

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	560	100.0%	1.1%	382	100.0%	1.5%	179	100.0%	0.7%	306	100.0%	1.8%
Sexe												
Homme	382	68.1%	1.5%	382	100.0%	1.5%	0	0.0%	0.0%	211	68.8%	2.4%
Femme	179	31.9%	0.7%	0	0.0%	0.0%	179	100.0%	0.7%	96	31.2%	1.1%
Age												
15 à 24 ans	79	14.1%	1.1%	42	11.1%	1.2%	37	20.6%	1.0%	41	13.4%	1.3%
25 à 34 ans	81	14.4%	1.1%	58	15.1%	1.5%	23	12.9%	0.6%	46	15.1%	1.4%
35 à 49 ans	139	24.9%	1.1%	98	25.7%	1.6%	41	23.2%	0.7%	95	31.0%	1.5%
50 à 59 ans	135	24.1%	1.5%	104	27.3%	2.3%	31	17.2%	0.7%	87	28.5%	2.3%
60 ans et plus	126	22.5%	0.8%	79	20.8%	1.2%	47	26.1%	0.5%	37	12.0%	3.8%
Individu												
Ménagères	139	24.9%	0.6%	0	0.0%	0.0%	139	77.9%	0.6%	80	26.0%	1.1%
Personne de référence	358	63.9%	1.3%	323	84.7%	1.6%	35	19.5%	0.5%	203	66.4%	2.5%
Responsable des achats	333	59.4%	0.9%	193	50.7%	1.5%	140	78.1%	0.6%	173	56.5%	1.6%
PCS Individu												
Agriculteurs	4	0.8%	0.9%	4	1.1%	1.1%	0	0.2%	0.2%	0	0.0%	0.0%
Petits patrons	28	4.9%	1.7%	24	6.4%	2.2%	3	1.8%	0.7%	27	8.8%	1.8%
Affaires et Cadres	189	33.7%	3.7%	136	35.7%	4.6%	53	29.6%	2.5%	178	58.0%	3.8%
Professions intermédiaires	63	11.2%	0.9%	37	9.8%	1.1%	25	14.2%	0.7%	48	15.6%	0.9%
Employés	71	12.7%	0.9%	51	13.4%	2.3%	20	11.3%	0.3%	17	5.5%	0.9%
Ouvriers	26	4.6%	0.4%	25	6.6%	0.5%	1	0.4%	0.1%	0	0.0%	0.0%
Retraités	84	15.1%	0.7%	53	13.9%	0.9%	31	17.6%	0.5%	4	1.3%	1.6%
Autres inactifs	95	16.9%	0.9%	50	13.2%	1.4%	45	24.9%	0.7%	33	10.8%	1.0%
PCS Personne de référence												
Agriculteurs	5	0.8%	0.6%	4	1.1%	1.0%	1	0.3%	0.1%	0	0.0%	0.0%
Petits patrons	44	7.9%	1.7%	33	8.7%	2.5%	11	6.1%	0.8%	44	14.4%	1.7%
Affaires et Cadres	202	36.1%	2.8%	138	36.2%	3.8%	64	35.9%	1.8%	202	66.0%	2.8%
Professions intermédiaires	60	10.7%	0.8%	39	10.3%	1.0%	21	11.6%	0.6%	60	19.6%	0.8%
Employés	52	9.4%	1.0%	42	10.9%	1.8%	11	6.1%	0.4%	0	0.0%	0.0%
Ouvriers	47	8.3%	0.5%	22	5.8%	0.4%	25	13.7%	0.6%	0	0.0%	0.0%
Retraités	104	18.5%	0.7%	64	16.8%	1.0%	40	22.2%	0.5%	0	0.0%	0.0%
Autres inactifs	46	8.3%	1.1%	39	10.2%	2.5%	7	4.1%	0.3%	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	74	13.1%	0.7%	49	13.0%	1.1%	24	13.5%	0.4%	38	12.3%	2.2%
2 personnes	198	35.4%	1.1%	132	34.7%	1.5%	66	36.8%	0.7%	80	26.3%	1.9%
3 personnes	104	18.5%	1.1%	68	17.8%	1.5%	36	19.9%	0.8%	64	20.8%	1.6%
4 personnes	118	21.0%	1.3%	81	21.3%	1.7%	36	20.4%	0.8%	87	28.4%	1.8%
5 personnes et +	67	12.0%	1.3%	51	13.3%	2.0%	17	9.4%	0.6%	37	12.2%	1.5%
Présence d'enfants de moins de 15 ans												
Oui	176	31.4%	1.1%	129	33.8%	1.8%	47	26.4%	0.6%	117	38.2%	1.5%
Non	384	68.6%	1.1%	253	66.2%	1.4%	132	73.6%	0.7%	189	61.8%	1.9%
Habitat												
Communes rurales	54	9.7%	0.5%	36	9.5%	0.6%	18	10.0%	0.3%	29	9.6%	0.9%
Agglo. - 20 000 hab	59	10.5%	0.7%	41	10.6%	1.0%	18	10.3%	0.4%	29	9.3%	1.1%
Agglo. 20 000 à 100 000 hab	39	7.0%	0.6%	27	7.2%	0.8%	12	6.6%	0.3%	17	5.7%	1.0%
Agglo. + 100 000 hab	177	31.6%	1.1%	126	33.0%	1.7%	52	28.8%	0.7%	96	31.4%	1.7%
Agglo. Paris	231	41.2%	2.7%	151	39.7%	3.7%	79	44.3%	1.8%	135	44.0%	3.3%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	249	44.4%	2.6%	166	43.4%	3.6%	83	46.3%	1.7%	146	47.5%	3.3%
Nord Pas de Calais	32	5.6%	1.0%	24	6.3%	1.6%	8	4.2%	0.4%	17	5.6%	1.7%
Lorraine	15	2.7%	0.8%	8	2.1%	0.9%	7	3.7%	0.7%	10	3.2%	1.8%
Alsace	16	2.8%	1.0%	10	2.8%	1.4%	5	2.9%	0.7%	5	1.6%	1.0%
Franche-Comté	6	1.0%	0.6%	4	1.0%	0.8%	2	1.0%	0.4%	3	0.9%	1.1%
Champagne Ardennes	6	1.2%	0.6%	4	1.0%	0.8%	3	1.4%	0.4%	4	1.2%	1.2%
Picardie	10	1.7%	0.6%	4	1.1%	0.6%	5	3.0%	0.7%	6	2.1%	1.5%
Bourgogne	3	0.6%	0.3%	1	0.3%	0.2%	2	1.3%	0.3%	1	0.3%	0.2%
Haute Normandie	9	1.6%	0.6%	5	1.4%	0.8%	4	2.2%	0.5%	7	2.4%	1.6%
Basse Normandie	8	1.4%	0.7%	7	1.8%	1.2%	1	0.6%	0.2%	5	1.7%	1.6%
Centre	13	2.3%	0.6%	9	2.3%	0.9%	4	2.2%	0.4%	6	1.9%	1.0%
Pays de Loire	11	1.9%	0.4%	7	1.9%	0.5%	3	1.9%	0.2%	7	2.3%	0.8%
Bretagne	18	3.2%	0.7%	14	3.6%	1.1%	4	2.5%	0.3%	7	2.4%	0.9%
Poitou Charentes	5	0.9%	0.3%	4	1.1%	0.6%	1	0.4%	0.1%	3	0.8%	0.7%
Aquitaine	30	5.3%	1.1%	19	4.9%	1.4%	11	6.3%	0.8%	12	3.9%	1.4%
Midi Pyrénées	21	3.7%	0.8%	14	3.7%	1.2%	7	3.7%	0.5%	12	4.0%	1.5%
Limousin	3	0.5%	0.5%	2	0.5%	0.6%	1	0.7%	0.4%	1	0.2%	0.4%
Auvergne	5	0.9%	0.5%	3	0.9%	0.6%	2	1.1%	0.3%	1	0.2%	0.2%
Rhône Alpes	49	8.7%	0.9%	33	8.6%	1.3%	16	8.8%	0.6%	29	9.4%	1.5%
Languedoc Roussillon	21	3.8%	0.9%	16	4.2%	1.5%	5	2.7%	0.4%	12	4.0%	1.7%
Provence Alpes Côte d'Azur. Corse	32	5.7%	0.7%	26	6.9%	1.3%	6	3.2%	0.2%	14	4.4%	0.9%
Habitudes de connexion à Internet												
Tous les jours	497	88.8%	1.5%	336	88.2%	2.0%	161	90.1%	0.9%	290	94.7%	2.0%
Presque tous les jours	33	5.9%	0.6%	24	6.3%	0.9%	9	5.0%	0.3%	12	4.0%	0.6%
1 à 2 fois par semaine	10	1.8%	0.4%	6	1.5%	0.5%	4	2.4%	0.3%	1	0.4%	0.2%
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	7	1.3%	0.4%	5	1.2%	0.6%	3	1.5%	0.2%	0	0.1%	0.2%
De 9 000 à moins de 12 000 euros par an	15	2.7%	0.5%	13	3.4%	1.2%	2	1.2%	0.1%	2	0.5%	0.6%
De 12 000 à moins de 18 000 euros par an	37	6.7%	0.6%	32	8.5%	1.2%	5	2.8%	0.2%	7	2.2%	1.0%
De 18 000 à moins de 24 000 euros par an	24	4.3%	0.4%	17	4.5%	0.6%	7	3.9%	0.2%	5	1.8%	0.4%
De 24 000 à moins de 36 000 euros par an	61	10.9%	0.6%	35	9.3%	0.7%	25	14.2%	0.4%	26	8.5%	0.8%
De 36 000 à moins de 45 000 euros par an	79	14.2%	1.1%	50	13.1%	1.4%	29	16.3%	0.9%	46	14.9%	1.5%
De 45 000 à moins de 65 000 euros par an	114	20.3%	1.6%	83	21.8%	2.1%	31	17.3%	0.9%	66	21.5%	1.6%
De 65 000 à moins de 80 000 euros par an	62	11.0%	3.1%	41	10.6%	3.7%	21	11.7%	2.4%	44	14.5%	3.4%
De 80 000 à moins de 115 000 euros par an	53	9.5%	4.3%	42	11.0%	5.7%	11	6.3%	2.2%	42	13.7%	4.5%
115 000 euros et plus par an	52	9.3%	8.9%	36	9.6%	10.2%	16	8.8%	6.7%	41	13.3%	8.6%
Refus	41	7.4%	1.3%	25	6.6%	1.9%	16	9.2%	0.9%	22	7.2%	2.2%
Ne sait pas	14	2.4%	0.6%	2	0.4%	0.2%	12	6.7%	0.9%	6	1.9%	0.6%