

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	2155	100.0%	4.1%	1127	100.0%	4.5%	1028	100.0%	3.8%	864	100.0%	4.8%
Sexe												
Homme	1127	52.3%	4.5%	1127	100.0%	4.5%	0	0.0%	0.0%	483	55.9%	5.3%
Femme	1028	47.7%	3.8%	0	0.0%	0.0%	1028	100.0%	3.8%	381	44.1%	4.4%
Age												
15 à 24 ans	389	18.1%	5.3%	161	14.3%	4.3%	228	22.2%	6.2%	166	19.2%	5.2%
25 à 34 ans	402	18.6%	5.3%	217	19.3%	5.8%	184	17.9%	4.7%	162	18.8%	5.0%
35 à 49 ans	658	30.5%	5.2%	375	33.2%	6.0%	283	27.5%	4.4%	308	35.6%	5.0%
50 à 59 ans	355	16.5%	4.1%	206	18.2%	4.9%	149	14.5%	3.4%	154	17.9%	4.3%
60 ans et plus	352	16.3%	2.2%	168	14.9%	2.3%	184	17.9%	2.1%	74	8.5%	4.6%
Individu												
Ménagères	787	36.5%	3.4%	0	0.0%	0.0%	787	76.6%	3.4%	282	32.6%	4.0%
Personne de référence	1238	57.5%	4.4%	898	79.7%	4.4%	340	33.1%	4.6%	495	57.3%	5.6%
Responsable des achats	1471	68.3%	4.1%	674	59.9%	5.2%	797	77.5%	3.5%	548	63.4%	4.9%
PCS Individu												
Petits patrons	45	2.1%	2.8%	36	3.2%	2.9%	10	1.0%	2.4%	43	4.9%	2.9%
Affaires et Cadres	310	14.4%	6.1%	177	15.7%	6.1%	132	12.9%	6.1%	269	31.2%	6.0%
Professions intermédiaires	387	18.0%	5.2%	228	20.2%	6.2%	159	15.4%	4.3%	328	37.9%	5.4%
Employés	471	21.8%	5.5%	182	16.2%	8.1%	288	28.0%	4.6%	58	6.7%	3.2%
Ouvriers	294	13.7%	4.6%	247	21.9%	4.8%	48	4.6%	3.7%	7	0.9%	1.7%
Retraités	235	10.9%	1.8%	101	9.0%	1.7%	134	13.0%	1.9%	3	0.3%	1.2%
Autres inactifs	413	19.2%	4.1%	155	13.8%	4.3%	258	25.1%	4.1%	157	18.2%	4.7%
PCS Personne de référence												
Agriculteurs	7	0.3%	0.9%	0	0.0%	0.0%	7	0.7%	1.7%	0	0.0%	0.0%
Petits patrons	87	4.1%	3.3%	40	3.5%	2.7%	48	4.7%	3.9%	87	10.1%	3.3%
Affaires et Cadres	381	17.7%	5.4%	204	18.1%	5.8%	176	17.1%	5.0%	381	44.0%	5.4%
Professions intermédiaires	396	18.4%	4.9%	239	21.2%	5.7%	157	15.3%	4.0%	396	45.8%	4.9%
Employés	382	17.7%	6.9%	202	17.9%	8.7%	180	17.5%	5.5%	0	0.0%	0.0%
Ouvriers	413	19.2%	4.3%	236	20.9%	4.6%	177	17.2%	3.9%	0	0.0%	0.0%
Retraités	331	15.4%	2.2%	139	12.3%	2.1%	192	18.7%	2.3%	0	0.0%	0.0%
Autres inactifs	158	7.4%	4.5%	66	5.9%	4.5%	92	9.0%	4.5%	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	430	19.9%	4.4%	208	18.4%	4.9%	222	21.6%	4.0%	142	16.4%	6.0%
2 personnes	524	24.3%	2.9%	276	24.5%	3.1%	248	24.1%	2.6%	206	23.9%	4.9%
3 personnes	455	21.1%	4.9%	226	20.0%	4.8%	229	22.3%	5.0%	193	22.4%	4.9%
4 personnes	437	20.3%	4.6%	251	22.3%	5.3%	186	18.1%	4.0%	199	23.0%	4.2%
5 personnes et +	309	14.3%	5.5%	165	14.7%	6.5%	144	14.0%	4.7%	124	14.3%	4.7%
Présence d'enfants de moins de 15 ans												
Oui	761	35.3%	4.9%	410	36.4%	5.7%	351	34.2%	4.2%	323	37.4%	4.3%
Non	1394	64.7%	3.8%	717	63.6%	4.0%	677	65.8%	3.6%	541	62.6%	5.2%
Habitat												
Communes rurales	97	4.5%	0.8%	53	4.7%	0.9%	43	4.2%	0.7%	39	4.5%	1.2%
Agglo. - 20 000 hab	118	5.5%	1.3%	80	7.1%	1.8%	38	3.7%	0.8%	42	4.8%	1.5%
Agglo. 20 000 à 100 000 hab	71	3.3%	1.0%	45	4.0%	1.4%	26	2.6%	0.7%	32	3.7%	1.5%
Agglo. + 100 000 hab	778	36.1%	4.9%	399	35.4%	5.2%	379	36.8%	4.7%	277	32.1%	4.9%
Agglo. Paris	1092	50.6%	12.4%	550	48.8%	13.2%	541	52.6%	11.7%	475	55.0%	11.8%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	1147	53.2%	11.8%	587	52.1%	12.7%	561	54.5%	11.0%	493	57.1%	11.2%
Nord Pas de Calais	175	8.1%	5.4%	97	8.6%	6.2%	78	7.6%	4.7%	61	7.1%	6.1%
Lorraine	6	0.3%	0.3%	3	0.2%	0.3%	4	0.4%	0.4%	0	0.0%	0.0%
Alsace	41	1.9%	2.6%	20	1.8%	2.7%	21	2.0%	2.6%	7	0.8%	1.5%
Franche-Comté	2	0.1%	0.2%	2	0.2%	0.5%	0	0.0%	0.0%	2	0.2%	0.5%
Champagne Ardennes	3	0.1%	0.2%	2	0.2%	0.4%	1	0.1%	0.1%	0	0.1%	0.2%
Picardie	25	1.2%	1.6%	15	1.4%	2.0%	10	0.9%	1.2%	14	1.6%	3.1%
Bourgogne	4	0.2%	0.3%	3	0.3%	0.5%	1	0.1%	0.1%	1	0.1%	0.2%
Haute Normandie	4	0.2%	0.3%	3	0.3%	0.5%	1	0.1%	0.1%	3	0.4%	0.7%
Basse Normandie	1	0.1%	0.1%	1	0.1%	0.2%	0	0.0%	0.1%	1	0.1%	0.3%
Centre	9	0.4%	0.4%	5	0.4%	0.5%	4	0.4%	0.4%	5	0.5%	0.7%
Pays de Loire	42	2.0%	1.4%	16	1.4%	1.1%	26	2.6%	1.7%	17	2.0%	1.9%
Bretagne	56	2.6%	2.1%	36	3.2%	2.8%	21	2.0%	1.5%	20	2.3%	2.5%
Poitou Charentes	3	0.2%	0.2%	3	0.3%	0.5%	0	0.0%	0.0%	1	0.1%	0.3%
Aquitaine	92	4.3%	3.3%	47	4.2%	3.5%	45	4.4%	3.1%	32	3.7%	3.6%
Midi Pyrénées	124	5.8%	5.0%	55	4.9%	4.6%	69	6.7%	5.4%	56	6.5%	6.4%
Limousin	1	0.1%	0.2%	1	0.1%	0.4%	0	0.0%	0.0%	1	0.1%	0.7%
Auvergne	2	0.1%	0.1%	1	0.1%	0.2%	0	0.0%	0.1%	0	0.0%	0.1%
Rhône Alpes	159	7.4%	3.0%	97	8.6%	3.8%	62	6.0%	2.3%	71	8.2%	3.6%
Languedoc Roussillon	63	2.9%	2.7%	35	3.1%	3.2%	28	2.7%	2.3%	28	3.2%	3.8%
Provence Alpes Côte d'Azur. Corse	194	9.0%	4.4%	97	8.6%	4.7%	97	9.4%	4.2%	51	5.9%	3.3%
Habitudes de connexion à Internet												
Tous les jours	1817	84.3%	4.2%	959	85.1%	4.6%	858	83.4%	3.9%	792	91.6%	5.0%
Presque tous les jours	225	10.4%	3.7%	104	9.2%	3.8%	121	11.8%	3.6%	53	6.2%	3.9%
1 à 2 fois par semaine	99	4.6%	3.3%	51	4.5%	4.0%	48	4.7%	2.7%	16	1.9%	3.1%
1 à 3 fois par mois	13	0.6%	3.3%	12	1.1%	6.6%	1	0.1%	0.4%	2	0.2%	2.6%
Moins souvent	1	0.1%	1.4%	1	0.1%	3.9%	0	0.0%	0.0%	1	0.2%	6.4%

	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	65	3.0%	4.8%	31	2.7%	4.9%	35	3.4%	4.7%	10	1.1%	4.5%
De 9 000 à moins de 12 000 euros par an	92	4.3%	4.6%	36	3.2%	4.7%	56	5.4%	4.6%	11	1.3%	4.5%
De 12 000 à moins de 18 000 euros par an	221	10.3%	4.4%	104	9.2%	5.1%	117	11.4%	3.9%	23	2.7%	3.0%
De 18 000 à moins de 24 000 euros par an	224	10.4%	3.3%	98	8.7%	3.3%	127	12.3%	3.2%	87	10.0%	5.8%
De 24 000 à moins de 36 000 euros par an	423	19.6%	3.4%	225	20.0%	3.9%	198	19.2%	3.0%	144	16.7%	4.1%
De 36 000 à moins de 45 000 euros par an	300	13.9%	3.9%	163	14.4%	4.2%	137	13.3%	3.6%	138	16.0%	4.8%
De 45 000 à moins de 65 000 euros par an	356	16.5%	4.6%	221	19.6%	5.1%	135	13.1%	3.9%	201	23.3%	5.2%
65 000 euros et plus par an	203	9.4%	4.7%	119	10.6%	4.7%	84	8.1%	4.8%	146	16.9%	5.1%
Refus	161	7.5%	4.5%	75	6.6%	4.9%	86	8.4%	4.2%	64	7.4%	4.8%
Ne sait pas	110	5.1%	7.0%	56	4.9%	7.6%	55	5.3%	6.5%	41	4.7%	6.2%