

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	948	100.0%	1.8%	454	100.0%	1.8%	493	100.0%	1.8%	513	100.0%	3.0%
<b>Sexe</b>												
Homme	454	47.9%	1.8%	454	100.0%	1.8%	0	0.0%	0.0%	253	49.3%	2.9%
Femme	493	52.1%	1.8%	0	0.0%	0.0%	493	100.0%	1.8%	260	50.7%	3.0%
<b>Age</b>												
15 à 24 ans	222	23.4%	3.0%	95	21.0%	2.6%	127	25.7%	3.5%	126	24.6%	4.0%
25 à 34 ans	191	20.2%	2.5%	98	21.5%	2.6%	93	18.9%	2.4%	112	21.9%	3.4%
35 à 49 ans	263	27.8%	2.1%	133	29.2%	2.1%	130	26.4%	2.1%	180	35.2%	2.9%
50 à 59 ans	162	17.1%	1.8%	92	20.2%	2.0%	70	14.3%	1.5%	83	16.2%	2.2%
60 ans et plus	109	11.5%	0.7%	37	8.1%	0.6%	72	14.7%	0.9%	11	2.2%	1.2%
<b>Individu</b>												
Ménagères	355	37.5%	1.5%	0	0.0%	0.0%	355	71.9%	1.5%	180	35.1%	2.6%
Personne de référence	460	48.6%	1.6%	336	73.9%	1.7%	125	25.3%	1.6%	236	46.1%	2.9%
Responsable des achats	618	65.2%	1.7%	255	56.3%	2.0%	362	73.4%	1.6%	319	62.3%	2.9%
<b>PCS Individu</b>												
Petits patrons	52	5.5%	3.2%	38	8.5%	3.4%	14	2.8%	2.8%	46	9.0%	3.2%
Affaires et Cadres	158	16.6%	3.1%	82	18.1%	2.8%	76	15.3%	3.5%	145	28.2%	3.2%
Professions intermédiaires	153	16.2%	2.2%	83	18.4%	2.4%	70	14.1%	2.0%	136	26.6%	2.4%
Employés	168	17.8%	2.0%	70	15.3%	3.4%	99	20.0%	1.6%	46	9.0%	2.5%
Ouvriers	79	8.4%	1.2%	66	14.5%	1.3%	14	2.8%	1.0%	12	2.4%	3.0%
Retraités	79	8.3%	0.6%	32	7.0%	0.5%	47	9.6%	0.7%	1	0.2%	0.3%
Autres inactifs	258	27.2%	2.5%	83	18.3%	2.2%	175	35.5%	2.7%	127	24.7%	4.0%
<b>PCS Personne de référence</b>												
Agriculteurs	3	0.3%	0.4%	0	0.0%	0.0%	3	0.7%	0.9%	0	0.0%	0.0%
Petits patrons	87	9.2%	3.3%	51	11.2%	3.8%	36	7.4%	2.8%	87	17.0%	3.3%
Affaires et Cadres	226	23.8%	3.1%	102	22.4%	2.9%	124	25.2%	3.4%	226	44.1%	3.1%
Professions intermédiaires	200	21.1%	2.7%	100	22.1%	2.6%	99	20.1%	2.7%	200	38.9%	2.7%
Employés	136	14.4%	2.5%	67	14.8%	3.0%	69	14.0%	2.2%	0	0.0%	0.0%
Ouvriers	117	12.3%	1.2%	61	13.4%	1.2%	56	11.3%	1.3%	0	0.0%	0.0%
Retraités	109	11.5%	0.8%	45	9.9%	0.7%	64	13.1%	0.8%	0	0.0%	0.0%
Autres inactifs	70	7.3%	1.7%	29	6.3%	1.8%	41	8.3%	1.6%	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>	186	19.7%	1.9%	85	18.6%	2.0%	102	20.6%	1.8%	67	13.1%	3.6%
<b>2 personnes</b>	244	25.7%	1.4%	121	26.7%	1.4%	122	24.8%	1.3%	107	21.0%	2.5%
<b>3 personnes</b>	190	20.0%	2.1%	87	19.3%	1.9%	102	20.7%	2.3%	107	20.9%	2.9%
<b>4 personnes</b>	196	20.7%	2.1%	94	20.7%	2.1%	102	20.6%	2.2%	139	27.2%	2.9%
<b>5 personnes et +</b>	132	13.9%	2.5%	67	14.7%	2.5%	65	13.2%	2.4%	92	17.9%	3.4%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	310	32.7%	2.0%	141	31.1%	1.9%	169	34.2%	2.1%	216	42.1%	2.8%
<b>Non</b>	638	67.3%	1.8%	313	68.9%	1.8%	325	65.8%	1.7%	297	57.9%	3.1%
<b>Habitat</b>												
<b>Communes rurales</b>	122	12.8%	1.0%	54	11.9%	1.0%	68	13.7%	1.1%	65	12.7%	2.0%
<b>Agglo. - 20 000 hab</b>	112	11.8%	1.2%	56	12.3%	1.3%	56	11.3%	1.2%	56	10.9%	2.2%
<b>Agglo. 20 000 à 100 000 hab</b>	97	10.2%	1.4%	46	10.1%	1.4%	51	10.4%	1.4%	45	8.7%	2.4%
<b>Agglo. + 100 000 hab</b>	331	34.9%	2.2%	150	33.0%	2.0%	181	36.7%	2.3%	178	34.7%	3.1%
<b>Agglo. Paris</b>	287	30.2%	3.4%	149	32.7%	3.7%	138	28.0%	3.1%	169	33.0%	4.2%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Régions INSEE</b>												
Ile de France	299	31.6%	3.1%	157	34.6%	3.5%	142	28.7%	2.8%	180	35.2%	4.1%
Nord Pas de Calais	24	2.5%	0.7%	10	2.2%	0.6%	14	2.8%	0.8%	8	1.6%	0.9%
Lorraine	22	2.3%	1.1%	13	2.8%	1.4%	9	1.9%	0.9%	11	2.2%	2.1%
Alsace	21	2.3%	1.4%	17	3.8%	2.3%	4	0.9%	0.5%	12	2.3%	2.5%
Franche-Comté	22	2.4%	2.4%	7	1.6%	1.6%	15	3.0%	3.1%	11	2.1%	4.0%
Champagne Ardennes	18	2.0%	1.7%	4	0.9%	0.8%	14	2.9%	2.6%	10	2.0%	3.5%
Picardie	22	2.4%	1.5%	11	2.4%	1.5%	11	2.3%	1.4%	17	3.2%	3.7%
Bourgogne	23	2.4%	1.7%	7	1.4%	1.0%	16	3.3%	2.3%	14	2.6%	3.7%
Haute Normandie	29	3.1%	2.0%	14	3.2%	2.0%	15	3.0%	1.9%	11	2.2%	2.5%
Basse Normandie	30	3.2%	2.5%	15	3.3%	2.6%	15	3.0%	2.4%	17	3.3%	4.9%
Centre	44	4.6%	2.1%	19	4.2%	1.9%	25	5.0%	2.3%	15	3.0%	2.5%
Pays de Loire	40	4.2%	1.4%	25	5.6%	1.8%	14	2.9%	0.9%	28	5.5%	3.0%
Bretagne	34	3.6%	1.3%	18	4.0%	1.4%	16	3.3%	1.2%	19	3.8%	2.5%
Poitou Charentes	15	1.5%	1.0%	6	1.4%	0.9%	8	1.7%	1.1%	7	1.4%	1.8%
Aquitaine	41	4.4%	1.5%	22	4.8%	1.7%	20	4.0%	1.4%	19	3.8%	2.2%
Midi Pyrénées	45	4.7%	1.9%	16	3.4%	1.3%	29	5.9%	2.3%	18	3.5%	2.2%
Limousin	5	0.5%	0.8%	3	0.7%	1.0%	2	0.4%	0.6%	2	0.4%	1.5%
Auvergne	13	1.4%	1.2%	6	1.4%	1.1%	7	1.4%	1.2%	6	1.2%	2.0%
Rhône Alpes	115	12.1%	2.2%	54	12.0%	2.2%	60	12.3%	2.3%	59	11.5%	3.2%
Languedoc Roussillon	31	3.3%	1.4%	13	3.0%	1.3%	18	3.6%	1.5%	17	3.3%	2.4%
Provence Alpes Côte d'Azur. Corse	53	5.6%	1.2%	15	3.4%	0.7%	38	7.6%	1.7%	30	5.9%	2.1%
<b>Habitudes de connexion à Internet</b>												
Tous les jours	731	77.1%	2.3%	355	78.2%	2.2%	376	76.1%	2.3%	444	86.6%	3.1%
Presque tous les jours	126	13.3%	2.1%	64	14.2%	2.3%	61	12.4%	2.0%	60	11.8%	3.0%
1 à 2 fois par semaine	37	3.9%	1.4%	18	3.9%	1.6%	19	3.8%	1.3%	8	1.5%	1.2%
1 à 3 fois par mois	12	1.3%	2.3%	6	1.3%	3.0%	6	1.3%	1.9%	0	0.0%	0.2%
Moins souvent	5	0.6%	0.6%	2	0.3%	0.4%	4	0.7%	0.7%	1	0.1%	0.9%

	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	30	3.1%	1.6%	15	3.4%	2.1%	14	2.9%	1.3%	4	0.7%	2.1%
De 9 000 à moins de 12 000 euros par an	32	3.3%	1.1%	9	1.9%	0.7%	23	4.7%	1.3%	7	1.3%	2.9%
De 12 000 à moins de 18 000 euros par an	72	7.6%	1.2%	30	6.6%	1.2%	42	8.6%	1.2%	22	4.3%	3.3%
De 18 000 à moins de 24 000 euros par an	114	12.0%	1.7%	49	10.8%	1.6%	65	13.1%	1.7%	35	6.8%	2.4%
De 24 000 à moins de 36 000 euros par an	200	21.1%	1.8%	86	18.9%	1.6%	114	23.1%	2.0%	88	17.1%	2.6%
De 36 000 à moins de 45 000 euros par an	140	14.8%	2.0%	78	17.2%	2.1%	62	12.6%	1.9%	87	17.1%	2.9%
De 45 000 à moins de 65 000 euros par an	152	16.1%	2.3%	83	18.3%	2.2%	69	14.1%	2.3%	118	23.0%	3.1%
De 65 000 à moins de 80 000 euros par an	47	5.0%	2.4%	29	6.5%	2.6%	17	3.5%	2.2%	39	7.7%	3.0%
De 80 000 à moins de 115 000 euros par an	41	4.3%	3.3%	22	4.9%	3.0%	19	3.8%	3.9%	32	6.3%	3.6%
115 000 euros et plus par an	20	2.1%	3.9%	14	3.0%	4.6%	7	1.3%	2.9%	20	3.8%	4.3%
Refus	46	4.8%	1.3%	16	3.4%	1.0%	30	6.1%	1.5%	22	4.3%	1.8%
Ne sait pas	54	5.7%	2.9%	24	5.3%	3.0%	30	6.1%	2.9%	39	7.7%	5.1%