

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	506	100.0%	1.0%	289	100.0%	1.2%	217	100.0%	0.8%	350	100.0%	2.0%
Sexe												
Homme	289	57.1%	1.2%	289	100.0%	1.2%	0	0.0%	0.0%	221	63.2%	2.5%
Femme	217	42.9%	0.8%	0	0.0%	0.0%	217	100.0%	0.8%	129	36.8%	1.5%
Age												
15 à 24 ans	81	16.0%	1.1%	34	11.9%	0.9%	46	21.4%	1.3%	42	12.0%	1.3%
25 à 34 ans	93	18.5%	1.2%	60	20.8%	1.6%	33	15.4%	0.9%	70	20.0%	2.1%
35 à 49 ans	186	36.7%	1.5%	110	38.0%	1.8%	76	35.1%	1.2%	153	43.8%	2.5%
50 à 59 ans	79	15.6%	0.9%	43	15.0%	0.9%	36	16.4%	0.8%	72	20.6%	1.9%
60 ans et plus	67	13.2%	0.4%	41	14.3%	0.6%	25	11.7%	0.3%	12	3.6%	1.4%
Individu												
Ménagères	177	35.1%	0.8%	0	0.0%	0.0%	177	81.8%	0.8%	119	33.8%	1.7%
Personne de référence	294	58.2%	1.1%	249	86.2%	1.2%	45	21.0%	0.6%	219	62.5%	2.6%
Responsable des achats	323	63.8%	0.9%	148	51.2%	1.2%	175	80.6%	0.8%	231	65.8%	2.1%
PCS Individu												
Agriculteurs	2	0.5%	0.5%	2	0.9%	0.6%	0	0.0%	0.0%	0	0.0%	0.0%
Petits patrons	33	6.6%	2.1%	25	8.5%	2.1%	9	4.1%	1.8%	32	9.0%	2.2%
Affaires et Cadres	183	36.3%	3.6%	107	37.1%	3.6%	76	35.2%	3.6%	175	50.0%	3.8%
Professions intermédiaires	100	19.8%	1.5%	68	23.5%	2.0%	32	14.8%	0.9%	88	25.1%	1.6%
Employés	44	8.8%	0.5%	12	4.0%	0.6%	33	15.1%	0.5%	11	3.2%	0.6%
Ouvriers	17	3.4%	0.3%	14	5.0%	0.3%	3	1.2%	0.2%	0	0.0%	0.0%
Retraités	54	10.6%	0.4%	30	10.4%	0.5%	24	10.9%	0.4%	3	1.0%	1.2%
Autres inactifs	71	14.1%	0.7%	31	10.7%	0.8%	40	18.6%	0.6%	41	11.7%	1.3%
PCS Personne de référence												
Agriculteurs	3	0.6%	0.4%	2	0.9%	0.6%	1	0.3%	0.2%	0	0.0%	0.0%
Petits patrons	56	11.0%	2.1%	37	12.9%	2.8%	18	8.4%	1.4%	56	15.9%	2.1%
Affaires et Cadres	200	39.6%	2.8%	114	39.5%	3.2%	86	39.7%	2.4%	200	57.1%	2.8%
Professions intermédiaires	95	18.7%	1.3%	70	24.3%	1.8%	25	11.3%	0.7%	95	27.0%	1.3%
Employés	30	5.9%	0.6%	9	3.2%	0.4%	21	9.5%	0.7%	0	0.0%	0.0%
Ouvriers	40	8.0%	0.4%	17	5.8%	0.3%	24	10.8%	0.5%	0	0.0%	0.0%
Retraités	58	11.5%	0.4%	33	11.6%	0.5%	25	11.4%	0.3%	0	0.0%	0.0%
Autres inactifs	24	4.7%	0.6%	5	1.9%	0.3%	18	8.5%	0.7%	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	63	12.5%	0.6%	30	10.2%	0.7%	34	15.6%	0.6%	39	11.2%	2.1%
2 personnes	160	31.6%	0.9%	98	34.0%	1.1%	62	28.5%	0.7%	96	27.5%	2.2%
3 personnes	92	18.2%	1.0%	47	16.4%	1.0%	45	20.5%	1.0%	58	16.5%	1.6%
4 personnes	118	23.4%	1.3%	74	25.8%	1.6%	44	20.2%	0.9%	95	27.2%	2.0%
5 personnes et +	72	14.3%	1.4%	39	13.6%	1.5%	33	15.2%	1.2%	62	17.6%	2.3%
Présence d'enfants de moins de 15 ans												
Oui	196	38.7%	1.3%	116	40.3%	1.6%	79	36.6%	1.0%	161	46.0%	2.1%
Non	310	61.3%	0.9%	172	59.7%	1.0%	138	63.4%	0.7%	189	54.0%	2.0%
Habitat												
Communes rurales	88	17.4%	0.7%	53	18.4%	0.9%	35	15.9%	0.6%	58	16.7%	1.8%
Agglo. - 20 000 hab	50	10.0%	0.6%	32	11.1%	0.7%	18	8.4%	0.4%	34	9.6%	1.3%
Agglo. 20 000 à 100 000 hab	38	7.5%	0.5%	23	8.0%	0.7%	15	6.9%	0.4%	30	8.5%	1.6%
Agglo. + 100 000 hab	182	36.0%	1.2%	104	36.0%	1.4%	78	36.1%	1.0%	118	33.7%	2.1%
Agglo. Paris	147	29.1%	1.7%	76	26.5%	1.9%	71	32.7%	1.6%	110	31.5%	2.7%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	157	31.0%	1.6%	81	28.0%	1.8%	76	34.8%	1.5%	117	33.5%	2.6%
Nord Pas de Calais	30	6.0%	0.9%	25	8.6%	1.6%	5	2.4%	0.3%	21	5.9%	2.2%
Lorraine	19	3.7%	1.0%	11	3.8%	1.2%	8	3.6%	0.8%	13	3.7%	2.4%
Alsace	14	2.8%	0.9%	12	4.2%	1.7%	2	0.8%	0.2%	9	2.5%	1.9%
Franche-Comté	9	1.8%	1.0%	5	1.6%	1.0%	5	2.1%	0.9%	3	1.0%	1.3%
Champagne Ardennes	9	1.8%	0.8%	3	1.1%	0.6%	6	2.7%	1.0%	7	2.1%	2.6%
Picardie	13	2.7%	0.9%	10	3.4%	1.3%	4	1.7%	0.5%	9	2.5%	2.0%
Bourgogne	14	2.8%	1.0%	8	2.7%	1.2%	6	2.8%	0.9%	8	2.4%	2.3%
Haute Normandie	14	2.9%	1.0%	7	2.6%	1.1%	7	3.2%	0.9%	9	2.7%	2.1%
Basse Normandie	9	1.8%	0.8%	7	2.4%	1.2%	2	1.0%	0.4%	9	2.5%	2.6%
Centre	11	2.2%	0.5%	8	2.7%	0.8%	3	1.6%	0.3%	6	1.7%	1.0%
Pays de Loire	20	3.9%	0.7%	9	3.2%	0.7%	11	4.9%	0.7%	11	3.2%	1.2%
Bretagne	23	4.6%	0.9%	14	4.9%	1.1%	9	4.2%	0.7%	20	5.6%	2.5%
Poitou Charentes	10	1.9%	0.6%	8	2.9%	1.2%	1	0.5%	0.2%	6	1.7%	1.5%
Aquitaine	23	4.5%	0.8%	11	3.7%	0.8%	12	5.5%	0.8%	13	3.8%	1.6%
Midi Pyrénées	14	2.7%	0.6%	8	2.8%	0.7%	5	2.5%	0.4%	10	3.0%	1.3%
Limousin	3	0.6%	0.5%	1	0.5%	0.4%	2	0.7%	0.5%	3	0.8%	1.8%
Auvergne	6	1.2%	0.6%	2	0.6%	0.3%	5	2.1%	0.8%	5	1.5%	1.8%
Rhône Alpes	58	11.4%	1.1%	34	11.7%	1.4%	24	11.0%	0.9%	41	11.8%	2.3%
Languedoc Roussillon	12	2.5%	0.6%	6	2.0%	0.5%	7	3.1%	0.6%	7	2.1%	1.1%
Provence Alpes Côte d'Azur. Corse	38	7.4%	0.9%	18	6.4%	0.9%	19	8.8%	0.8%	21	5.9%	1.4%
Habitudes de connexion à Internet												
Tous les jours	447	88.4%	1.4%	250	86.8%	1.5%	196	90.5%	1.2%	318	90.8%	2.2%
Presque tous les jours	35	6.8%	0.6%	25	8.8%	0.9%	9	4.2%	0.3%	24	7.0%	1.2%
1 à 2 fois par semaine	9	1.7%	0.3%	5	1.6%	0.4%	4	1.8%	0.3%	5	1.6%	0.8%
1 à 3 fois par mois	0	0.1%	0.1%	0	0.0%	0.0%	0	0.2%	0.1%	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	8	1.6%	0.4%	3	1.0%	0.4%	5	2.4%	0.5%	2	0.6%	1.3%
De 9 000 à moins de 12 000 euros par an	9	1.7%	0.3%	6	2.3%	0.6%	2	0.9%	0.1%	2	0.6%	0.9%
De 12 000 à moins de 18 000 euros par an	17	3.4%	0.3%	10	3.6%	0.4%	7	3.2%	0.2%	4	1.1%	0.6%
De 18 000 à moins de 24 000 euros par an	33	6.5%	0.5%	17	5.8%	0.5%	16	7.5%	0.4%	18	5.1%	1.2%
De 24 000 à moins de 36 000 euros par an	84	16.6%	0.8%	39	13.4%	0.7%	45	21.0%	0.8%	48	13.8%	1.4%
De 36 000 à moins de 45 000 euros par an	79	15.6%	1.1%	49	16.9%	1.3%	30	13.9%	0.9%	59	16.8%	1.9%
De 45 000 à moins de 65 000 euros par an	97	19.3%	1.4%	57	19.7%	1.5%	41	18.7%	1.3%	81	23.2%	2.1%
De 65 000 à moins de 80 000 euros par an	44	8.8%	2.3%	27	9.5%	2.4%	17	7.8%	2.1%	41	11.7%	3.1%
De 80 000 à moins de 115 000 euros par an	48	9.5%	3.9%	35	12.1%	4.7%	13	6.1%	2.7%	35	9.9%	3.9%
115 000 euros et plus par an	37	7.3%	7.1%	23	8.0%	7.8%	14	6.4%	6.1%	35	10.0%	7.8%
Refus	36	7.2%	1.0%	19	6.4%	1.2%	18	8.1%	0.9%	19	5.5%	1.6%
Ne sait pas	13	2.5%	0.7%	4	1.5%	0.5%	9	3.9%	0.8%	6	1.8%	0.8%