

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	602	100.0%	1.2%	371	100.0%	1.5%	231	100.0%	0.9%	283	100.0%	1.6%
Sexe												
Homme	371	61.6%	1.5%	371	100.0%	1.5%	0	0.0%	0.0%	176	62.3%	2.0%
Femme	231	38.4%	0.9%	0	0.0%	0.0%	231	100.0%	0.9%	107	37.7%	1.2%
Age												
15 à 24 ans	144	23.9%	2.0%	77	20.6%	2.1%	68	29.3%	1.9%	68	24.1%	2.2%
25 à 34 ans	131	21.7%	1.7%	93	25.0%	2.5%	38	16.4%	1.0%	57	20.1%	1.8%
35 à 49 ans	190	31.5%	1.5%	121	32.5%	2.0%	69	29.8%	1.1%	102	36.0%	1.6%
50 à 59 ans	95	15.8%	1.0%	58	15.7%	1.3%	37	15.9%	0.8%	43	15.2%	1.1%
60 ans et plus	43	7.1%	0.3%	23	6.2%	0.3%	20	8.6%	0.2%	13	4.5%	1.5%
Individu												
Ménagères	153	25.4%	0.7%	0	0.0%	0.0%	153	66.1%	0.7%	64	22.5%	0.9%
Personne de référence	296	49.2%	1.0%	257	69.3%	1.3%	39	16.8%	0.5%	136	48.0%	1.6%
Responsable des achats	333	55.4%	0.9%	184	49.5%	1.4%	150	64.7%	0.7%	144	50.8%	1.3%
PCS Individu												
Agriculteurs	1	0.1%	0.1%	1	0.1%	0.1%	0	0.0%	0.0%	0	0.0%	0.0%
Petits patrons	14	2.4%	0.9%	11	2.8%	0.9%	4	1.6%	0.8%	11	4.0%	0.8%
Affaires et Cadres	68	11.2%	1.4%	47	12.7%	1.7%	21	8.9%	1.0%	58	20.5%	1.3%
Professions intermédiaires	125	20.8%	1.7%	80	21.5%	2.3%	46	19.7%	1.2%	103	36.3%	1.8%
Employés	108	17.9%	1.3%	53	14.3%	2.4%	55	23.8%	0.9%	19	6.9%	1.0%
Ouvriers	67	11.1%	1.1%	61	16.3%	1.2%	6	2.7%	0.5%	1	0.4%	0.3%
Retraités	30	5.0%	0.2%	12	3.2%	0.2%	18	7.8%	0.3%	3	1.1%	1.6%
Autres inactifs	189	31.5%	1.8%	108	29.0%	2.9%	82	35.5%	1.2%	87	30.8%	2.7%
PCS Personne de référence												
Agriculteurs	2	0.3%	0.3%	1	0.3%	0.3%	1	0.4%	0.3%	0	0.0%	0.0%
Petits patrons	36	5.9%	1.4%	13	3.5%	1.0%	23	9.9%	1.8%	36	12.7%	1.4%
Affaires et Cadres	120	19.9%	1.7%	68	18.3%	2.0%	52	22.3%	1.5%	120	42.3%	1.7%
Professions intermédiaires	127	21.2%	1.6%	95	25.7%	2.4%	32	13.9%	0.8%	127	45.1%	1.6%
Employés	115	19.1%	2.1%	67	17.9%	2.8%	48	20.9%	1.6%	0	0.0%	0.0%
Ouvriers	101	16.8%	1.1%	58	15.8%	1.2%	42	18.3%	1.0%	0	0.0%	0.0%
Retraités	57	9.5%	0.4%	31	8.2%	0.5%	27	11.6%	0.3%	0	0.0%	0.0%
Autres inactifs	44	7.3%	1.1%	38	10.3%	2.4%	6	2.6%	0.2%	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	92	15.2%	0.9%	66	17.7%	1.5%	26	11.2%	0.5%	32	11.3%	1.8%
2 personnes	129	21.3%	0.7%	77	20.7%	0.9%	52	22.5%	0.6%	53	18.9%	1.3%
3 personnes	144	23.9%	1.6%	90	24.3%	1.9%	53	23.1%	1.2%	69	24.4%	1.8%
4 personnes	138	22.9%	1.5%	69	18.6%	1.5%	69	29.8%	1.5%	83	29.2%	1.7%
5 personnes et +	101	16.7%	1.8%	70	18.7%	2.6%	31	13.4%	1.1%	46	16.2%	1.8%
Présence d'enfants de moins de 15 ans												
Oui	227	37.6%	1.5%	136	36.7%	1.8%	90	39.1%	1.1%	115	40.8%	1.5%
Non	376	62.4%	1.0%	235	63.3%	1.3%	141	60.9%	0.7%	167	59.2%	1.7%
Habitat												
Communes rurales	111	18.4%	0.9%	58	15.6%	1.0%	53	22.9%	0.8%	53	18.8%	1.6%
Agglo. - 20 000 hab	74	12.3%	0.8%	43	11.6%	1.0%	31	13.5%	0.6%	32	11.4%	1.3%
Agglo. 20 000 à 100 000 hab	69	11.4%	1.0%	42	11.3%	1.2%	27	11.6%	0.7%	26	9.2%	1.4%
Agglo. + 100 000 hab	197	32.8%	1.3%	130	34.9%	1.7%	68	29.3%	0.8%	98	34.5%	1.7%
Agglo. Paris	151	25.1%	1.8%	99	26.6%	2.4%	52	22.7%	1.2%	73	26.0%	1.9%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	159	26.5%	1.7%	104	28.0%	2.3%	56	24.1%	1.1%	79	27.9%	1.8%
Nord Pas de Calais	38	6.4%	1.2%	26	7.1%	1.7%	12	5.2%	0.7%	18	6.4%	1.9%
Lorraine	20	3.4%	1.1%	17	4.5%	1.8%	4	1.6%	0.4%	9	3.2%	1.7%
Alsace	17	2.8%	1.1%	6	1.6%	0.8%	11	4.9%	1.4%	10	3.4%	2.0%
Franche-Comté	9	1.5%	0.9%	4	1.2%	1.0%	5	2.0%	0.9%	7	2.4%	2.5%
Champagne Ardennes	9	1.5%	0.9%	6	1.6%	1.1%	3	1.4%	0.6%	4	1.5%	1.4%
Picardie	26	4.4%	1.7%	16	4.3%	2.1%	10	4.5%	1.3%	8	2.7%	1.8%
Bourgogne	10	1.6%	0.7%	5	1.3%	0.7%	5	2.0%	0.7%	2	0.6%	0.5%
Haute Normandie	11	1.8%	0.7%	5	1.5%	0.8%	5	2.3%	0.7%	5	1.6%	1.0%
Basse Normandie	20	3.3%	1.6%	12	3.3%	2.1%	7	3.2%	1.2%	6	2.2%	1.9%
Centre	19	3.1%	0.9%	8	2.2%	0.8%	10	4.5%	0.9%	8	3.0%	1.3%
Pays de Loire	39	6.5%	1.3%	20	5.3%	1.4%	19	8.4%	1.3%	16	5.6%	1.7%
Bretagne	35	5.8%	1.3%	28	7.4%	2.1%	8	3.3%	0.5%	14	4.8%	1.8%
Poitou Charentes	9	1.5%	0.6%	6	1.6%	0.8%	3	1.3%	0.4%	5	1.6%	1.3%
Aquitaine	29	4.9%	1.1%	20	5.4%	1.5%	9	4.1%	0.6%	16	5.5%	1.8%
Midi Pyrénées	21	3.5%	0.9%	15	4.1%	1.3%	6	2.5%	0.4%	8	2.7%	1.0%
Limousin	3	0.5%	0.5%	1	0.4%	0.5%	1	0.6%	0.5%	3	0.9%	1.6%
Auvergne	10	1.6%	0.8%	4	1.0%	0.7%	6	2.6%	1.0%	3	1.0%	0.9%
Rhône Alpes	53	8.9%	1.0%	33	8.9%	1.3%	20	8.8%	0.7%	31	10.9%	1.6%
Languedoc Roussillon	19	3.1%	0.8%	7	2.0%	0.7%	11	4.9%	0.9%	6	2.3%	0.9%
Provence Alpes Côte d'Azur. Corse	46	7.6%	1.0%	27	7.4%	1.3%	18	8.0%	0.8%	27	9.7%	1.9%
Habitudes de connexion à Internet												
Tous les jours	480	79.7%	1.4%	294	79.2%	1.7%	186	80.4%	1.1%	238	84.1%	1.6%
Presque tous les jours	61	10.1%	1.0%	39	10.5%	1.4%	22	9.5%	0.7%	26	9.1%	1.4%
1 à 2 fois par semaine	31	5.1%	1.2%	19	5.0%	1.7%	12	5.4%	0.8%	10	3.6%	1.9%
Moins souvent	17	2.8%	2.3%	6	1.6%	1.6%	11	4.7%	3.0%	9	3.3%	19.5%

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	28	4.6%	1.5%	23	6.2%	3.1%	5	2.2%	0.5%	4	1.6%	2.3%
De 9 000 à moins de 12 000 euros par an	20	3.4%	0.7%	8	2.1%	0.7%	13	5.6%	0.7%	5	1.9%	2.2%
De 12 000 à moins de 18 000 euros par an	73	12.1%	1.3%	56	15.1%	2.3%	17	7.3%	0.5%	15	5.3%	2.4%
De 18 000 à moins de 24 000 euros par an	55	9.1%	0.8%	45	12.2%	1.5%	10	4.2%	0.3%	22	7.7%	1.6%
De 24 000 à moins de 36 000 euros par an	124	20.6%	1.1%	76	20.5%	1.4%	48	20.7%	0.8%	47	16.7%	1.3%
De 36 000 à moins de 45 000 euros par an	82	13.5%	1.1%	40	10.7%	1.1%	42	18.1%	1.2%	52	18.5%	1.8%
De 45 000 à moins de 65 000 euros par an	82	13.7%	1.1%	59	15.8%	1.4%	24	10.2%	0.7%	49	17.4%	1.2%
65 000 euros et plus par an	69	11.4%	1.7%	35	9.4%	1.5%	34	14.7%	2.0%	51	18.1%	1.9%
Refus	41	6.9%	1.2%	23	6.3%	1.6%	18	7.9%	0.9%	17	5.9%	1.5%
Ne sait pas	28	4.6%	1.7%	7	1.8%	0.9%	21	9.2%	2.3%	20	7.0%	3.4%