

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	1549	100.0%	3.0%	775	100.0%	3.1%	774	100.0%	2.9%	714	100.0%	4.1%
Sexe												
Homme	775	50.0%	3.1%	775	100.0%	3.1%	0	0.0%	0.0%	365	51.1%	4.2%
Femme	774	50.0%	2.9%	0	0.0%	0.0%	774	100.0%	2.9%	349	48.9%	4.1%
Age												
15 à 24 ans	351	22.6%	4.8%	160	20.6%	4.3%	191	24.7%	5.3%	175	24.5%	5.5%
25 à 34 ans	325	21.0%	4.2%	167	21.5%	4.4%	158	20.4%	4.0%	145	20.2%	4.4%
35 à 49 ans	399	25.8%	3.2%	217	28.0%	3.5%	183	23.6%	2.9%	208	29.2%	3.4%
50 à 59 ans	293	18.9%	3.2%	146	18.9%	3.2%	147	19.0%	3.2%	151	21.1%	3.9%
60 ans et plus	181	11.7%	1.2%	86	11.1%	1.3%	95	12.3%	1.1%	36	5.1%	4.0%
Individu												
Ménagères	563	36.3%	2.4%	0	0.0%	0.0%	563	72.7%	2.4%	248	34.7%	3.5%
Personne de référence	776	50.1%	2.8%	563	72.7%	2.8%	213	27.5%	2.7%	341	47.8%	4.1%
Responsable des achats	976	63.1%	2.8%	403	52.0%	3.2%	574	74.1%	2.5%	438	61.3%	4.0%
PCS Individu												
Petits patrons	27	1.7%	1.7%	13	1.6%	1.1%	14	1.8%	3.0%	24	3.3%	1.7%
Affaires et Cadres	247	16.0%	4.9%	144	18.6%	4.9%	103	13.3%	4.9%	234	32.7%	5.1%
Professions intermédiaires	252	16.3%	3.7%	137	17.7%	4.0%	115	14.8%	3.3%	203	28.4%	3.6%
Employés	377	24.4%	4.6%	124	16.0%	6.0%	254	32.8%	4.1%	81	11.3%	4.4%
Ouvriers	167	10.8%	2.6%	138	17.8%	2.7%	30	3.8%	2.2%	12	1.7%	3.0%
Retraités	120	7.8%	1.0%	48	6.2%	0.8%	73	9.4%	1.1%	5	0.6%	1.7%
Autres inactifs	357	23.1%	3.5%	171	22.1%	4.5%	186	24.0%	2.9%	156	21.9%	4.9%
PCS Personne de référence												
Agriculteurs	3	0.2%	0.4%	1	0.1%	0.1%	2	0.3%	0.6%	0	0.0%	0.0%
Petits patrons	60	3.8%	2.3%	21	2.7%	1.6%	38	4.9%	3.0%	60	8.3%	2.3%
Affaires et Cadres	354	22.9%	4.9%	195	25.1%	5.5%	160	20.6%	4.4%	354	49.6%	4.9%
Professions intermédiaires	301	19.4%	4.0%	149	19.3%	3.9%	151	19.5%	4.1%	301	42.1%	4.0%
Employés	283	18.3%	5.3%	135	17.5%	6.0%	147	19.0%	4.7%	0	0.0%	0.0%
Ouvriers	273	17.7%	2.9%	148	19.1%	2.9%	125	16.2%	2.9%	0	0.0%	0.0%
Retraités	195	12.6%	1.4%	79	10.2%	1.2%	116	15.0%	1.5%	0	0.0%	0.0%
Autres inactifs	80	5.1%	2.0%	46	6.0%	2.9%	33	4.3%	1.3%	0	0.0%	0.0%

LNM

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du foyer												
1 personne	286	18.5%	2.9%	135	17.4%	3.2%	151	19.5%	2.6%	113	15.8%	6.1%
2 personnes	406	26.2%	2.3%	199	25.7%	2.3%	207	26.7%	2.2%	187	26.2%	4.3%
3 personnes	322	20.8%	3.6%	159	20.5%	3.4%	164	21.2%	3.7%	150	21.0%	4.0%
4 personnes	322	20.8%	3.5%	158	20.4%	3.5%	164	21.2%	3.5%	148	20.8%	3.1%
5 personnes et +	213	13.7%	4.0%	124	16.0%	4.7%	89	11.4%	3.3%	116	16.2%	4.3%
Présence d'enfants de moins de 15 ans												
Oui	501	32.4%	3.2%	272	35.1%	3.7%	229	29.6%	2.8%	237	33.1%	3.1%
Non	1047	67.6%	2.9%	503	64.9%	2.9%	545	70.4%	2.9%	478	66.9%	5.0%
Habitat												
Communes rurales	54	3.5%	0.5%	35	4.5%	0.6%	19	2.5%	0.3%	23	3.2%	0.7%
Agglo. - 20 000 hab	53	3.4%	0.6%	23	3.0%	0.5%	30	3.8%	0.6%	22	3.1%	0.9%
Agglo. 20 000 à 100 000 hab	41	2.6%	0.6%	19	2.5%	0.6%	21	2.7%	0.6%	18	2.5%	0.9%
Agglo. + 100 000 hab	77	5.0%	0.5%	43	5.5%	0.6%	35	4.5%	0.4%	41	5.8%	0.7%
Agglo. Paris	1324	85.5%	15.6%	655	84.5%	16.2%	669	86.5%	15.1%	610	85.4%	15.1%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	1387	89.5%	14.6%	684	88.3%	15.1%	703	90.8%	14.1%	637	89.2%	14.4%
Nord Pas de Calais	15	1.0%	0.5%	13	1.7%	0.9%	2	0.2%	0.1%	9	1.2%	1.0%
Lorraine	2	0.1%	0.1%	2	0.2%	0.2%	0	0.0%	0.0%	1	0.2%	0.2%
Alsace	6	0.4%	0.4%	2	0.3%	0.3%	3	0.4%	0.4%	1	0.1%	0.1%
Franche-Comté	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.1%
Champagne Ardennes	4	0.2%	0.3%	0	0.0%	0.1%	3	0.4%	0.6%	1	0.2%	0.5%
Picardie	29	1.9%	1.9%	10	1.3%	1.3%	19	2.4%	2.4%	15	2.1%	3.4%
Bourgogne	4	0.3%	0.3%	3	0.4%	0.5%	1	0.1%	0.1%	3	0.5%	0.9%
Haute Normandie	14	0.9%	1.0%	7	0.9%	1.0%	7	0.9%	0.9%	4	0.5%	0.8%
Basse Normandie	1	0.0%	0.1%	0	0.0%	0.0%	0	0.0%	0.1%	0	0.0%	0.0%
Centre	24	1.6%	1.2%	12	1.5%	1.2%	13	1.6%	1.2%	12	1.6%	1.9%
Pays de Loire	10	0.7%	0.3%	6	0.8%	0.4%	4	0.6%	0.3%	5	0.7%	0.6%
Bretagne	11	0.7%	0.4%	8	1.0%	0.6%	3	0.4%	0.2%	3	0.4%	0.4%
Poitou Charentes	1	0.1%	0.1%	1	0.1%	0.1%	0	0.1%	0.1%	0	0.0%	0.0%
Aquitaine	3	0.2%	0.1%	1	0.1%	0.0%	2	0.3%	0.1%	2	0.3%	0.2%
Midi Pyrénées	5	0.3%	0.2%	3	0.4%	0.3%	2	0.2%	0.1%	3	0.4%	0.4%
Limousin	1	0.1%	0.1%	1	0.1%	0.3%	0	0.0%	0.0%	1	0.1%	0.5%
Auvergne	1	0.0%	0.0%	1	0.1%	0.1%	0	0.0%	0.0%	1	0.1%	0.2%
Rhône Alpes	17	1.1%	0.3%	10	1.3%	0.4%	6	0.8%	0.2%	9	1.2%	0.5%
Languedoc Roussillon	4	0.2%	0.2%	2	0.3%	0.2%	2	0.2%	0.1%	3	0.4%	0.4%
Provence Alpes Côte d'Azur.	12	0.8%	0.3%	9	1.2%	0.5%	3	0.4%	0.1%	5	0.7%	0.4%
Corse												
Habitudes de connection à Internet												
Tous les jours	1219	78.7%	3.8%	625	80.6%	3.8%	594	76.8%	3.7%	607	85.0%	4.2%
Presque tous les jours	173	11.2%	2.9%	83	10.7%	3.0%	91	11.7%	2.9%	80	11.3%	4.0%
1 à 2 fois par semaine	59	3.8%	2.3%	24	3.1%	2.1%	35	4.5%	2.4%	23	3.2%	3.4%
1 à 3 fois par mois	16	1.0%	3.0%	11	1.4%	5.5%	5	0.6%	1.4%	4	0.6%	5.2%
Moins souvent	17	1.1%	1.9%	8	1.0%	2.1%	9	1.2%	1.7%	0	0.0%	0.0%

Direct matin

LNM

	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	42	2.7%	2.2%	20	2.5%	2.7%	22	2.8%	1.9%	1	0.2%	0.7%
De 9 000 à moins de 12 000 euros par an	29	1.9%	1.0%	20	2.6%	1.7%	9	1.2%	0.5%	6	0.8%	2.4%
De 12 000 à moins de 18 000 euros par an	107	6.9%	1.8%	27	3.4%	1.1%	80	10.3%	2.3%	16	2.3%	2.5%
De 18 000 à moins de 24 000 euros par an	192	12.4%	2.8%	94	12.2%	3.0%	98	12.6%	2.6%	62	8.7%	4.3%
De 24 000 à moins de 36 000 euros par an	334	21.6%	3.0%	160	20.6%	3.0%	174	22.5%	3.1%	144	20.1%	4.2%
De 36 000 à moins de 45 000 euros par an	198	12.8%	2.8%	111	14.3%	3.0%	87	11.3%	2.6%	94	13.2%	3.1%
De 45 000 à moins de 65 000 euros par an	273	17.6%	4.0%	149	19.2%	4.0%	124	16.0%	4.1%	161	22.6%	4.3%
De 65 000 à moins de 80 000 euros par an	119	7.7%	6.1%	65	8.3%	5.7%	54	7.0%	6.7%	84	11.8%	6.5%
De 80 000 à moins de 115 000 euros par an	52	3.4%	4.3%	36	4.6%	4.8%	17	2.1%	3.4%	38	5.3%	4.3%
115 000 euros et plus par an	20	1.3%	3.8%	12	1.5%	4.0%	8	1.0%	3.5%	16	2.3%	3.6%
Refus	113	7.3%	3.2%	57	7.4%	3.8%	56	7.2%	2.7%	56	7.8%	4.6%
Ne sait pas	70	4.5%	3.8%	26	3.3%	3.2%	45	5.8%	4.2%	35	4.9%	4.6%