.4%	67	20.4%	1.7%
60 ans et plus	57	11.2%	0.4%	17	11.3%	0.3%	40	11.1%	0.5%	14	4.4%	1.5%
Individu												
Ménagères	243	47.9%	1.0%	0	0.0%	0.0%	243	67.2%	1.0%	164	50.3%	2.3%
Personne de référence	177	34.9%	0.6%	116	79.2%	0.6%	62	17.0%	0.8%	110	33.9%	1.3%
Responsable des achats	323	63.5%	0.9%	83	57.1%	0.7%	239	66.1%	1.0%	207	63.7%	1.9%
PCS Individu												
Petits patrons	34	6.7%	2.1%	16	11.0%	1.4%	18	5.0%	3.5%	33	10.2%	2.3%
Affaires et Cadres	101	19.9%	2.0%	37	25.0%	1.2%	64	17.8%	3.0%	92	28.2%	2.0%
Professions intermédiaires	80	15.7%	1.2%	22	15.3%	0.7%	57	15.9%	1.7%	71	21.9%	1.3%
Employés	82	16.2%	1.0%	19	12.8%	0.9%	63	17.5%	1.0%	34	10.5%	1.9%
Ouvriers	15	3.0%	0.2%	8	5.2%	0.2%	8	2.1%	0.6%	0	0.0%	0.0%
Retraités	42	8.3%	0.3%	13	9.1%	0.2%	29	8.0%	0.4%	6	1.9%	2.5%
Autres inactifs	153	30.2%	1.5%	31	21.5%	0.8%	122	33.7%	1.9%	88	27.2%	2.7%
PCS Personne de référence												
Agriculteurs	1	0.2%	0.1%	0	0.0%	0.0%	1	0.3%	0.3%	0	0.0%	0.0%
Petits patrons	70	13.8%	2.7%	21	14.1%	1.6%	50	13.7%	3.7%	70	21.6%	2.7%
Affaires et Cadres	148	29.2%	2.0%	42	29.1%	1.2%	106	29.2%	2.9%	148	45.5%	2.0%
Professions intermédiaires	107	21.1%	1.4%	28	19.1%	0.7%	79	21.8%	2.2%	107	32.9%	1.4%
Employés	51	10.0%	0.9%	14	9.9%	0.6%	36	10.0%	1.2%	0	0.0%	0.0%
Ouvriers	60	11.8%	0.6%	9	6.2%	0.2%	51	14.1%	1.1%	0	0.0%	0.0%
Retraités	44	8.7%	0.3%	15	10.4%	0.2%	29	8.0%	0.4%	0	0.0%	0.0%
Autres inactifs	26	5.2%	0.6%	16	11.1%	1.0%	10	2.8%	0.4%	0	0.0%	0.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du foyer												
1 personne	65	12.7%	0.6%	25	17.3%	0.6%	39	10.9%	0.7%	31	9.6%	1.8%
2 personnes	142	27.9%	0.8%	37	25.3%	0.4%	105	29.0%	1.1%	80	24.5%	1.8%
3 personnes	140	27.5%	1.5%	40	27.1%	0.9%	100	27.7%	2.2%	102	31.3%	2.7%
4 personnes	105	20.7%	1.1%	30	20.5%	0.7%	75	20.7%	1.6%	69	21.1%	1.4%
5 personnes et +	57	11.2%	1.1%	14	9.9%	0.6%	42	11.7%	1.5%	44	13.5%	1.7%
Présence d'enfants de moins de 15 ans												
Oui	167	32.9%	1.1%	45	30.7%	0.6%	122	33.8%	1.5%	120	36.7%	1.5%
Non	341	67.1%	0.9%	101	69.3%	0.6%	240	66.2%	1.3%	206	63.3%	2.1%
Habitat												
Communes rurales	42	8.2%	0.4%	13	9.1%	0.2%	28	7.9%	0.5%	22	6.7%	0.7%
Agglo. - 20 000 hab	48	9.4%	0.5%	16	10.8%	0.4%	32	8.8%	0.7%	24	7.4%	0.9%
Agglo. 20 000 à 100 000 hab	40	7.8%	0.6%	7	4.8%	0.2%	33	9.0%	0.9%	18	5.4%	1.0%
Agglo. + 100 000 hab	202	39.8%	1.3%	59	40.4%	0.8%	143	39.6%	1.8%	141	43.3%	2.5%
Agglo. Paris	176	34.7%	2.1%	51	34.9%	1.3%	125	34.7%	2.8%	121	37.1%	3.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	189	37.2%	2.0%	51	34.9%	1.1%	138	38.1%	2.8%	125	38.4%	2.9%
Nord Pas de Calais	21	4.0%	0.6%	5	3.1%	0.3%	16	4.4%	0.9%	12	3.8%	1.3%
Lorraine	6	1.3%	0.3%	3	1.9%	0.3%	4	1.0%	0.4%	4	1.3%	0.8%
Alsace	22	4.4%	1.5%	11	7.2%	1.4%	12	3.3%	1.5%	18	5.6%	3.7%
Franche-Comté	5	1.1%	0.6%	5	3.6%	1.1%	0	0.1%	0.0%	2	0.6%	0.8%
Champagne Ardennes	6	1.1%	0.5%	0	0.1%	0.0%	5	1.5%	1.0%	1	0.3%	0.4%
Picardie	5	1.1%	0.4%	0	0.0%	0.0%	5	1.5%	0.7%	4	1.3%	1.0%
Bourgogne	5	1.0%	0.4%	3	1.7%	0.4%	2	0.6%	0.3%	2	0.7%	0.7%
Haute Normandie	9	1.7%	0.6%	1	0.6%	0.1%	8	2.1%	1.0%	3	1.1%	0.7%
Basse Normandie	7	1.3%	0.5%	1	0.7%	0.2%	6	1.5%	0.9%	5	1.4%	1.3%
Centre	10	1.9%	0.5%	0	0.2%	0.0%	9	2.6%	0.9%	7	2.2%	1.2%
Pays de Loire	15	2.9%	0.5%	7	5.1%	0.5%	7	2.1%	0.5%	9	2.9%	1.0%
Bretagne	15	3.0%	0.6%	8	5.2%	0.6%	8	2.2%	0.6%	12	3.6%	1.4%
Poitou Charentes	4	0.9%	0.3%	0	0.0%	0.0%	4	1.2%	0.6%	2	0.7%	0.6%
Aquitaine	28	5.4%	1.0%	9	6.1%	0.7%	19	5.1%	1.3%	15	4.5%	1.7%
Midi Pyrénées	24	4.8%	1.0%	3	1.9%	0.2%	22	5.9%	1.7%	19	5.9%	2.4%
Limousin	6	1.2%	1.0%	1	0.5%	0.3%	5	1.5%	1.7%	2	0.5%	1.1%
Auvergne	8	1.6%	0.7%	2	1.4%	0.4%	6	1.7%	1.0%	3	1.0%	1.1%
Rhône Alpes	55	10.8%	1.1%	18	12.3%	0.7%	37	10.2%	1.4%	37	11.3%	2.0%
Languedoc Roussillon	18	3.6%	0.8%	10	6.9%	0.9%	8	2.2%	0.7%	9	2.9%	1.3%
Provence Alpes Côte d'Azur. Corse	49	9.7%	1.1%	9	6.4%	0.5%	40	11.1%	1.7%	32	9.9%	2.2%
Habitudes de connexion à Internet												
Tous les jours	431	84.9%	1.3%	124	84.7%	0.7%	308	85.0%	1.9%	295	90.7%	2.0%
Presque tous les jours	46	9.1%	0.8%	18	12.7%	0.7%	28	7.7%	0.9%	24	7.4%	1.2%
1 à 2 fois par semaine	16	3.2%	0.6%	2	1.7%	0.2%	14	3.8%	1.0%	6	2.0%	1.0%
1 à 3 fois par mois	5	1.0%	0.9%	0	0.0%	0.0%	5	1.3%	1.5%	0	0.0%	0.0%
Moins souvent	3	0.5%	0.3%	0	0.0%	0.0%	3	0.7%	0.6%	0	0.0%	0.0%

Lecture Dernière Période

	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	12	2.4%	0.7%	4	2.5%	0.5%	9	2.4%	0.8%	3	1.0%	2.4%
De 9 000 à moins de 12 000 euros par an	12	2.3%	0.4%	2	1.1%	0.2%	10	2.7%	0.6%	2	0.5%	0.6%
De 12 000 à moins de 18 000 euros par an	40	7.9%	0.7%	14	9.8%	0.5%	26	7.1%	0.7%	20	6.1%	2.7%
De 18 000 à moins de 24 000 euros par an	35	6.8%	0.5%	6	3.9%	0.2%	29	8.0%	0.8%	21	6.3%	1.5%
De 24 000 à moins de 36 000 euros par an	108	21.3%	1.0%	27	18.5%	0.5%	81	22.4%	1.4%	54	16.5%	1.6%
De 36 000 à moins de 45 000 euros par an	50	9.8%	0.7%	8	5.1%	0.2%	42	11.6%	1.3%	34	10.3%	1.1%
De 45 000 à moins de 65 000 euros par an	84	16.6%	1.2%	25	17.1%	0.7%	59	16.3%	1.8%	57	17.5%	1.5%
De 65 000 à moins de 80 000 euros par an	37	7.3%	1.9%	21	14.3%	1.9%	16	4.4%	1.9%	31	9.7%	2.4%
De 80 000 à moins de 115 000 euros par an	29	5.8%	2.3%	21	14.1%	2.8%	9	2.4%	1.7%	27	8.4%	3.0%
115 000 euros et plus par an	34	6.6%	5.6%	5	3.3%	1.3%	29	8.0%	12.6%	32	9.7%	6.2%
Refus	28	5.5%	0.8%	4	2.9%	0.3%	24	6.5%	1.2%	14	4.3%	1.3%
Ne sait pas	40	7.9%	1.8%	11	7.3%	1.1%	29	8.1%	2.2%	31	9.5%	3.3%