

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	2335	100.0%	4.5%	1193	100.0%	4.8%	1142	100.0%	4.2%	934	100.0%	5.4%
Sexe												
Homme	1193	51.1%	4.8%	1193	100.0%	4.8%	0	0.0%	0.0%	520	55.6%	5.9%
Femme	1142	48.9%	4.2%	0	0.0%	0.0%	1142	100.0%	4.2%	414	44.4%	4.9%
Age												
15 à 24 ans	380	16.3%	5.2%	179	15.0%	4.9%	201	17.6%	5.6%	160	17.1%	5.2%
25 à 34 ans	461	19.7%	6.1%	217	18.2%	5.8%	243	21.3%	6.3%	183	19.6%	5.7%
35 à 49 ans	697	29.9%	5.6%	390	32.7%	6.3%	307	26.9%	4.8%	336	36.0%	5.3%
50 à 59 ans	444	19.0%	4.9%	264	22.1%	5.8%	180	15.8%	4.0%	212	22.7%	5.6%
60 ans et plus	353	15.1%	2.2%	142	11.9%	2.1%	210	18.4%	2.4%	44	4.7%	4.3%
Individu												
Ménagères	927	39.7%	3.9%	0	0.0%	0.0%	927	81.2%	3.9%	335	35.9%	4.8%
Personne de référence	1340	57.4%	4.7%	970	81.3%	4.7%	371	32.5%	4.7%	526	56.4%	6.2%
Responsable des achats	1601	68.6%	4.4%	704	59.0%	5.4%	896	78.5%	3.9%	588	63.0%	5.3%
PCS Individu												
Petits patrons	39	1.7%	2.4%	29	2.5%	2.5%	10	0.9%	2.3%	39	4.1%	2.7%
Affaires et Cadres	349	15.0%	7.1%	202	16.9%	7.1%	148	12.9%	7.1%	305	32.7%	6.9%
Professions intermédiaires	415	17.8%	5.8%	240	20.1%	6.6%	175	15.4%	4.9%	364	38.9%	6.2%
Employés	500	21.4%	6.0%	190	15.9%	8.4%	311	27.2%	5.1%	59	6.3%	3.2%
Ouvriers	320	13.7%	5.1%	283	23.7%	5.6%	37	3.2%	2.9%	2	0.2%	0.4%
Retraités	249	10.7%	1.9%	100	8.4%	1.6%	149	13.1%	2.2%	5	0.5%	2.3%
Autres inactifs	462	19.8%	4.5%	150	12.6%	4.1%	312	27.3%	4.6%	161	17.2%	4.9%
PCS Personne de référence												
Agriculteurs	8	0.3%	1.1%	0	0.0%	0.0%	8	0.7%	2.2%	0	0.0%	0.0%
Petits patrons	95	4.1%	3.6%	37	3.1%	2.7%	58	5.1%	4.7%	95	10.2%	3.6%
Affaires et Cadres	426	18.2%	6.2%	226	18.9%	6.6%	200	17.5%	5.8%	426	45.6%	6.2%
Professions intermédiaires	413	17.7%	5.2%	257	21.6%	6.3%	156	13.7%	4.1%	413	44.3%	5.2%
Employés	395	16.9%	7.3%	193	16.1%	8.1%	203	17.8%	6.6%	0	0.0%	0.0%
Ouvriers	470	20.1%	4.9%	293	24.5%	5.8%	177	15.5%	4.0%	0	0.0%	0.0%
Retraités	349	14.9%	2.3%	141	11.8%	2.1%	208	18.2%	2.5%	0	0.0%	0.0%
Autres inactifs	179	7.7%	4.4%	47	4.0%	3.1%	132	11.5%	5.1%	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	429	18.4%	4.3%	199	16.7%	4.6%	230	20.2%	4.1%	147	15.7%	7.6%
2 personnes	686	29.4%	3.8%	326	27.3%	3.8%	360	31.5%	3.8%	233	24.9%	5.6%
3 personnes	462	19.8%	5.0%	262	22.0%	5.5%	200	17.6%	4.5%	230	24.6%	5.7%
4 personnes	444	19.0%	4.8%	229	19.2%	5.1%	215	18.9%	4.5%	199	21.3%	4.2%
5 personnes et +	313	13.4%	5.7%	177	14.8%	6.7%	135	11.9%	4.8%	125	13.4%	4.9%
Présence d'enfants de moins de 15 ans												
Oui	807	34.6%	5.1%	436	36.5%	5.9%	371	32.5%	4.5%	355	38.0%	4.6%
Non	1528	65.4%	4.2%	757	63.5%	4.3%	770	67.5%	4.1%	580	62.0%	6.0%
Habitat												
Communes rurales	105	4.5%	0.9%	55	4.6%	1.0%	49	4.3%	0.8%	32	3.4%	1.0%
Agglo. - 20 000 hab	117	5.0%	1.3%	73	6.1%	1.7%	44	3.8%	0.9%	50	5.4%	2.0%
Agglo. 20 000 à 100 000 hab	77	3.3%	1.1%	48	4.0%	1.4%	29	2.6%	0.8%	44	4.7%	2.2%
Agglo. + 100 000 hab	863	36.9%	5.6%	412	34.6%	5.5%	450	39.4%	5.6%	301	32.2%	5.4%
Agglo. Paris	1173	50.3%	13.7%	605	50.7%	14.8%	569	49.8%	12.7%	507	54.3%	12.8%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	1233	52.8%	12.8%	637	53.4%	13.9%	596	52.2%	11.9%	529	56.6%	12.1%
Nord Pas de Calais	149	6.4%	4.6%	76	6.4%	5.0%	72	6.3%	4.3%	39	4.2%	3.9%
Lorraine	2	0.1%	0.1%	2	0.2%	0.2%	0	0.0%	0.0%	0	0.0%	0.0%
Alsace	44	1.9%	2.9%	25	2.1%	3.3%	20	1.7%	2.5%	19	2.0%	4.2%
Franche-Comté	0	0.0%	0.0%	0	0.0%	0.1%	0	0.0%	0.0%	0	0.0%	0.2%
Champagne Ardennes	16	0.7%	1.4%	2	0.2%	0.4%	13	1.2%	2.4%	0	0.0%	0.1%
Picardie	26	1.1%	1.7%	14	1.2%	1.9%	12	1.0%	1.4%	8	0.9%	1.9%
Bourgogne	4	0.2%	0.3%	3	0.3%	0.5%	0	0.0%	0.0%	3	0.3%	0.8%
Haute Normandie	9	0.4%	0.6%	2	0.2%	0.3%	7	0.6%	0.9%	2	0.2%	0.4%
Basse Normandie	2	0.1%	0.2%	1	0.1%	0.2%	1	0.1%	0.2%	2	0.2%	0.6%
Centre	10	0.4%	0.5%	7	0.6%	0.7%	3	0.3%	0.3%	8	0.8%	1.1%
Pays de Loire	60	2.6%	2.0%	30	2.5%	2.1%	30	2.6%	1.9%	18	2.0%	2.1%
Bretagne	48	2.1%	1.8%	22	1.9%	1.7%	26	2.3%	1.9%	14	1.5%	2.0%
Poitou Charentes	1	0.0%	0.1%	1	0.1%	0.1%	0	0.0%	0.0%	1	0.1%	0.2%
Aquitaine	93	4.0%	3.3%	45	3.7%	3.4%	48	4.2%	3.3%	40	4.3%	4.8%
Midi Pyrénées	124	5.3%	5.0%	66	5.6%	5.6%	57	5.0%	4.5%	59	6.3%	7.3%
Limousin	2	0.1%	0.3%	2	0.2%	0.6%	0	0.0%	0.0%	1	0.1%	0.8%
Auvergne	3	0.1%	0.2%	1	0.0%	0.1%	2	0.2%	0.4%	2	0.2%	0.7%
Rhône Alpes	216	9.3%	4.1%	115	9.6%	4.6%	101	8.9%	3.7%	81	8.7%	4.2%
Languedoc Roussillon	88	3.8%	3.9%	44	3.7%	4.1%	44	3.9%	3.7%	36	3.9%	5.0%
Provence Alpes Côte d'Azur. Corse	204	8.8%	4.7%	97	8.1%	4.7%	108	9.4%	4.7%	71	7.6%	4.6%
Habitudes de connexion à Internet												
Tous les jours	1827	78.3%	4.9%	954	80.0%	5.2%	873	76.5%	4.6%	828	88.7%	5.5%
Presque tous les jours	273	11.7%	4.9%	138	11.6%	5.4%	135	11.8%	4.5%	78	8.4%	4.9%
1 à 2 fois par semaine	106	4.5%	3.9%	47	4.0%	4.1%	59	5.2%	3.7%	17	1.8%	3.3%
1 à 3 fois par mois	27	1.1%	5.2%	24	2.0%	10.3%	3	0.2%	1.0%	3	0.3%	3.4%
Moins souvent	17	0.7%	3.0%	3	0.2%	0.9%	15	1.3%	5.2%	8	0.9%	14.8%

	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	75	3.2%	4.4%	24	2.0%	3.3%	51	4.5%	5.3%	5	0.6%	3.2%
De 9 000 à moins de 12 000 euros par an	91	3.9%	3.4%	39	3.2%	3.7%	53	4.6%	3.2%	20	2.1%	7.8%
De 12 000 à moins de 18 000 euros par an	258	11.1%	4.8%	123	10.3%	5.5%	135	11.8%	4.3%	25	2.6%	3.6%
De 18 000 à moins de 24 000 euros par an	266	11.4%	4.0%	130	10.9%	4.4%	136	11.9%	3.6%	84	9.0%	5.9%
De 24 000 à moins de 36 000 euros par an	490	21.0%	4.2%	235	19.7%	4.2%	255	22.3%	4.2%	180	19.3%	5.1%
De 36 000 à moins de 45 000 euros par an	309	13.2%	4.2%	160	13.4%	4.3%	149	13.1%	4.1%	146	15.6%	5.1%
De 45 000 à moins de 65 000 euros par an	366	15.7%	5.2%	221	18.5%	5.6%	146	12.8%	4.7%	205	21.9%	5.5%
65 000 euros et plus par an	227	9.7%	5.4%	130	10.9%	5.3%	96	8.4%	5.4%	165	17.7%	5.7%
Refus	192	8.2%	4.5%	94	7.9%	5.3%	98	8.6%	4.0%	81	8.7%	5.4%
Ne sait pas	60	2.6%	5.6%	37	3.1%	7.7%	23	2.0%	3.9%	24	2.5%	6.1%