

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	571	100.0%	1.1%	300	100.0%	1.2%	271	100.0%	1.0%	273	100.0%	1.6%
Sexe												
Homme	300	52.6%	1.2%	300	100.0%	1.2%	0	0.0%	0.0%	144	52.8%	1.6%
Femme	271	47.4%	1.0%	0	0.0%	0.0%	271	100.0%	1.0%	129	47.2%	1.5%
Age												
15 à 24 ans	153	26.8%	2.1%	52	17.3%	1.4%	101	37.3%	2.8%	63	23.0%	2.0%
25 à 34 ans	97	16.9%	1.3%	60	19.8%	1.6%	37	13.7%	1.0%	44	16.2%	1.4%
35 à 49 ans	201	35.1%	1.6%	110	36.8%	1.8%	90	33.3%	1.4%	113	41.3%	1.8%
50 à 59 ans	84	14.7%	0.9%	58	19.4%	1.3%	26	9.4%	0.6%	43	15.7%	1.1%
60 ans et plus	37	6.5%	0.2%	20	6.7%	0.3%	17	6.4%	0.2%	10	3.8%	1.0%
Individu												
Ménagères	172	30.1%	0.7%	0	0.0%	0.0%	172	63.5%	0.7%	92	33.6%	1.3%
Personne de référence	284	49.8%	1.0%	230	76.7%	1.1%	54	19.9%	0.7%	129	47.3%	1.5%
Responsable des achats	311	54.5%	0.9%	154	51.1%	1.2%	158	58.2%	0.7%	157	57.4%	1.4%
PCS Individu												
Petits patrons	16	2.7%	1.0%	14	4.6%	1.2%	2	0.7%	0.4%	14	5.0%	0.9%
Affaires et Cadres	59	10.4%	1.2%	43	14.3%	1.5%	16	6.0%	0.8%	57	21.0%	1.3%
Professions intermédiaires	100	17.6%	1.4%	60	20.0%	1.7%	41	15.0%	1.1%	86	31.5%	1.5%
Employés	120	21.0%	1.4%	46	15.3%	2.0%	74	27.2%	1.2%	21	7.7%	1.2%
Ouvriers	64	11.2%	1.0%	56	18.8%	1.1%	7	2.7%	0.6%	2	0.8%	0.6%
Retraités	27	4.7%	0.2%	14	4.8%	0.2%	13	4.7%	0.2%	1	0.5%	0.7%
Autres inactifs	186	32.5%	1.8%	67	22.3%	1.8%	119	43.8%	1.8%	91	33.5%	2.8%
PCS Personne de référence												
Agriculteurs	0	0.0%	0.0%	0	0.0%	0.0%	0	0.1%	0.1%	0	0.0%	0.0%
Petits patrons	41	7.2%	1.6%	13	4.5%	1.0%	28	10.2%	2.2%	41	15.1%	1.6%
Affaires et Cadres	114	20.0%	1.7%	61	20.2%	1.8%	54	19.8%	1.6%	114	41.9%	1.7%
Professions intermédiaires	117	20.5%	1.5%	70	23.2%	1.7%	47	17.5%	1.2%	117	43.0%	1.5%
Employés	105	18.4%	1.9%	56	18.8%	2.4%	48	17.9%	1.6%	0	0.0%	0.0%
Ouvriers	92	16.1%	1.0%	58	19.3%	1.1%	34	12.6%	0.8%	0	0.0%	0.0%
Retraités	53	9.3%	0.4%	28	9.3%	0.4%	25	9.4%	0.3%	0	0.0%	0.0%
Autres inactifs	48	8.4%	1.2%	14	4.6%	0.9%	34	12.5%	1.3%	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	100	17.6%	1.0%	55	18.2%	1.3%	46	16.8%	0.8%	37	13.4%	1.9%
2 personnes	115	20.2%	0.6%	67	22.2%	0.8%	49	18.0%	0.5%	56	20.6%	1.4%
3 personnes	135	23.7%	1.5%	72	23.8%	1.5%	64	23.5%	1.4%	62	22.8%	1.5%
4 personnes	111	19.5%	1.2%	67	22.4%	1.5%	44	16.2%	0.9%	67	24.7%	1.4%
5 personnes et +	109	19.1%	2.0%	40	13.3%	1.5%	69	25.5%	2.4%	51	18.6%	2.0%
Présence d'enfants de moins de 15 ans												
Oui	236	41.3%	1.5%	111	37.1%	1.5%	124	45.9%	1.5%	123	45.2%	1.6%
Non	336	58.7%	0.9%	189	62.9%	1.1%	147	54.1%	0.8%	150	54.8%	1.5%
Habitat												
Communes rurales	83	14.5%	0.7%	53	17.8%	0.9%	30	10.9%	0.5%	39	14.2%	1.2%
Agglo. - 20 000 hab	78	13.7%	0.9%	40	13.3%	0.9%	38	14.1%	0.8%	38	14.0%	1.5%
Agglo. 20 000 à 100 000 hab	71	12.5%	1.0%	42	14.0%	1.3%	29	10.8%	0.8%	18	6.6%	0.9%
Agglo. + 100 000 hab	195	34.2%	1.3%	80	26.6%	1.1%	115	42.6%	1.4%	95	35.0%	1.7%
Agglo. Paris	144	25.1%	1.7%	85	28.2%	2.1%	59	21.7%	1.3%	82	30.2%	2.1%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	154	27.0%	1.6%	88	29.2%	1.9%	66	24.5%	1.3%	86	31.5%	2.0%
Nord Pas de Calais	54	9.5%	1.7%	13	4.4%	0.9%	41	15.1%	2.4%	20	7.4%	2.0%
Lorraine	12	2.0%	0.6%	10	3.4%	1.1%	1	0.5%	0.1%	5	2.0%	1.0%
Alsace	12	2.1%	0.8%	6	1.9%	0.8%	6	2.4%	0.8%	5	1.7%	1.1%
Franche-Comté	7	1.3%	0.8%	3	0.9%	0.6%	5	1.7%	0.9%	4	1.6%	1.7%
Champagne Ardennes	1	0.1%	0.0%	1	0.2%	0.1%	0	0.0%	0.0%	0	0.1%	0.1%
Picardie	22	3.9%	1.4%	15	4.9%	2.0%	8	2.8%	1.0%	10	3.6%	2.2%
Bourgogne	11	1.9%	0.8%	5	1.5%	0.7%	6	2.3%	0.9%	1	0.2%	0.2%
Haute Normandie	5	0.9%	0.3%	4	1.2%	0.5%	2	0.6%	0.2%	1	0.4%	0.2%
Basse Normandie	21	3.6%	1.7%	15	5.0%	2.6%	6	2.1%	0.9%	9	3.4%	2.6%
Centre	25	4.3%	1.2%	17	5.8%	1.7%	7	2.7%	0.7%	9	3.4%	1.4%
Pays de Loire	44	7.7%	1.5%	15	5.0%	1.0%	29	10.7%	1.9%	22	7.9%	2.4%
Bretagne	31	5.4%	1.1%	21	7.1%	1.7%	9	3.4%	0.7%	11	3.9%	1.5%
Poitou Charentes	6	1.1%	0.4%	3	1.2%	0.5%	3	1.1%	0.4%	3	1.3%	0.9%
Aquitaine	22	3.8%	0.8%	14	4.8%	1.1%	7	2.8%	0.5%	15	5.4%	1.8%
Midi Pyrénées	18	3.2%	0.7%	7	2.3%	0.6%	11	4.1%	0.9%	9	3.5%	1.2%
Limousin	4	0.7%	0.6%	1	0.5%	0.5%	2	0.8%	0.7%	2	0.6%	1.1%
Auvergne	17	2.9%	1.5%	10	3.4%	1.9%	6	2.4%	1.1%	6	2.1%	1.9%
Rhône Alpes	45	7.9%	0.9%	25	8.3%	1.0%	20	7.5%	0.8%	22	8.0%	1.1%
Languedoc Roussillon	21	3.6%	0.9%	11	3.7%	1.0%	10	3.5%	0.8%	10	3.7%	1.4%
Provence Alpes Côte d'Azur. Corse	40	7.0%	0.9%	16	5.3%	0.8%	24	9.0%	1.1%	23	8.3%	1.5%
Habitudes de connexion à Internet												
Tous les jours	467	81.7%	1.3%	240	79.9%	1.3%	227	83.6%	1.2%	226	83.0%	1.5%
Presque tous les jours	53	9.3%	1.0%	37	12.5%	1.5%	15	5.7%	0.5%	23	8.4%	1.4%
1 à 2 fois par semaine	25	4.4%	0.9%	14	4.7%	1.2%	11	4.1%	0.7%	10	3.8%	2.0%
1 à 3 fois par mois	5	0.8%	0.9%	0	0.0%	0.0%	5	1.7%	1.6%	0	0.0%	0.0%
Moins souvent	22	3.8%	3.9%	9	2.9%	3.0%	13	4.9%	4.8%	13	4.9%	24.7%

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	2	0.4%	0.1%	1	0.3%	0.1%	1	0.5%	0.1%	2	0.8%	1.2%
De 9 000 à moins de 12 000 euros par an	21	3.8%	0.8%	9	3.1%	0.9%	12	4.5%	0.7%	5	1.9%	2.1%
De 12 000 à moins de 18 000 euros par an	63	11.0%	1.2%	42	14.0%	1.9%	21	7.6%	0.7%	11	4.1%	1.7%
De 18 000 à moins de 24 000 euros par an	68	11.8%	1.0%	42	13.9%	1.4%	26	9.5%	0.7%	23	8.3%	1.6%
De 24 000 à moins de 36 000 euros par an	113	19.8%	1.0%	58	19.4%	1.0%	55	20.3%	0.9%	56	20.4%	1.6%
De 36 000 à moins de 45 000 euros par an	68	11.9%	0.9%	43	14.5%	1.2%	24	9.0%	0.7%	41	14.9%	1.4%
De 45 000 à moins de 65 000 euros par an	71	12.4%	1.0%	44	14.7%	1.1%	27	9.9%	0.9%	39	14.4%	1.1%
65 000 euros et plus par an	52	9.2%	1.2%	37	12.2%	1.5%	16	5.8%	0.9%	45	16.5%	1.6%
Refus	89	15.6%	2.1%	22	7.2%	1.2%	68	25.0%	2.8%	31	11.4%	2.1%
Ne sait pas	24	4.2%	2.2%	3	0.9%	0.6%	21	7.9%	3.6%	20	7.4%	5.2%