

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	916	100.0%	1.8%	517	100.0%	2.1%	400	100.0%	1.5%	496	100.0%	2.9%
Sexe												
Homme	517	56.4%	2.1%	517	100.0%	2.1%	0	0.0%	0.0%	277	55.8%	3.1%
Femme	400	43.6%	1.5%	0	0.0%	0.0%	400	100.0%	1.5%	219	44.2%	2.6%
Age												
15 à 24 ans	178	19.5%	2.4%	111	21.5%	3.0%	67	16.8%	1.8%	98	19.7%	3.1%
25 à 34 ans	150	16.4%	2.0%	87	16.8%	2.3%	63	15.9%	1.6%	96	19.3%	2.8%
35 à 49 ans	211	23.0%	1.7%	126	24.3%	2.0%	85	21.3%	1.3%	151	30.5%	2.4%
50 à 59 ans	170	18.6%	1.9%	88	17.1%	2.0%	82	20.5%	1.8%	117	23.7%	3.2%
60 ans et plus	206	22.5%	1.4%	105	20.2%	1.6%	102	25.5%	1.2%	34	6.9%	4.7%
Individu												
Ménagères	339	36.9%	1.4%	0	0.0%	0.0%	339	84.7%	1.4%	182	36.8%	2.6%
Personne de référence	505	55.1%	1.8%	398	77.0%	2.0%	107	26.8%	1.4%	242	48.7%	2.8%
Responsable des achats	603	65.8%	1.7%	266	51.4%	2.1%	337	84.4%	1.5%	319	64.3%	2.9%
PCS Individu												
Agriculteurs	9	1.0%	1.7%	6	1.1%	1.6%	3	0.8%	2.0%	0	0.0%	0.0%
Petits patrons	48	5.3%	3.0%	31	6.0%	2.8%	17	4.3%	3.5%	41	8.3%	2.8%
Affaires et Cadres	203	22.2%	4.1%	119	23.0%	3.9%	85	21.2%	4.4%	185	37.4%	4.1%
Professions intermédiaires	151	16.5%	2.2%	69	13.3%	2.0%	83	20.7%	2.5%	140	28.2%	2.5%
Employés	82	9.0%	1.0%	42	8.0%	2.1%	41	10.2%	0.7%	17	3.4%	1.0%
Ouvriers	55	6.0%	0.9%	51	9.9%	1.0%	4	1.0%	0.3%	2	0.5%	0.5%
Retraités	167	18.2%	1.3%	89	17.2%	1.5%	78	19.5%	1.2%	8	1.6%	3.2%
Autres inactifs	200	21.9%	2.0%	111	21.5%	3.1%	89	22.3%	1.4%	102	20.6%	3.3%
PCS Personne de référence												
Agriculteurs	11	1.2%	1.3%	7	1.3%	1.6%	4	1.0%	1.0%	0	0.0%	0.0%
Petits patrons	50	5.4%	1.9%	33	6.3%	2.5%	17	4.3%	1.3%	50	10.0%	1.9%
Affaires et Cadres	292	31.9%	4.1%	153	29.6%	4.2%	139	34.9%	4.1%	292	58.9%	4.1%
Professions intermédiaires	154	16.8%	2.1%	92	17.8%	2.3%	63	15.6%	1.8%	154	31.1%	2.1%
Employés	64	7.0%	1.2%	38	7.4%	1.8%	26	6.5%	0.8%	0	0.0%	0.0%
Ouvriers	71	7.7%	0.8%	51	9.9%	1.0%	20	5.0%	0.4%	0	0.0%	0.0%
Retraités	205	22.4%	1.4%	104	20.1%	1.6%	101	25.4%	1.3%	0	0.0%	0.0%
Autres inactifs	69	7.5%	1.8%	40	7.7%	2.7%	29	7.3%	1.2%	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	152	16.6%	1.6%	74	14.4%	1.8%	78	19.4%	1.4%	63	12.8%	3.4%
2 personnes	348	38.0%	1.9%	195	37.8%	2.2%	153	38.2%	1.7%	150	30.1%	3.6%
3 personnes	163	17.8%	1.8%	85	16.4%	1.9%	78	19.5%	1.7%	108	21.8%	2.8%
4 personnes	171	18.6%	1.9%	113	21.9%	2.5%	58	14.4%	1.2%	119	24.0%	2.5%
5 personnes et +	83	9.1%	1.6%	50	9.6%	2.0%	34	8.5%	1.2%	56	11.2%	2.2%
Présence d'enfants de moins de 15 ans												
Oui	247	26.9%	1.6%	153	29.6%	2.1%	94	23.5%	1.1%	170	34.3%	2.2%
Non	670	73.1%	1.9%	364	70.4%	2.1%	306	76.5%	1.7%	326	65.7%	3.4%
Habitat												
Communes rurales	122	13.3%	1.1%	72	14.0%	1.3%	50	12.4%	0.8%	59	11.9%	1.8%
Agglo. - 20 000 hab	107	11.7%	1.2%	61	11.9%	1.5%	46	11.4%	1.0%	55	11.0%	2.1%
Agglo. 20 000 à 100 000 hab	84	9.2%	1.2%	40	7.8%	1.2%	44	11.0%	1.3%	44	9.0%	2.2%
Agglo. + 100 000 hab	323	35.3%	2.1%	190	36.8%	2.6%	133	33.3%	1.7%	164	33.1%	3.1%
Agglo. Paris	280	30.5%	3.3%	152	29.5%	3.8%	127	31.9%	2.9%	174	35.0%	4.5%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	297	32.4%	3.1%	164	31.7%	3.6%	133	33.3%	2.7%	185	37.3%	4.2%
Nord Pas de Calais	28	3.0%	0.9%	12	2.4%	0.8%	16	3.9%	0.9%	14	2.8%	1.5%
Lorraine	24	2.6%	1.2%	15	2.9%	1.6%	9	2.3%	0.9%	7	1.3%	1.3%
Alsace	23	2.5%	1.5%	10	1.9%	1.3%	13	3.2%	1.7%	14	2.8%	2.7%
Franche-Comté	13	1.5%	1.4%	9	1.8%	2.0%	4	1.1%	0.9%	8	1.6%	2.9%
Champagne Ardennes	8	0.9%	0.7%	4	0.8%	0.8%	4	1.0%	0.7%	5	1.0%	1.6%
Picardie	15	1.6%	0.9%	8	1.5%	1.0%	7	1.7%	0.9%	7	1.4%	1.6%
Bourgogne	24	2.7%	1.8%	14	2.7%	2.2%	10	2.6%	1.5%	9	1.9%	2.5%
Haute Normandie	12	1.4%	0.8%	4	0.8%	0.6%	9	2.1%	1.1%	11	2.2%	2.5%
Basse Normandie	4	0.5%	0.4%	1	0.2%	0.2%	3	0.8%	0.5%	2	0.4%	0.6%
Centre	27	2.9%	1.3%	15	2.9%	1.5%	12	2.9%	1.1%	13	2.6%	2.1%
Pays de Loire	53	5.8%	1.8%	34	6.5%	2.4%	19	4.9%	1.3%	22	4.4%	2.6%
Bretagne	45	4.9%	1.7%	30	5.7%	2.3%	16	3.9%	1.1%	26	5.3%	3.4%
Poitou Charentes	22	2.4%	1.5%	11	2.2%	1.6%	11	2.7%	1.4%	9	1.8%	2.3%
Aquitaine	55	6.1%	2.0%	32	6.3%	2.5%	23	5.8%	1.6%	26	5.2%	3.1%
Midi Pyrénées	47	5.1%	1.9%	26	5.0%	2.2%	21	5.2%	1.7%	22	4.5%	2.8%
Limousin	8	0.9%	1.3%	6	1.1%	1.9%	2	0.6%	0.8%	4	0.7%	2.4%
Auvergne	12	1.4%	1.1%	7	1.4%	1.4%	5	1.3%	0.9%	5	1.0%	1.6%
Rhône Alpes	78	8.5%	1.5%	39	7.6%	1.6%	39	9.6%	1.5%	50	10.0%	2.6%
Languedoc Roussillon	34	3.7%	1.5%	21	4.1%	2.0%	12	3.1%	1.1%	16	3.1%	2.3%
Provence Alpes Côte d'Azur. Corse	87	9.5%	2.0%	55	10.6%	2.7%	32	8.1%	1.4%	43	8.6%	3.1%
Habitudes de connexion à Internet												
Tous les jours	725	79.2%	2.5%	410	79.4%	2.8%	315	78.8%	2.2%	433	87.3%	3.2%
Presque tous les jours	111	12.1%	1.7%	67	13.0%	2.2%	43	10.8%	1.3%	49	10.0%	2.1%
1 à 2 fois par semaine	27	2.9%	0.8%	10	2.0%	0.7%	17	4.2%	0.9%	12	2.4%	1.3%
1 à 3 fois par mois	8	0.9%	0.9%	6	1.1%	1.4%	3	0.7%	0.6%	0	0.0%	0.0%
Moins souvent	6	0.6%	0.5%	5	0.9%	0.9%	1	0.3%	0.1%	0	0.0%	0.0%
Jamais	1	0.1%	0.9%	1	0.1%	1.2%	0	0.1%	0.6%	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	25	2.7%	1.2%	9	1.7%	1.1%	16	4.0%	1.3%	2	0.3%	0.9%
De 9 000 à moins de 12 000 euros par an	32	3.5%	1.0%	11	2.1%	0.9%	22	5.4%	1.0%	8	1.6%	2.9%
De 12 000 à moins de 18 000 euros par an	59	6.4%	0.9%	37	7.1%	1.4%	22	5.6%	0.6%	23	4.6%	3.1%
De 18 000 à moins de 24 000 euros par an	58	6.3%	0.8%	32	6.3%	1.0%	25	6.3%	0.7%	25	5.0%	1.6%
De 24 000 à moins de 36 000 euros par an	167	18.2%	1.4%	97	18.8%	1.7%	70	17.6%	1.2%	80	16.2%	2.2%
De 36 000 à moins de 45 000 euros par an	157	17.2%	2.3%	97	18.7%	2.7%	61	15.2%	2.0%	82	16.6%	2.7%
De 45 000 à moins de 65 000 euros par an	207	22.5%	3.3%	134	26.0%	3.8%	73	18.1%	2.6%	126	25.4%	3.4%
De 65 000 à moins de 80 000 euros par an	52	5.7%	3.2%	25	4.9%	2.6%	27	6.6%	3.9%	44	8.9%	3.8%
De 80 000 à moins de 115 000 euros par an	43	4.7%	4.5%	25	4.8%	4.4%	19	4.7%	4.7%	39	7.9%	5.1%
115 000 euros et plus par an	21	2.3%	4.7%	8	1.6%	2.9%	13	3.3%	7.5%	21	4.3%	5.3%
Refus	62	6.7%	2.0%	28	5.4%	2.2%	34	8.4%	1.8%	29	5.9%	2.5%
Ne sait pas	33	3.6%	2.1%	14	2.7%	2.2%	19	4.8%	2.1%	17	3.5%	3.0%