

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	491	100.0%	1.0%	197	100.0%	0.8%	294	100.0%	1.1%	310	100.0%	1.8%
Sexe												
Homme	197	40.2%	0.8%	197	100.0%	0.8%	0	0.0%	0.0%	137	44.1%	1.5%
Femme	294	59.8%	1.1%	0	0.0%	0.0%	294	100.0%	1.1%	173	55.9%	2.1%
Age												
15 à 24 ans	57	11.7%	0.8%	17	8.6%	0.5%	41	13.8%	1.1%	32	10.4%	1.0%
25 à 34 ans	74	15.1%	1.0%	28	14.4%	0.8%	46	15.5%	1.2%	55	17.8%	1.6%
35 à 49 ans	163	33.2%	1.3%	77	39.2%	1.2%	85	29.1%	1.3%	126	40.6%	2.0%
50 à 59 ans	96	19.5%	1.1%	39	19.7%	0.9%	57	19.3%	1.3%	69	22.4%	1.9%
60 ans et plus	101	20.6%	0.7%	36	18.2%	0.6%	65	22.3%	0.8%	27	8.8%	3.8%
Individu												
Ménagères	264	53.8%	1.1%	0	0.0%	0.0%	264	89.9%	1.1%	150	48.4%	2.2%
Personne de référence	276	56.1%	1.0%	175	88.8%	0.9%	100	34.1%	1.3%	170	54.7%	2.0%
Responsable des achats	372	75.7%	1.0%	120	60.7%	0.9%	252	85.8%	1.1%	225	72.4%	2.1%
PCS Individu												
Agriculteurs	3	0.6%	0.6%	0	0.0%	0.0%	3	1.0%	1.8%	0	0.0%	0.0%
Petits patrons	54	10.9%	3.3%	33	16.9%	3.0%	20	6.9%	4.1%	49	15.8%	3.4%
Affaires et Cadres	129	26.2%	2.6%	56	28.5%	1.8%	72	24.7%	3.8%	125	40.2%	2.8%
Professions intermédiaires	90	18.4%	1.3%	37	18.5%	1.0%	54	18.2%	1.6%	79	25.6%	1.4%
Employés	40	8.2%	0.5%	15	7.5%	0.7%	25	8.6%	0.4%	8	2.7%	0.5%
Ouvriers	21	4.2%	0.3%	10	5.3%	0.2%	10	3.4%	0.7%	4	1.2%	0.9%
Retraités	64	13.1%	0.5%	25	12.7%	0.4%	39	13.4%	0.6%	7	2.3%	2.9%
Autres inactifs	90	18.4%	0.9%	21	10.6%	0.6%	70	23.7%	1.1%	38	12.3%	1.2%
PCS Personne de référence												
Agriculteurs	5	1.0%	0.6%	0	0.0%	0.0%	5	1.7%	1.3%	0	0.0%	0.0%
Petits patrons	65	13.3%	2.5%	33	16.9%	2.6%	32	10.9%	2.4%	65	21.0%	2.5%
Affaires et Cadres	166	33.8%	2.3%	64	32.2%	1.7%	103	34.9%	3.0%	166	53.6%	2.3%
Professions intermédiaires	79	16.0%	1.0%	40	20.2%	1.0%	39	13.2%	1.1%	79	25.4%	1.0%
Employés	34	6.8%	0.6%	11	5.7%	0.5%	22	7.6%	0.7%	0	0.0%	0.0%
Ouvriers	39	8.0%	0.4%	15	7.4%	0.3%	24	8.3%	0.6%	0	0.0%	0.0%
Retraités	76	15.4%	0.5%	29	14.5%	0.4%	47	16.0%	0.6%	0	0.0%	0.0%
Autres inactifs	28	5.7%	0.7%	6	3.2%	0.4%	22	7.4%	0.9%	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	91	18.5%	0.9%	28	14.3%	0.7%	63	21.3%	1.1%	46	14.9%	2.5%
2 personnes	172	35.0%	1.0%	80	40.5%	0.9%	92	31.3%	1.0%	95	30.5%	2.3%
3 personnes	96	19.4%	1.0%	41	21.0%	0.9%	54	18.4%	1.2%	59	19.1%	1.5%
4 personnes	84	17.1%	0.9%	41	20.7%	0.9%	43	14.7%	0.9%	70	22.7%	1.5%
5 personnes et +	49	9.9%	0.9%	7	3.6%	0.3%	42	14.2%	1.5%	40	12.8%	1.6%
Présence d'enfants de moins de 15 ans												
Oui	175	35.7%	1.1%	64	32.3%	0.9%	112	38.0%	1.3%	141	45.5%	1.8%
Non	316	64.3%	0.9%	134	67.7%	0.8%	182	62.0%	1.0%	169	54.5%	1.8%
Habitat												
Communes rurales	53	10.8%	0.5%	29	14.9%	0.5%	24	8.1%	0.4%	28	9.0%	0.8%
Agglo. - 20 000 hab	58	11.9%	0.7%	14	7.3%	0.3%	44	14.9%	0.9%	29	9.5%	1.1%
Agglo. 20 000 à 100 000 hab	64	13.0%	0.9%	21	10.9%	0.6%	43	14.5%	1.2%	38	12.3%	1.9%
Agglo. + 100 000 hab	165	33.5%	1.1%	64	32.2%	0.9%	101	34.4%	1.3%	107	34.5%	2.0%
Agglo. Paris	151	30.7%	1.8%	68	34.7%	1.7%	83	28.1%	1.9%	108	34.8%	2.8%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	155	31.6%	1.6%	70	35.3%	1.5%	86	29.2%	1.7%	111	35.7%	2.5%
Nord Pas de Calais	11	2.2%	0.3%	5	2.4%	0.3%	6	2.1%	0.4%	8	2.7%	0.9%
Lorraine	22	4.5%	1.2%	9	4.7%	1.0%	13	4.4%	1.3%	15	4.8%	2.8%
Alsace	18	3.6%	1.2%	8	4.1%	1.1%	10	3.3%	1.2%	4	1.3%	0.8%
Franche-Comté	6	1.3%	0.6%	4	2.1%	0.9%	2	0.7%	0.4%	6	2.0%	2.3%
Champagne Ardennes	8	1.6%	0.7%	5	2.3%	0.9%	3	1.2%	0.6%	5	1.7%	1.8%
Picardie	6	1.2%	0.4%	3	1.3%	0.4%	3	1.0%	0.4%	2	0.8%	0.6%
Bourgogne	2	0.5%	0.2%	2	1.2%	0.4%	0	0.0%	0.0%	1	0.3%	0.2%
Haute Normandie	5	1.1%	0.4%	5	2.7%	0.8%	0	0.0%	0.0%	4	1.5%	1.0%
Basse Normandie	5	1.1%	0.5%	1	0.4%	0.1%	5	1.6%	0.8%	3	0.9%	0.8%
Centre	8	1.6%	0.4%	3	1.5%	0.3%	5	1.6%	0.4%	4	1.3%	0.7%
Pays de Loire	20	4.1%	0.7%	7	3.8%	0.5%	13	4.3%	0.8%	13	4.3%	1.6%
Bretagne	22	4.5%	0.8%	6	3.3%	0.5%	16	5.3%	1.1%	11	3.5%	1.4%
Poitou Charentes	8	1.7%	0.6%	3	1.4%	0.4%	6	1.9%	0.7%	3	0.8%	0.6%
Aquitaine	15	3.1%	0.6%	8	4.0%	0.6%	8	2.6%	0.5%	14	4.7%	1.7%
Midi Pyrénées	23	4.6%	0.9%	6	3.0%	0.5%	17	5.8%	1.4%	12	3.8%	1.5%
Limousin	2	0.4%	0.3%	2	0.9%	0.6%	0	0.1%	0.1%	1	0.4%	0.9%
Auvergne	8	1.7%	0.7%	2	0.9%	0.3%	6	2.2%	1.1%	4	1.4%	1.5%
Rhône Alpes	48	9.8%	0.9%	18	8.9%	0.7%	30	10.3%	1.2%	27	8.7%	1.4%
Languedoc Roussillon	16	3.3%	0.7%	7	3.4%	0.6%	9	3.2%	0.8%	12	3.8%	1.7%
Provence Alpes Côte d'Azur. Corse	81	16.5%	1.9%	25	12.4%	1.2%	57	19.2%	2.5%	48	15.6%	3.4%
Habitudes de connexion à Internet												
Tous les jours	366	74.6%	1.3%	160	81.0%	1.1%	206	70.2%	1.5%	258	83.2%	1.9%
Presque tous les jours	52	10.6%	0.8%	17	8.6%	0.6%	35	12.0%	1.1%	26	8.5%	1.1%
1 à 2 fois par semaine	29	5.9%	0.9%	7	3.4%	0.5%	22	7.6%	1.2%	15	4.9%	1.6%
1 à 3 fois par mois	10	2.1%	1.2%	9	4.4%	2.2%	2	0.6%	0.4%	4	1.3%	2.4%
Moins souvent	6	1.2%	0.5%	0	0.0%	0.0%	6	2.0%	0.8%	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	19	3.9%	0.9%	5	2.5%	0.6%	14	4.9%	1.2%	5	1.5%	2.6%
De 9 000 à moins de 12 000 euros par an	24	4.8%	0.7%	13	6.4%	1.1%	11	3.7%	0.5%	10	3.2%	3.6%
De 12 000 à moins de 18 000 euros par an	22	4.5%	0.3%	6	2.9%	0.2%	16	5.6%	0.4%	11	3.5%	1.5%
De 18 000 à moins de 24 000 euros par an	50	10.2%	0.7%	29	14.8%	0.9%	21	7.1%	0.5%	26	8.4%	1.7%
De 24 000 à moins de 36 000 euros par an	84	17.0%	0.7%	29	14.6%	0.5%	55	18.6%	0.9%	46	14.8%	1.2%
De 36 000 à moins de 45 000 euros par an	77	15.7%	1.1%	41	20.9%	1.1%	36	12.2%	1.2%	49	15.9%	1.6%
De 45 000 à moins de 65 000 euros par an	80	16.2%	1.3%	17	8.4%	0.5%	63	21.5%	2.3%	62	19.9%	1.7%
De 65 000 à moins de 80 000 euros par an	46	9.3%	2.8%	22	11.2%	2.3%	23	8.0%	3.5%	27	8.7%	2.3%
De 80 000 à moins de 115 000 euros par an	34	6.9%	3.6%	14	7.2%	2.5%	20	6.7%	5.0%	30	9.7%	3.9%
115 000 euros et plus par an	34	6.9%	7.5%	16	7.9%	5.6%	18	6.3%	10.5%	30	9.8%	7.6%
Refus	15	3.0%	0.5%	5	2.7%	0.4%	10	3.2%	0.5%	8	2.5%	0.7%
Ne sait pas	8	1.6%	0.5%	1	0.6%	0.2%	7	2.3%	0.7%	6	2.1%	1.1%