

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	1248	100.0%	2.4%	648	100.0%	2.6%	600	100.0%	2.2%	529	100.0%	3.0%
<b>Sexe</b>												
<b>Homme</b>	648	51.9%	2.6%	648	100.0%	2.6%	0	0.0%	0.0%	291	55.0%	3.2%
<b>Femme</b>	600	48.1%	2.2%	0	0.0%	0.0%	600	100.0%	2.2%	238	45.0%	2.7%
<b>Age</b>												
<b>15 à 24 ans</b>	193	15.5%	2.6%	83	12.8%	2.2%	110	18.4%	3.0%	94	17.7%	2.9%
<b>25 à 34 ans</b>	256	20.5%	3.4%	127	19.6%	3.4%	129	21.5%	3.3%	91	17.2%	2.8%
<b>35 à 49 ans</b>	391	31.3%	3.1%	223	34.4%	3.6%	168	28.0%	2.6%	186	35.2%	3.0%
<b>50 à 59 ans</b>	207	16.6%	2.4%	128	19.8%	3.1%	79	13.1%	1.8%	105	19.9%	2.9%
<b>60 ans et plus</b>	201	16.1%	1.2%	87	13.4%	1.2%	114	19.0%	1.3%	53	10.0%	3.3%
<b>Individu</b>												
<b>Ménagères</b>	454	36.4%	1.9%	0	0.0%	0.0%	454	75.6%	1.9%	185	35.0%	2.6%
<b>Personne de référence</b>	716	57.4%	2.6%	519	80.1%	2.5%	197	32.8%	2.7%	310	58.7%	3.5%
<b>Responsable des achats</b>	862	69.0%	2.4%	391	60.3%	3.0%	471	78.5%	2.1%	345	65.2%	3.1%
<b>PCS Individu</b>												
<b>Petits patrons</b>	30	2.4%	1.8%	24	3.7%	2.0%	6	1.0%	1.4%	28	5.2%	1.9%
<b>Affaires et Cadres</b>	221	17.7%	4.4%	114	17.6%	4.0%	107	17.8%	5.0%	188	35.5%	4.2%
<b>Professions intermédiaires</b>	210	16.9%	2.8%	134	20.7%	3.6%	76	12.7%	2.1%	188	35.5%	3.1%
<b>Employés</b>	288	23.1%	3.4%	117	18.1%	5.2%	170	28.4%	2.7%	35	6.7%	2.0%
<b>Ouvriers</b>	154	12.3%	2.4%	131	20.2%	2.5%	23	3.8%	1.7%	0	0.1%	0.1%
<b>Retraités</b>	126	10.1%	1.0%	42	6.4%	0.7%	84	14.0%	1.2%	2	0.4%	0.8%
<b>Autres inactifs</b>	220	17.6%	2.2%	86	13.3%	2.4%	134	22.3%	2.1%	88	16.7%	2.7%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	1	0.1%	0.1%	0	0.0%	0.0%	1	0.2%	0.2%	0	0.0%	0.0%
<b>Petits patrons</b>	56	4.5%	2.1%	23	3.6%	1.6%	33	5.5%	2.7%	56	10.6%	2.1%
<b>Affaires et Cadres</b>	241	19.3%	3.4%	130	20.0%	3.7%	111	18.6%	3.1%	241	45.6%	3.4%
<b>Professions intermédiaires</b>	232	18.6%	2.9%	138	21.3%	3.3%	94	15.6%	2.4%	232	43.9%	2.9%
<b>Employés</b>	218	17.5%	3.9%	127	19.5%	5.5%	91	15.2%	2.8%	0	0.0%	0.0%
<b>Ouvriers</b>	219	17.6%	2.3%	122	18.9%	2.4%	97	16.2%	2.1%	0	0.0%	0.0%
<b>Retraités</b>	192	15.4%	1.3%	66	10.2%	1.0%	126	21.0%	1.5%	0	0.0%	0.0%
<b>Autres inactifs</b>	89	7.1%	2.5%	42	6.5%	2.8%	47	7.8%	2.3%	0	0.0%	0.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Taille du foyer</b>												
<b>1 personne</b>	245	19.7%	2.5%	121	18.7%	2.8%	124	20.7%	2.2%	90	17.0%	3.8%
<b>2 personnes</b>	283	22.7%	1.5%	146	22.5%	1.6%	137	22.9%	1.5%	125	23.6%	3.0%
<b>3 personnes</b>	236	18.9%	2.5%	127	19.6%	2.7%	109	18.1%	2.4%	105	19.8%	2.7%
<b>4 personnes</b>	281	22.5%	3.0%	160	24.7%	3.4%	122	20.3%	2.6%	124	23.5%	2.6%
<b>5 personnes et +</b>	203	16.2%	3.6%	95	14.6%	3.7%	108	18.0%	3.6%	85	16.1%	3.2%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	475	38.0%	3.0%	249	38.5%	3.4%	225	37.6%	2.7%	203	38.3%	2.7%
<b>Non</b>	774	62.0%	2.1%	399	61.5%	2.2%	375	62.4%	2.0%	326	61.7%	3.2%
<b>Habitat</b>												
<b>Communes rurales</b>	40	3.2%	0.3%	20	3.2%	0.4%	19	3.2%	0.3%	13	2.4%	0.4%
<b>Agglo. - 20 000 hab</b>	32	2.5%	0.4%	23	3.6%	0.5%	8	1.4%	0.2%	8	1.6%	0.3%
<b>Agglo. 20 000 à 100 000 hab</b>	39	3.1%	0.6%	27	4.2%	0.8%	11	1.9%	0.3%	19	3.5%	0.9%
<b>Agglo. + 100 000 hab</b>	86	6.9%	0.5%	48	7.4%	0.6%	38	6.4%	0.5%	34	6.4%	0.6%
<b>Agglo. Paris</b>	1052	84.3%	12.0%	529	81.6%	12.7%	523	87.1%	11.3%	455	86.0%	11.3%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Régions INSEE</b>												
Ile de France	1106	88.6%	11.4%	566	87.2%	12.2%	541	90.1%	10.6%	473	89.4%	10.8%
Nord Pas de Calais	23	1.8%	0.7%	10	1.6%	0.7%	12	2.1%	0.8%	6	1.2%	0.6%
Lorraine	6	0.5%	0.3%	3	0.4%	0.3%	3	0.6%	0.3%	0	0.0%	0.0%
Alsace	4	0.3%	0.3%	0	0.0%	0.0%	4	0.7%	0.5%	0	0.0%	0.0%
Franche-Comté	1	0.1%	0.1%	1	0.1%	0.2%	0	0.0%	0.0%	0	0.0%	0.1%
Champagne Ardennes	2	0.2%	0.2%	2	0.3%	0.4%	0	0.1%	0.1%	0	0.1%	0.2%
Picardie	22	1.8%	1.5%	13	2.0%	1.8%	9	1.5%	1.2%	13	2.5%	3.0%
Bourgogne	4	0.3%	0.3%	3	0.5%	0.5%	1	0.1%	0.1%	1	0.1%	0.2%
Haute Normandie	4	0.3%	0.3%	3	0.5%	0.5%	1	0.2%	0.1%	3	0.6%	0.7%
Basse Normandie	1	0.1%	0.1%	1	0.2%	0.2%	0	0.1%	0.0%	1	0.2%	0.3%
Centre	8	0.6%	0.4%	4	0.6%	0.4%	4	0.7%	0.4%	4	0.8%	0.7%
Pays de Loire	3	0.2%	0.1%	0	0.0%	0.0%	3	0.4%	0.2%	1	0.3%	0.2%
Bretagne	2	0.1%	0.1%	2	0.2%	0.1%	0	0.0%	0.0%	1	0.2%	0.1%
Aquitaine	8	0.6%	0.3%	7	1.0%	0.5%	1	0.2%	0.1%	3	0.6%	0.3%
Midi Pyrénées	5	0.4%	0.2%	2	0.3%	0.2%	3	0.5%	0.2%	2	0.5%	0.3%
Limousin	1	0.0%	0.1%	1	0.1%	0.2%	0	0.0%	0.0%	1	0.1%	0.3%
Auvergne	1	0.1%	0.1%	1	0.2%	0.2%	0	0.0%	0.0%	0	0.0%	0.1%
Rhône Alpes	24	1.9%	0.5%	19	2.9%	0.7%	5	0.9%	0.2%	11	2.0%	0.5%
Languedoc Roussillon	2	0.1%	0.1%	1	0.2%	0.1%	0	0.1%	0.0%	1	0.2%	0.1%
Provence Alpes Côte d'Azur. Corse	21	1.7%	0.5%	10	1.5%	0.5%	11	1.8%	0.5%	6	1.1%	0.4%
<b>Habitudes de connexion à Internet</b>												
Tous les jours	1050	84.1%	2.5%	551	85.0%	2.6%	499	83.1%	2.3%	477	90.2%	3.0%
Presque tous les jours	132	10.6%	2.2%	62	9.5%	2.2%	70	11.7%	2.1%	37	7.0%	2.7%
1 à 2 fois par semaine	61	4.9%	2.0%	30	4.7%	2.4%	30	5.1%	1.7%	13	2.5%	2.5%
1 à 3 fois par mois	4	0.3%	1.0%	3	0.5%	1.8%	1	0.1%	0.3%	0	0.1%	0.6%
Moins souvent	1	0.1%	1.4%	1	0.2%	3.9%	0	0.0%	0.0%	1	0.3%	6.4%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Revenus du foyer</b>												
Moins de 9 000 euros par an	41	3.2%	3.0%	17	2.6%	2.7%	24	3.9%	3.2%	3	0.5%	1.2%
De 9 000 à moins de 12 000 euros par an	53	4.2%	2.7%	19	3.0%	2.5%	34	5.6%	2.7%	5	0.9%	1.9%
De 12 000 à moins de 18 000 euros par an	97	7.8%	1.9%	54	8.4%	2.7%	42	7.1%	1.4%	10	1.9%	1.3%
De 18 000 à moins de 24 000 euros par an	137	11.0%	2.0%	64	9.9%	2.2%	73	12.2%	1.9%	53	10.0%	3.5%
De 24 000 à moins de 36 000 euros par an	224	17.9%	1.8%	108	16.6%	1.9%	116	19.3%	1.8%	85	16.0%	2.4%
De 36 000 à moins de 45 000 euros par an	169	13.5%	2.2%	88	13.6%	2.3%	81	13.4%	2.1%	85	16.1%	2.9%
De 45 000 à moins de 65 000 euros par an	200	16.0%	2.6%	121	18.7%	2.8%	79	13.1%	2.3%	118	22.2%	3.1%
65 000 euros et plus par an	151	12.1%	3.5%	90	13.9%	3.5%	61	10.2%	3.5%	107	20.3%	3.7%
Refus	105	8.4%	2.9%	46	7.1%	3.0%	58	9.7%	2.9%	40	7.6%	3.0%
Ne sait pas	73	5.8%	4.6%	40	6.1%	5.4%	33	5.5%	3.9%	24	4.5%	3.6%