

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	536	100.0%	1.0%	236	100.0%	0.9%	300	100.0%	1.1%	306	100.0%	1.7%
Sexe												
Homme	236	44.0%	0.9%	236	100.0%	0.9%	0	0.0%	0.0%	151	49.2%	1.6%
Femme	300	56.0%	1.1%	0	0.0%	0.0%	300	100.0%	1.1%	155	50.8%	1.8%
Age												
15 à 24 ans	46	8.6%	0.6%	17	7.1%	0.5%	29	9.8%	0.8%	29	9.5%	0.9%
25 à 34 ans	63	11.8%	0.8%	26	11.1%	0.7%	37	12.4%	1.0%	39	12.9%	1.2%
35 à 49 ans	164	30.5%	1.3%	93	39.4%	1.5%	71	23.5%	1.1%	107	35.1%	1.7%
50 à 59 ans	99	18.4%	1.1%	39	16.6%	0.9%	60	19.8%	1.3%	77	25.2%	2.1%
60 ans et plus	164	30.6%	1.0%	61	25.8%	0.8%	103	34.4%	1.2%	53	17.3%	3.3%
Individu												
Ménagères	268	50.0%	1.1%	0	0.0%	0.0%	268	89.3%	1.1%	133	43.6%	1.9%
Personne de référence	300	56.0%	1.1%	204	86.5%	1.0%	96	31.9%	1.3%	186	60.9%	2.1%
Responsable des achats	393	73.3%	1.1%	135	57.4%	1.0%	257	85.7%	1.1%	220	72.0%	2.0%
PCS Individu												
Agriculteurs	2	0.4%	0.5%	2	1.0%	0.7%	0	0.0%	0.0%	0	0.0%	0.0%
Petits patrons	72	13.4%	4.4%	41	17.2%	3.3%	31	10.3%	7.4%	63	20.5%	4.3%
Affaires et Cadres	130	24.3%	2.6%	64	26.9%	2.2%	67	22.2%	3.1%	120	39.4%	2.7%
Professions intermédiaires	82	15.3%	1.1%	46	19.5%	1.2%	36	12.0%	1.0%	78	25.6%	1.3%
Employés	39	7.3%	0.5%	8	3.5%	0.4%	31	10.3%	0.5%	2	0.8%	0.1%
Ouvriers	29	5.5%	0.5%	23	9.9%	0.5%	6	2.0%	0.5%	3	1.1%	0.8%
Retraités	97	18.0%	0.7%	20	8.3%	0.3%	77	25.6%	1.1%	5	1.5%	2.1%
Autres inactifs	85	15.8%	0.9%	32	13.7%	0.9%	53	17.5%	0.8%	34	11.0%	1.0%
PCS Personne de référence												
Agriculteurs	9	1.7%	1.1%	8	3.5%	2.3%	0	0.2%	0.1%	0	0.0%	0.0%
Petits patrons	61	11.3%	2.3%	38	16.0%	2.6%	23	7.5%	1.8%	61	19.8%	2.3%
Affaires et Cadres	162	30.2%	2.3%	64	26.9%	1.8%	98	32.7%	2.8%	162	52.9%	2.3%
Professions intermédiaires	84	15.6%	1.0%	49	20.8%	1.2%	35	11.5%	0.9%	84	27.3%	1.0%
Employés	42	7.7%	0.7%	13	5.4%	0.5%	29	9.6%	0.9%	0	0.0%	0.0%
Ouvriers	51	9.5%	0.5%	24	10.3%	0.5%	27	8.9%	0.6%	0	0.0%	0.0%
Retraités	110	20.5%	0.7%	23	9.7%	0.3%	87	29.1%	1.0%	0	0.0%	0.0%
Autres inactifs	19	3.5%	0.5%	17	7.4%	1.2%	2	0.5%	0.1%	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	113	21.1%	1.2%	43	18.1%	1.0%	71	23.5%	1.3%	59	19.2%	2.5%
2 personnes	169	31.6%	0.9%	57	24.3%	0.6%	112	37.3%	1.2%	78	25.5%	1.9%
3 personnes	93	17.4%	1.0%	38	16.1%	0.8%	55	18.4%	1.2%	65	21.3%	1.7%
4 personnes	103	19.3%	1.1%	64	27.1%	1.4%	39	13.1%	0.8%	75	24.4%	1.6%
5 personnes et +	57	10.6%	1.0%	34	14.4%	1.3%	23	7.6%	0.8%	29	9.6%	1.1%
Présence d'enfants de moins de 15 ans												
Oui	155	29.0%	1.0%	79	33.5%	1.1%	76	25.4%	0.9%	114	37.4%	1.5%
Non	381	71.0%	1.0%	157	66.5%	0.9%	224	74.6%	1.2%	192	62.6%	1.9%
Habitat												
Communes rurales	62	11.6%	0.5%	30	12.9%	0.5%	32	10.6%	0.5%	24	7.7%	0.7%
Agglo. - 20 000 hab	78	14.6%	0.9%	36	15.1%	0.8%	43	14.2%	0.9%	38	12.4%	1.4%
Agglo. 20 000 à 100 000 hab	49	9.0%	0.7%	19	8.1%	0.6%	30	9.8%	0.8%	19	6.1%	0.9%
Agglo. + 100 000 hab	199	37.0%	1.3%	92	38.9%	1.2%	107	35.5%	1.3%	114	37.4%	2.0%
Agglo. Paris	149	27.7%	1.7%	59	25.0%	1.4%	90	29.9%	1.9%	111	36.4%	2.8%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	173	32.2%	1.8%	71	30.0%	1.5%	102	33.9%	2.0%	116	37.8%	2.6%
Nord Pas de Calais	14	2.5%	0.4%	4	1.6%	0.2%	10	3.2%	0.6%	10	3.2%	1.0%
Lorraine	11	2.0%	0.6%	4	1.9%	0.5%	6	2.1%	0.6%	6	2.0%	1.1%
Alsace	26	4.8%	1.7%	5	2.2%	0.7%	21	6.8%	2.6%	5	1.7%	1.1%
Franche-Comté	8	1.5%	0.8%	2	0.9%	0.5%	6	1.9%	1.2%	5	1.6%	1.7%
Champagne Ardennes	4	0.7%	0.3%	2	1.1%	0.5%	1	0.4%	0.2%	3	1.0%	1.1%
Picardie	6	1.1%	0.4%	3	1.4%	0.5%	2	0.8%	0.3%	4	1.3%	0.9%
Bourgogne	8	1.5%	0.6%	3	1.3%	0.5%	5	1.6%	0.7%	4	1.5%	1.2%
Haute Normandie	4	0.7%	0.3%	2	1.0%	0.3%	2	0.5%	0.2%	1	0.3%	0.2%
Basse Normandie	8	1.4%	0.6%	3	1.3%	0.5%	5	1.5%	0.7%	3	1.0%	0.9%
Centre	18	3.3%	0.9%	6	2.4%	0.6%	12	4.0%	1.1%	10	3.4%	1.6%
Pays de Loire	22	4.2%	0.7%	11	4.5%	0.7%	12	3.9%	0.7%	8	2.8%	0.9%
Bretagne	20	3.8%	0.8%	8	3.5%	0.6%	12	4.0%	0.9%	8	2.6%	1.0%
Poitou Charentes	6	1.1%	0.4%	1	0.6%	0.2%	4	1.5%	0.6%	5	1.5%	1.1%
Aquitaine	39	7.3%	1.4%	21	9.1%	1.6%	18	5.9%	1.2%	21	6.8%	2.3%
Midi Pyrénées	30	5.6%	1.2%	19	8.0%	1.6%	11	3.7%	0.9%	20	6.4%	2.2%
Limousin	8	1.4%	1.2%	3	1.2%	1.0%	5	1.6%	1.5%	2	0.7%	1.2%
Auvergne	5	0.9%	0.4%	0	0.0%	0.0%	5	1.6%	0.8%	1	0.4%	0.4%
Rhône Alpes	68	12.6%	1.3%	35	14.9%	1.4%	33	10.8%	1.2%	32	10.6%	1.6%
Languedoc Roussillon	15	2.7%	0.6%	8	3.4%	0.7%	7	2.2%	0.5%	6	2.0%	0.8%
Provence Alpes Côte d'Azur. Corse	46	8.7%	1.1%	23	9.8%	1.1%	23	7.8%	1.0%	35	11.4%	2.3%
Habitudes de connexion à Internet												
Tous les jours	474	88.4%	1.1%	204	86.6%	1.0%	270	89.8%	1.2%	279	91.3%	1.8%
Presque tous les jours	40	7.5%	0.7%	24	10.0%	0.9%	17	5.6%	0.5%	22	7.3%	1.6%
1 à 2 fois par semaine	17	3.2%	0.6%	4	1.7%	0.3%	13	4.5%	0.8%	4	1.4%	0.8%
1 à 3 fois par mois	4	0.7%	1.0%	4	1.7%	2.1%	0	0.0%	0.0%	0	0.0%	0.0%
Moins souvent	0	0.1%	0.4%	0	0.0%	0.0%	0	0.1%	0.6%	0	0.0%	0.0%

	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	9	1.7%	0.7%	5	2.1%	0.8%	4	1.4%	0.6%	2	0.6%	0.9%
De 9 000 à moins de 12 000 euros par an	4	0.7%	0.2%	1	0.3%	0.1%	3	0.9%	0.2%	2	0.7%	0.8%
De 12 000 à moins de 18 000 euros par an	25	4.7%	0.5%	13	5.5%	0.6%	12	4.1%	0.4%	9	3.0%	1.2%
De 18 000 à moins de 24 000 euros par an	39	7.3%	0.6%	12	5.2%	0.4%	27	8.9%	0.7%	16	5.3%	1.1%
De 24 000 à moins de 36 000 euros par an	102	19.0%	0.8%	37	15.5%	0.6%	65	21.7%	1.0%	52	17.2%	1.5%
De 36 000 à moins de 45 000 euros par an	74	13.8%	1.0%	35	14.8%	0.9%	39	13.0%	1.0%	38	12.3%	1.3%
De 45 000 à moins de 65 000 euros par an	118	22.0%	1.5%	55	23.5%	1.3%	63	20.9%	1.8%	66	21.5%	1.7%
65 000 euros et plus par an	112	20.9%	2.6%	64	27.2%	2.5%	48	16.0%	2.8%	85	27.7%	2.9%
Refus	40	7.4%	1.1%	14	5.8%	0.9%	26	8.7%	1.3%	24	7.8%	1.8%
Ne sait pas	13	2.4%	0.8%	0	0.0%	0.0%	13	4.3%	1.5%	12	4.0%	1.9%