

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	951	100.0%	1.8%	755	100.0%	3.0%	196	100.0%	0.7%	337	100.0%	1.9%
Sexe												
Homme	755	79.4%	3.0%	755	100.0%	3.0%	0	0.0%	0.0%	267	79.3%	3.0%
Femme	196	20.6%	0.7%	0	0.0%	0.0%	196	100.0%	0.7%	70	20.7%	0.8%
Age												
15 à 24 ans	115	12.1%	1.6%	97	12.9%	2.6%	17	8.9%	0.5%	34	10.1%	1.1%
25 à 34 ans	192	20.2%	2.5%	160	21.2%	4.3%	32	16.4%	0.8%	73	21.5%	2.2%
35 à 49 ans	313	32.9%	2.5%	255	33.7%	4.1%	58	29.8%	0.9%	145	43.2%	2.4%
50 à 59 ans	195	20.5%	2.1%	140	18.5%	3.0%	55	28.2%	1.2%	75	22.4%	1.9%
60 ans et plus	136	14.3%	0.9%	103	13.7%	1.6%	33	16.7%	0.4%	10	2.8%	1.0%
Individu												
Ménagères	166	17.4%	0.7%	0	0.0%	0.0%	166	84.4%	0.7%	60	17.8%	0.8%
Personne de référence	653	68.7%	2.3%	620	82.1%	3.1%	33	17.0%	0.4%	251	74.6%	3.1%
Responsable des achats	581	61.1%	1.6%	402	53.3%	3.2%	179	91.1%	0.8%	201	59.7%	1.8%
PCS Individu												
Agriculteurs	9	1.0%	1.8%	7	1.0%	2.0%	2	1.0%	1.3%	0	0.0%	0.0%
Petits patrons	50	5.2%	3.0%	46	6.0%	4.1%	4	2.0%	0.8%	50	14.7%	3.4%
Affaires et Cadres	84	8.8%	1.6%	74	9.9%	2.5%	10	4.8%	0.4%	80	23.8%	1.7%
Professions intermédiaires	168	17.7%	2.4%	133	17.7%	3.9%	35	17.6%	1.0%	151	44.9%	2.7%
Employés	160	16.8%	1.9%	100	13.2%	4.6%	60	30.6%	1.0%	20	6.0%	1.1%
Ouvriers	258	27.1%	4.0%	236	31.3%	4.7%	22	11.2%	1.6%	6	1.7%	1.4%
Retraités	135	14.2%	1.1%	101	13.4%	1.7%	34	17.1%	0.5%	0	0.0%	0.0%
Autres inactifs	88	9.2%	0.9%	57	7.6%	1.5%	31	15.6%	0.5%	30	8.9%	0.9%
PCS Personne de référence												
Agriculteurs	7	0.8%	0.9%	2	0.3%	0.5%	5	2.6%	1.3%	0	0.0%	0.0%
Petits patrons	64	6.8%	2.4%	48	6.3%	3.7%	16	8.4%	1.2%	64	19.1%	2.4%
Affaires et Cadres	109	11.4%	1.5%	78	10.3%	2.2%	31	15.6%	0.8%	109	32.3%	1.5%
Professions intermédiaires	164	17.2%	2.2%	141	18.7%	3.6%	22	11.4%	0.6%	164	48.6%	2.2%
Employés	124	13.0%	2.3%	93	12.3%	4.0%	31	15.8%	1.0%	0	0.0%	0.0%
Ouvriers	266	27.9%	2.8%	225	29.8%	4.4%	41	20.7%	0.9%	0	0.0%	0.0%
Retraités	165	17.3%	1.1%	125	16.6%	1.9%	39	20.0%	0.5%	0	0.0%	0.0%
Autres inactifs	53	5.5%	1.3%	42	5.6%	2.6%	11	5.4%	0.4%	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	124	13.0%	1.2%	102	13.5%	2.3%	22	11.1%	0.4%	26	7.6%	1.5%
2 personnes	278	29.2%	1.5%	206	27.3%	2.4%	71	36.2%	0.8%	82	24.4%	1.9%
3 personnes	230	24.2%	2.5%	183	24.2%	4.0%	47	24.1%	1.0%	106	31.4%	2.8%
4 personnes	229	24.1%	2.5%	187	24.7%	4.1%	43	21.8%	0.9%	89	26.4%	1.8%
5 personnes et +	90	9.5%	1.7%	77	10.1%	2.9%	13	6.8%	0.5%	34	10.2%	1.3%
Présence d'enfants de moins de 15 ans												
Oui	345	36.3%	2.2%	273	36.1%	3.8%	72	36.9%	0.9%	166	49.2%	2.1%
Non	606	63.7%	1.7%	482	63.9%	2.7%	124	63.1%	0.7%	171	50.8%	1.8%
Habitat												
Communes rurales	254	26.7%	2.1%	208	27.5%	3.7%	46	23.4%	0.7%	81	23.9%	2.4%
Agglo. - 20 000 hab	162	17.1%	1.8%	119	15.8%	2.8%	43	22.0%	0.9%	52	15.3%	2.0%
Agglo. 20 000 à 100 000 hab	114	12.0%	1.6%	95	12.6%	2.8%	19	9.7%	0.5%	38	11.3%	2.1%
Agglo. + 100 000 hab	312	32.8%	2.0%	243	32.2%	3.2%	69	35.1%	0.9%	125	37.2%	2.2%
Agglo. Paris	109	11.4%	1.3%	90	11.9%	2.2%	19	9.8%	0.4%	41	12.3%	1.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	125	13.1%	1.3%	104	13.8%	2.3%	21	10.6%	0.4%	48	14.1%	1.1%
Nord Pas de Calais	60	6.3%	1.9%	46	6.1%	3.0%	14	7.0%	0.8%	21	6.3%	2.2%
Lorraine	60	6.3%	3.1%	54	7.2%	5.8%	6	3.0%	0.6%	18	5.5%	3.3%
Alsace	34	3.6%	2.2%	27	3.6%	3.7%	7	3.5%	0.9%	12	3.6%	2.5%
Franche-Comté	16	1.7%	1.7%	10	1.3%	2.2%	6	2.9%	1.2%	6	1.8%	2.3%
Champagne Ardennes	17	1.8%	1.6%	12	1.5%	2.2%	5	2.7%	0.9%	4	1.1%	1.3%
Picardie	37	3.9%	2.4%	30	4.0%	4.1%	7	3.3%	0.8%	15	4.5%	3.5%
Bourgogne	19	2.0%	1.4%	13	1.8%	2.1%	5	2.7%	0.8%	8	2.3%	2.2%
Haute Normandie	19	2.0%	1.3%	19	2.6%	2.7%	0	0.0%	0.0%	7	2.2%	1.6%
Basse Normandie	29	3.1%	2.4%	21	2.8%	3.6%	8	4.3%	1.3%	11	3.1%	3.0%
Centre	50	5.3%	2.4%	39	5.2%	3.9%	11	5.5%	1.0%	13	4.0%	2.3%
Pays de Loire	61	6.4%	2.1%	46	6.1%	3.2%	15	7.5%	1.0%	19	5.8%	2.1%
Bretagne	38	4.0%	1.4%	31	4.1%	2.4%	7	3.6%	0.5%	12	3.6%	1.5%
Poitou Charentes	24	2.6%	1.6%	22	2.9%	3.1%	3	1.4%	0.3%	10	3.0%	2.5%
Aquitaine	77	8.1%	2.8%	64	8.5%	4.9%	13	6.6%	0.9%	30	8.8%	3.4%
Midi Pyrénées	45	4.7%	1.8%	32	4.2%	2.7%	13	6.7%	1.0%	21	6.2%	2.6%
Limousin	25	2.6%	4.0%	15	2.0%	5.2%	10	4.9%	3.0%	4	1.1%	2.5%
Auvergne	27	2.9%	2.4%	15	2.0%	2.8%	12	6.0%	2.0%	10	3.0%	3.5%
Rhône Alpes	106	11.1%	2.0%	82	10.9%	3.3%	23	11.9%	0.9%	38	11.2%	2.1%
Languedoc Roussillon	22	2.3%	1.0%	21	2.7%	1.9%	1	0.5%	0.1%	9	2.6%	1.2%
Provence Alpes Côte d'Azur. Corse	61	6.4%	1.4%	50	6.7%	2.4%	11	5.5%	0.5%	21	6.3%	1.4%
Habitudes de connexion à Internet												
Tous les jours	673	70.8%	2.0%	535	70.9%	3.2%	138	70.3%	0.8%	286	84.8%	2.0%
Presque tous les jours	113	11.8%	1.9%	90	11.9%	3.3%	23	11.8%	0.7%	30	8.8%	1.5%
1 à 2 fois par semaine	67	7.1%	2.6%	54	7.1%	4.6%	13	6.9%	1.0%	16	4.8%	2.6%
1 à 3 fois par mois	9	0.9%	1.7%	7	0.9%	3.4%	2	1.1%	0.7%	1	0.2%	1.1%
Moins souvent	19	2.0%	2.3%	14	1.9%	3.9%	5	2.7%	1.1%	4	1.2%	5.0%

	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	16	1.7%	0.8%	11	1.5%	1.4%	5	2.3%	0.4%	3	0.8%	1.8%
De 9 000 à moins de 12 000 euros par an	28	3.0%	1.0%	17	2.3%	1.6%	11	5.4%	0.6%	2	0.7%	0.9%
De 12 000 à moins de 18 000 euros par an	88	9.2%	1.4%	72	9.5%	2.7%	16	8.3%	0.5%	8	2.5%	1.1%
De 18 000 à moins de 24 000 euros par an	118	12.4%	1.8%	82	10.9%	2.7%	36	18.1%	1.0%	19	5.6%	1.4%
De 24 000 à moins de 36 000 euros par an	212	22.3%	1.9%	166	22.0%	3.1%	46	23.3%	0.8%	69	20.6%	2.1%
De 36 000 à moins de 45 000 euros par an	161	16.9%	2.3%	135	17.9%	3.6%	26	13.2%	0.8%	62	18.3%	2.0%
De 45 000 à moins de 65 000 euros par an	141	14.8%	2.1%	114	15.0%	3.1%	28	14.1%	0.8%	83	24.6%	2.2%
De 65 000 à moins de 80 000 euros par an	47	4.9%	2.4%	42	5.6%	3.7%	5	2.4%	0.6%	29	8.5%	2.2%
De 80 000 à moins de 115 000 euros par an	27	2.8%	2.2%	26	3.4%	3.4%	1	0.7%	0.3%	24	7.0%	2.6%
115 000 euros et plus par an	21	2.2%	3.6%	15	2.0%	4.0%	6	3.3%	2.8%	14	4.1%	2.7%
Refus	63	6.6%	1.9%	49	6.5%	3.5%	14	7.1%	0.7%	19	5.7%	1.8%
Ne sait pas	29	3.0%	1.3%	25	3.4%	2.7%	3	1.7%	0.2%	5	1.6%	0.6%