

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	473	100.0%	0.9%	317	100.0%	1.3%	156	100.0%	0.6%	295	100.0%	1.7%
Sexe												
Homme	317	67.0%	1.3%	317	100.0%	1.3%	0	0.0%	0.0%	201	68.2%	2.3%
Femme	156	33.0%	0.6%	0	0.0%	0.0%	156	100.0%	0.6%	94	31.8%	1.1%
Age												
15 à 24 ans	215	45.4%	2.9%	135	42.7%	3.6%	79	50.9%	2.2%	108	36.7%	3.4%
25 à 34 ans	124	26.1%	1.6%	96	30.2%	2.5%	28	17.9%	0.7%	87	29.5%	2.6%
35 à 49 ans	88	18.7%	0.7%	64	20.2%	1.0%	24	15.6%	0.4%	68	22.9%	1.1%
50 à 59 ans	29	6.2%	0.3%	17	5.3%	0.4%	13	8.0%	0.3%	28	9.5%	0.8%
60 ans et plus	17	3.6%	0.1%	5	1.6%	0.1%	12	7.6%	0.1%	4	1.4%	0.6%
Individu												
Ménagères	101	21.4%	0.4%	0	0.0%	0.0%	101	64.9%	0.4%	66	22.5%	1.0%
Personne de référence	205	43.3%	0.7%	165	52.0%	0.8%	40	25.6%	0.5%	140	47.5%	1.6%
Responsable des achats	248	52.3%	0.7%	146	46.1%	1.2%	101	65.0%	0.4%	160	54.1%	1.5%
PCS Individu												
Agriculteurs	2	0.3%	0.3%	2	0.5%	0.4%	0	0.0%	0.0%	0	0.0%	0.0%
Petits patrons	19	4.1%	1.2%	14	4.3%	1.2%	6	3.8%	1.2%	16	5.5%	1.1%
Affaires et Cadres	90	19.1%	1.8%	67	21.2%	2.2%	23	14.8%	1.2%	87	29.5%	1.9%
Professions intermédiaires	91	19.3%	1.3%	67	21.1%	1.9%	25	15.7%	0.7%	79	26.8%	1.4%
Employés	62	13.1%	0.8%	24	7.6%	1.2%	38	24.3%	0.6%	23	7.9%	1.3%
Ouvriers	25	5.3%	0.4%	25	7.9%	0.5%	0	0.0%	0.0%	2	0.6%	0.4%
Retraités	14	3.0%	0.1%	5	1.6%	0.1%	9	5.7%	0.1%	1	0.4%	0.5%
Autres inactifs	169	35.8%	1.7%	114	35.9%	3.2%	56	35.7%	0.9%	86	29.2%	2.7%
PCS Personne de référence												
Agriculteurs	2	0.4%	0.2%	2	0.5%	0.4%	0	0.2%	0.1%	0	0.0%	0.0%
Petits patrons	31	6.5%	1.2%	20	6.5%	1.6%	11	6.7%	0.8%	31	10.5%	1.2%
Affaires et Cadres	162	34.2%	2.3%	107	33.9%	2.9%	54	34.7%	1.6%	162	54.7%	2.3%
Professions intermédiaires	103	21.7%	1.4%	73	23.2%	1.8%	29	18.7%	0.8%	103	34.8%	1.4%
Employés	54	11.3%	1.0%	35	11.1%	1.6%	18	11.7%	0.6%	0	0.0%	0.0%
Ouvriers	47	10.0%	0.5%	35	10.9%	0.7%	13	8.0%	0.3%	0	0.0%	0.0%
Retraités	39	8.2%	0.3%	22	6.9%	0.3%	17	10.9%	0.2%	0	0.0%	0.0%
Autres inactifs	36	7.7%	0.9%	22	7.0%	1.5%	14	9.1%	0.6%	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	75	15.9%	0.8%	46	14.7%	1.1%	29	18.5%	0.5%	45	15.4%	2.4%
2 personnes	114	24.1%	0.6%	69	21.9%	0.8%	44	28.5%	0.5%	78	26.3%	1.9%
3 personnes	107	22.7%	1.2%	88	27.8%	1.9%	19	12.3%	0.4%	59	20.1%	1.5%
4 personnes	99	20.9%	1.1%	72	22.6%	1.6%	27	17.5%	0.6%	68	22.9%	1.4%
5 personnes et +	77	16.4%	1.5%	41	13.0%	1.7%	36	23.3%	1.3%	45	15.4%	1.8%
Présence d'enfants de moins de 15 ans												
Oui	134	28.3%	0.9%	95	30.0%	1.3%	39	25.1%	0.5%	95	32.0%	1.2%
Non	339	71.7%	1.0%	222	70.0%	1.3%	117	74.9%	0.6%	201	68.0%	2.1%
Habitat												
Communes rurales	28	6.0%	0.2%	18	5.8%	0.3%	10	6.4%	0.2%	18	6.0%	0.5%
Agglo. - 20 000 hab	45	9.5%	0.5%	31	9.6%	0.7%	14	9.3%	0.3%	29	9.9%	1.1%
Agglo. 20 000 à 100 000 hab	71	14.9%	1.0%	47	14.8%	1.4%	24	15.1%	0.7%	43	14.6%	2.1%
Agglo. + 100 000 hab	188	39.8%	1.2%	128	40.4%	1.7%	60	38.5%	0.7%	105	35.7%	2.0%
Agglo. Paris	141	29.8%	1.7%	93	29.3%	2.3%	48	30.7%	1.1%	100	33.9%	2.6%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	153	32.3%	1.6%	101	32.0%	2.2%	52	33.0%	1.0%	112	38.0%	2.5%
Nord Pas de Calais	16	3.3%	0.5%	12	3.6%	0.8%	4	2.6%	0.2%	12	4.0%	1.3%
Lorraine	16	3.4%	0.8%	11	3.6%	1.2%	5	3.0%	0.5%	9	3.0%	1.7%
Alsace	20	4.2%	1.3%	14	4.4%	1.9%	6	3.7%	0.7%	14	4.9%	2.8%
Franche-Comté	7	1.6%	0.8%	6	1.9%	1.3%	1	0.8%	0.3%	4	1.5%	1.6%
Champagne Ardennes	6	1.2%	0.5%	4	1.4%	0.8%	1	0.9%	0.3%	1	0.5%	0.5%
Picardie	7	1.5%	0.5%	4	1.2%	0.5%	3	2.2%	0.4%	3	1.1%	0.7%
Bourgogne	5	1.1%	0.4%	5	1.7%	0.8%	0	0.0%	0.0%	3	0.9%	0.7%
Haute Normandie	9	2.0%	0.6%	5	1.5%	0.7%	4	2.8%	0.6%	5	1.6%	1.1%
Basse Normandie	5	1.0%	0.4%	4	1.3%	0.7%	1	0.6%	0.1%	2	0.6%	0.6%
Centre	12	2.6%	0.6%	12	3.7%	1.2%	1	0.4%	0.1%	5	1.8%	0.9%
Pays de Loire	25	5.3%	0.9%	16	5.1%	1.1%	9	5.7%	0.6%	14	4.7%	1.6%
Bretagne	15	3.2%	0.6%	6	1.9%	0.5%	9	5.8%	0.7%	9	2.9%	1.1%
Poitou Charentes	5	1.0%	0.3%	0	0.0%	0.0%	5	3.1%	0.6%	1	0.2%	0.1%
Aquitaine	21	4.4%	0.8%	18	5.8%	1.4%	3	1.6%	0.2%	15	5.2%	1.9%
Midi Pyrénées	17	3.6%	0.7%	12	3.7%	1.0%	5	3.4%	0.4%	8	2.8%	1.0%
Limousin	2	0.5%	0.4%	2	0.7%	0.8%	0	0.0%	0.0%	2	0.8%	1.5%
Auvergne	3	0.6%	0.3%	2	0.6%	0.3%	1	0.8%	0.2%	1	0.4%	0.4%
Rhône Alpes	61	12.9%	1.2%	38	12.0%	1.6%	23	14.7%	0.9%	35	11.8%	1.8%
Languedoc Roussillon	18	3.8%	0.8%	12	3.8%	1.1%	6	3.7%	0.5%	10	3.5%	1.5%
Provence Alpes Côte d'Azur. Corse	49	10.4%	1.1%	32	10.1%	1.6%	17	11.1%	0.8%	29	9.7%	2.0%
Habitudes de connexion à Internet												
Tous les jours	390	82.5%	1.4%	265	83.6%	1.8%	125	80.1%	0.9%	254	86.0%	1.9%
Presque tous les jours	49	10.3%	0.8%	26	8.3%	0.9%	22	14.4%	0.7%	24	8.3%	1.1%
1 à 2 fois par semaine	18	3.8%	0.6%	15	4.7%	1.1%	3	2.1%	0.2%	11	3.6%	1.2%
1 à 3 fois par mois	3	0.6%	0.3%	1	0.3%	0.3%	2	1.1%	0.3%	3	0.9%	1.7%
Moins souvent	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Jamais	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	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	21	4.4%	1.0%	12	3.7%	1.4%	9	5.7%	0.7%	5	1.7%	2.8%
De 9 000 à moins de 12 000 euros par an	16	3.4%	0.5%	3	1.1%	0.3%	13	8.2%	0.6%	2	0.6%	0.6%
De 12 000 à moins de 18 000 euros par an	16	3.5%	0.3%	9	2.7%	0.3%	8	5.0%	0.2%	2	0.7%	0.3%
De 18 000 à moins de 24 000 euros par an	59	12.5%	0.8%	37	11.7%	1.1%	22	14.0%	0.6%	29	9.9%	1.9%
De 24 000 à moins de 36 000 euros par an	77	16.3%	0.7%	52	16.4%	0.9%	25	16.0%	0.4%	50	17.1%	1.4%
De 36 000 à moins de 45 000 euros par an	74	15.7%	1.1%	59	18.8%	1.6%	15	9.4%	0.5%	54	18.2%	1.8%
De 45 000 à moins de 65 000 euros par an	70	14.7%	1.1%	48	15.3%	1.4%	21	13.6%	0.8%	51	17.4%	1.4%
De 65 000 à moins de 80 000 euros par an	40	8.5%	2.4%	28	9.0%	3.0%	12	7.5%	1.7%	31	10.7%	2.7%
De 80 000 à moins de 115 000 euros par an	22	4.7%	2.3%	14	4.6%	2.6%	8	4.9%	1.9%	22	7.5%	2.9%
115 000 euros et plus par an	11	2.4%	2.5%	6	1.9%	2.2%	5	3.4%	3.1%	11	3.7%	2.8%
Refus	35	7.4%	1.1%	28	8.9%	2.2%	7	4.4%	0.4%	18	6.2%	1.6%
Ne sait pas	32	6.7%	2.0%	19	6.1%	3.0%	12	7.8%	1.3%	19	6.4%	3.3%