

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	566	100.0%	1.1%	388	100.0%	1.6%	179	100.0%	0.7%	298	100.0%	1.7%
Sexe												
Homme	388	68.5%	1.6%	388	100.0%	1.6%	0	0.0%	0.0%	204	68.5%	2.3%
Femme	179	31.5%	0.7%	0	0.0%	0.0%	179	100.0%	0.7%	94	31.5%	1.1%
Age												
15 à 24 ans	74	13.1%	1.0%	37	9.4%	1.0%	37	20.9%	1.0%	33	11.0%	1.1%
25 à 34 ans	99	17.4%	1.3%	64	16.6%	1.7%	34	19.1%	0.9%	51	17.2%	1.6%
35 à 49 ans	163	28.7%	1.3%	124	32.0%	2.0%	39	21.6%	0.6%	113	37.7%	1.8%
50 à 59 ans	125	22.1%	1.3%	89	22.9%	1.9%	36	20.2%	0.8%	80	26.7%	2.1%
60 ans et plus	106	18.7%	0.7%	74	19.0%	1.1%	32	18.1%	0.4%	22	7.3%	2.5%
Individu												
Ménagères	142	25.1%	0.6%	0	0.0%	0.0%	142	79.6%	0.6%	81	27.2%	1.2%
Personne de référence	364	64.3%	1.3%	326	84.1%	1.6%	38	21.2%	0.5%	197	65.9%	2.4%
Responsable des achats	331	58.4%	0.9%	195	50.4%	1.5%	135	75.8%	0.6%	169	56.8%	1.5%
PCS Individu												
Agriculteurs	0	0.1%	0.1%	0	0.1%	0.1%	0	0.0%	0.0%	0	0.0%	0.0%
Petits patrons	26	4.6%	1.6%	20	5.2%	1.7%	6	3.3%	1.3%	24	8.0%	1.7%
Affaires et Cadres	182	32.1%	3.7%	132	34.1%	4.7%	50	27.8%	2.4%	168	56.5%	3.8%
Professions intermédiaires	66	11.7%	0.9%	46	11.9%	1.3%	20	11.2%	0.5%	56	18.8%	1.0%
Employés	63	11.0%	0.8%	35	9.1%	1.6%	27	15.2%	0.4%	11	3.7%	0.6%
Ouvriers	35	6.1%	0.5%	34	8.8%	0.7%	1	0.4%	0.0%	0	0.0%	0.0%
Retraités	73	12.9%	0.6%	54	14.0%	0.9%	18	10.3%	0.3%	0	0.1%	0.1%
Autres inactifs	122	21.5%	1.2%	65	16.7%	1.7%	57	31.8%	0.8%	39	12.9%	1.2%
PCS Personne de référence												
Agriculteurs	2	0.3%	0.2%	1	0.1%	0.1%	1	0.6%	0.3%	0	0.0%	0.0%
Petits patrons	40	7.1%	1.5%	22	5.8%	1.7%	18	10.1%	1.4%	40	13.6%	1.5%
Affaires et Cadres	191	33.7%	2.8%	135	34.8%	3.9%	56	31.1%	1.6%	191	63.9%	2.8%
Professions intermédiaires	67	11.9%	0.9%	47	12.1%	1.2%	20	11.2%	0.5%	67	22.5%	0.9%
Employés	46	8.2%	0.9%	31	8.0%	1.3%	15	8.5%	0.5%	0	0.0%	0.0%
Ouvriers	65	11.4%	0.7%	38	9.7%	0.7%	27	15.2%	0.6%	0	0.0%	0.0%
Retraités	103	18.1%	0.7%	70	18.0%	1.0%	33	18.3%	0.4%	0	0.0%	0.0%
Autres inactifs	53	9.3%	1.3%	44	11.4%	2.8%	9	4.8%	0.3%	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	81	14.3%	0.8%	54	13.9%	1.2%	27	15.3%	0.5%	33	11.0%	1.8%
2 personnes	192	33.9%	1.1%	133	34.2%	1.5%	59	33.3%	0.6%	80	26.7%	1.9%
3 personnes	104	18.4%	1.1%	66	17.1%	1.4%	38	21.3%	0.8%	58	19.5%	1.5%
4 personnes	106	18.6%	1.1%	71	18.4%	1.6%	34	19.2%	0.7%	76	25.4%	1.5%
5 personnes et +	83	14.7%	1.5%	64	16.4%	2.4%	19	10.9%	0.7%	52	17.5%	2.0%
Présence d'enfants de moins de 15 ans												
Oui	188	33.1%	1.2%	139	35.8%	1.9%	49	27.4%	0.6%	128	42.8%	1.6%
Non	379	66.9%	1.0%	249	64.2%	1.4%	130	72.6%	0.7%	171	57.2%	1.8%
Habitat												
Communes rurales	53	9.3%	0.4%	36	9.2%	0.6%	17	9.6%	0.3%	23	7.6%	0.7%
Agglo. - 20 000 hab	51	8.9%	0.6%	38	9.8%	0.9%	13	7.2%	0.3%	33	10.9%	1.3%
Agglo. 20 000 à 100 000 hab	45	8.0%	0.6%	32	8.4%	1.0%	13	7.1%	0.4%	19	6.4%	1.0%
Agglo. + 100 000 hab	186	32.8%	1.2%	131	33.8%	1.7%	54	30.5%	0.7%	98	32.7%	1.7%
Agglo. Paris	232	41.0%	2.7%	151	38.9%	3.7%	82	45.7%	1.8%	126	42.4%	3.2%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	243	42.9%	2.5%	159	41.0%	3.5%	84	47.0%	1.7%	135	45.3%	3.1%
Nord Pas de Calais	21	3.7%	0.7%	19	4.8%	1.2%	3	1.5%	0.2%	13	4.4%	1.3%
Lorraine	13	2.2%	0.7%	7	1.8%	0.7%	6	3.3%	0.6%	7	2.4%	1.3%
Alsace	19	3.4%	1.2%	11	3.0%	1.5%	8	4.2%	1.0%	9	3.1%	1.9%
Franche-Comté	5	0.9%	0.5%	2	0.6%	0.5%	3	1.6%	0.6%	2	0.5%	0.6%
Champagne Ardennes	6	1.0%	0.5%	5	1.2%	0.9%	1	0.6%	0.2%	2	0.8%	0.8%
Picardie	8	1.3%	0.5%	5	1.3%	0.7%	3	1.5%	0.3%	5	1.8%	1.3%
Bourgogne	8	1.4%	0.6%	8	2.0%	1.2%	0	0.2%	0.0%	2	0.7%	0.6%
Haute Normandie	10	1.7%	0.6%	5	1.2%	0.6%	5	2.8%	0.6%	6	1.8%	1.2%
Basse Normandie	5	0.9%	0.4%	5	1.2%	0.8%	1	0.3%	0.1%	4	1.2%	1.1%
Centre	11	1.9%	0.5%	8	2.1%	0.8%	3	1.6%	0.3%	6	2.1%	1.0%
Pays de Loire	16	2.9%	0.6%	13	3.4%	0.9%	3	1.8%	0.2%	9	3.0%	0.9%
Bretagne	9	1.6%	0.3%	8	2.1%	0.6%	1	0.8%	0.1%	5	1.8%	0.7%
Poitou Charentes	8	1.4%	0.5%	7	1.8%	1.0%	1	0.5%	0.1%	2	0.6%	0.5%
Aquitaine	31	5.4%	1.1%	12	3.1%	0.9%	18	10.4%	1.3%	14	4.6%	1.6%
Midi Pyrénées	26	4.6%	1.1%	19	5.0%	1.6%	7	3.8%	0.5%	13	4.5%	1.7%
Limousin	4	0.6%	0.6%	2	0.5%	0.6%	2	1.0%	0.6%	1	0.3%	0.6%
Auvergne	7	1.3%	0.6%	5	1.3%	0.9%	2	1.2%	0.4%	4	1.4%	1.2%
Rhône Alpes	57	10.1%	1.1%	45	11.5%	1.8%	13	7.2%	0.5%	34	11.4%	1.7%
Languedoc Roussillon	20	3.5%	0.9%	17	4.3%	1.5%	3	1.7%	0.3%	8	2.8%	1.2%
Provence Alpes Côte d'Azur. Corse	40	7.0%	0.9%	27	6.9%	1.3%	13	7.2%	0.6%	17	5.7%	1.2%
Habitudes de connexion à Internet												
Tous les jours	494	87.2%	1.4%	343	88.5%	2.0%	151	84.3%	0.9%	279	93.6%	1.9%
Presque tous les jours	38	6.7%	0.6%	26	6.7%	1.0%	12	6.6%	0.4%	10	3.5%	0.6%
1 à 2 fois par semaine	8	1.4%	0.3%	3	0.7%	0.2%	5	3.0%	0.4%	1	0.2%	0.1%
Moins souvent	7	1.3%	1.0%	0	0.0%	0.0%	7	4.1%	2.1%	7	2.5%	15.6%

	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	8	1.4%	0.4%	4	1.2%	0.6%	4	2.0%	0.3%	1	0.2%	0.3%
De 9 000 à moins de 12 000 euros par an	15	2.7%	0.5%	11	3.0%	1.0%	4	2.2%	0.2%	1	0.2%	0.3%
De 12 000 à moins de 18 000 euros par an	48	8.5%	0.9%	40	10.4%	1.7%	7	4.2%	0.2%	6	2.1%	1.0%
De 18 000 à moins de 24 000 euros par an	33	5.9%	0.5%	18	4.8%	0.6%	15	8.2%	0.4%	10	3.5%	0.8%
De 24 000 à moins de 36 000 euros par an	75	13.3%	0.7%	45	11.6%	0.8%	30	16.9%	0.5%	38	12.7%	1.1%
De 36 000 à moins de 45 000 euros par an	67	11.9%	0.9%	44	11.3%	1.2%	23	13.1%	0.7%	38	12.9%	1.3%
De 45 000 à moins de 65 000 euros par an	112	19.8%	1.5%	86	22.1%	2.1%	27	14.9%	0.8%	67	22.3%	1.6%
65 000 euros et plus par an	155	27.4%	3.9%	114	29.3%	5.0%	42	23.4%	2.5%	112	37.6%	4.1%
Refus	30	5.3%	0.9%	20	5.1%	1.4%	10	5.5%	0.5%	14	4.6%	1.2%
Ne sait pas	22	3.9%	1.3%	5	1.2%	0.7%	17	9.5%	1.8%	12	3.9%	2.0%