

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	994	100.0%	1.9%	555	100.0%	2.3%	438	100.0%	1.6%	537	100.0%	3.1%
Sexe												
Homme	555	55.9%	2.3%	555	100.0%	2.3%	0	0.0%	0.0%	313	58.3%	3.6%
Femme	438	44.1%	1.6%	0	0.0%	0.0%	438	100.0%	1.6%	224	41.7%	2.6%
Age												
15 à 24 ans	188	19.0%	2.6%	110	19.8%	3.0%	79	17.9%	2.2%	117	21.8%	3.7%
25 à 34 ans	170	17.1%	2.2%	111	20.0%	3.0%	59	13.4%	1.5%	93	17.4%	2.8%
35 à 49 ans	235	23.7%	1.9%	130	23.5%	2.1%	105	24.0%	1.7%	171	31.9%	2.8%
50 à 59 ans	193	19.4%	2.1%	103	18.6%	2.3%	89	20.3%	1.9%	118	22.1%	3.1%
60 ans et plus	208	20.9%	1.4%	101	18.2%	1.6%	107	24.3%	1.3%	37	6.8%	4.1%
Individu												
Ménagères	358	36.1%	1.6%	0	0.0%	0.0%	358	81.8%	1.6%	166	31.0%	2.4%
Personne de référence	558	56.1%	2.0%	424	76.4%	2.1%	133	30.4%	1.7%	285	53.1%	3.4%
Responsable des achats	637	64.1%	1.8%	300	54.1%	2.4%	337	76.9%	1.5%	327	60.9%	3.0%
PCS Individu												
Agriculteurs	3	0.3%	0.6%	1	0.3%	0.4%	1	0.3%	1.1%	0	0.0%	0.0%
Petits patrons	61	6.1%	3.8%	53	9.5%	4.6%	8	1.9%	1.7%	56	10.4%	3.9%
Affaires et Cadres	220	22.1%	4.3%	130	23.3%	4.4%	90	20.6%	4.2%	196	36.6%	4.3%
Professions intermédiaires	145	14.6%	2.1%	83	14.9%	2.4%	62	14.1%	1.8%	123	22.9%	2.2%
Employés	120	12.1%	1.5%	54	9.7%	2.6%	66	15.1%	1.1%	25	4.7%	1.4%
Ouvriers	39	3.9%	0.6%	33	6.0%	0.7%	6	1.3%	0.4%	3	0.6%	0.8%
Retraités	173	17.4%	1.4%	94	16.9%	1.6%	80	18.2%	1.2%	15	2.7%	5.4%
Autres inactifs	233	23.4%	2.3%	108	19.5%	2.9%	125	28.5%	1.9%	118	22.1%	3.7%
PCS Personne de référence												
Agriculteurs	12	1.2%	1.4%	7	1.3%	1.7%	4	0.9%	1.1%	0	0.0%	0.0%
Petits patrons	88	8.9%	3.4%	67	12.0%	5.0%	22	4.9%	1.7%	88	16.4%	3.4%
Affaires et Cadres	287	28.9%	4.0%	155	27.9%	4.4%	132	30.1%	3.6%	287	53.5%	4.0%
Professions intermédiaires	161	16.2%	2.1%	91	16.5%	2.4%	70	16.0%	1.9%	161	30.1%	2.1%
Employés	92	9.3%	1.7%	50	9.0%	2.2%	42	9.6%	1.3%	0	0.0%	0.0%
Ouvriers	56	5.6%	0.6%	33	5.9%	0.6%	23	5.3%	0.5%	0	0.0%	0.0%
Retraités	211	21.2%	1.5%	112	20.2%	1.7%	99	22.5%	1.3%	0	0.0%	0.0%
Autres inactifs	87	8.7%	2.1%	40	7.2%	2.5%	47	10.6%	1.9%	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	181	18.2%	1.8%	76	13.7%	1.8%	105	24.0%	1.8%	66	12.3%	3.6%
2 personnes	326	32.8%	1.8%	201	36.1%	2.3%	125	28.6%	1.4%	155	29.0%	3.6%
3 personnes	205	20.7%	2.3%	125	22.5%	2.7%	81	18.4%	1.8%	105	19.6%	2.8%
4 personnes	191	19.2%	2.1%	106	19.2%	2.3%	85	19.3%	1.8%	131	24.5%	2.8%
5 personnes et +	90	9.1%	1.7%	47	8.5%	1.8%	43	9.7%	1.6%	78	14.6%	2.9%
Présence d'enfants de moins de 15 ans												
Oui	281	28.2%	1.8%	163	29.4%	2.2%	118	26.8%	1.5%	183	34.2%	2.4%
Non	713	71.8%	2.0%	392	70.6%	2.3%	321	73.2%	1.7%	353	65.8%	3.7%
Habitat												
Communes rurales	114	11.5%	1.0%	71	12.8%	1.3%	42	9.7%	0.7%	54	10.1%	1.7%
Agglo. - 20 000 hab	108	10.9%	1.2%	60	10.7%	1.4%	48	11.0%	1.0%	58	10.8%	2.3%
Agglo. 20 000 à 100 000 hab	65	6.6%	0.9%	33	6.0%	1.0%	32	7.3%	0.9%	34	6.4%	1.8%
Agglo. + 100 000 hab	381	38.4%	2.5%	215	38.7%	2.9%	167	38.0%	2.1%	212	39.6%	3.7%
Agglo. Paris	325	32.7%	3.8%	176	31.7%	4.3%	149	34.0%	3.4%	178	33.1%	4.4%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	340	34.2%	3.6%	188	33.8%	4.1%	153	34.8%	3.1%	184	34.2%	4.1%
Nord Pas de Calais	30	3.0%	0.9%	14	2.4%	0.9%	16	3.6%	0.9%	17	3.2%	1.9%
Lorraine	31	3.2%	1.6%	20	3.5%	2.1%	12	2.7%	1.2%	11	2.1%	2.1%
Alsace	35	3.5%	2.3%	22	4.0%	3.0%	13	2.9%	1.6%	24	4.5%	5.3%
Franche-Comté	9	0.9%	1.0%	8	1.5%	1.8%	1	0.3%	0.2%	5	0.9%	1.8%
Champagne Ardennes	9	0.9%	0.8%	3	0.5%	0.6%	6	1.3%	1.0%	5	0.9%	1.7%
Picardie	17	1.8%	1.1%	7	1.3%	1.0%	10	2.3%	1.3%	12	2.3%	2.8%
Bourgogne	14	1.4%	1.0%	6	1.2%	1.0%	8	1.8%	1.1%	7	1.4%	2.0%
Haute Normandie	23	2.4%	1.6%	14	2.6%	2.0%	9	2.0%	1.1%	16	2.9%	3.4%
Basse Normandie	8	0.8%	0.6%	6	1.1%	1.0%	2	0.4%	0.3%	6	1.2%	1.8%
Centre	30	3.0%	1.4%	12	2.2%	1.2%	18	4.0%	1.6%	13	2.5%	2.2%
Pays de Loire	29	2.9%	1.0%	17	3.1%	1.2%	12	2.7%	0.8%	17	3.2%	1.8%
Bretagne	30	3.0%	1.1%	17	3.1%	1.3%	13	2.9%	0.9%	21	3.9%	2.7%
Poitou Charentes	15	1.5%	1.0%	10	1.9%	1.5%	5	1.1%	0.6%	5	1.0%	1.4%
Aquitaine	60	6.1%	2.2%	37	6.6%	2.8%	24	5.4%	1.7%	29	5.5%	3.4%
Midi Pyrénées	58	5.8%	2.4%	33	5.9%	2.8%	25	5.7%	2.0%	25	4.7%	3.1%
Limousin	8	0.8%	1.2%	4	0.7%	1.3%	4	0.9%	1.2%	4	0.8%	2.9%
Auvergne	17	1.7%	1.5%	9	1.7%	1.7%	8	1.8%	1.4%	7	1.3%	2.3%
Rhône Alpes	114	11.4%	2.2%	72	13.0%	2.9%	41	9.4%	1.6%	66	12.3%	3.6%
Languedoc Roussillon	41	4.1%	1.8%	18	3.2%	1.7%	23	5.4%	2.0%	16	3.1%	2.3%
Provence Alpes Côte d'Azur. Corse	76	7.7%	1.8%	38	6.8%	1.8%	38	8.7%	1.7%	43	8.1%	3.1%
Habitudes de connexion à Internet												
Tous les jours	826	83.1%	2.5%	456	82.1%	2.8%	370	84.4%	2.3%	484	90.1%	3.4%
Presque tous les jours	91	9.1%	1.5%	54	9.7%	1.9%	37	8.4%	1.2%	37	6.8%	1.8%
1 à 2 fois par semaine	31	3.1%	1.2%	21	3.8%	1.9%	10	2.3%	0.7%	9	1.7%	1.4%
1 à 3 fois par mois	1	0.1%	0.2%	1	0.2%	0.6%	0	0.0%	0.0%	0	0.0%	0.0%
Moins souvent	7	0.7%	0.7%	1	0.1%	0.2%	6	1.4%	1.2%	1	0.2%	1.2%

Lecture Dernière Période

	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	32	3.2%	1.7%	22	3.9%	3.0%	11	2.4%	0.9%	3	0.6%	2.1%
De 9 000 à moins de 12 000 euros par an	21	2.2%	0.7%	8	1.5%	0.7%	13	3.0%	0.7%	3	0.6%	1.4%
De 12 000 à moins de 18 000 euros par an	48	4.8%	0.8%	10	1.8%	0.4%	38	8.6%	1.1%	20	3.6%	3.0%
De 18 000 à moins de 24 000 euros par an	74	7.4%	1.1%	45	8.0%	1.4%	29	6.6%	0.8%	28	5.3%	2.0%
De 24 000 à moins de 36 000 euros par an	203	20.4%	1.8%	102	18.3%	1.9%	101	23.1%	1.8%	91	16.9%	2.6%
De 36 000 à moins de 45 000 euros par an	121	12.2%	1.7%	87	15.6%	2.4%	34	7.9%	1.0%	69	12.9%	2.3%
De 45 000 à moins de 65 000 euros par an	234	23.5%	3.5%	149	26.8%	4.0%	85	19.4%	2.8%	138	25.7%	3.6%
De 65 000 à moins de 80 000 euros par an	98	9.9%	5.1%	61	10.9%	5.3%	38	8.6%	4.7%	74	13.8%	5.7%
De 80 000 à moins de 115 000 euros par an	48	4.9%	3.9%	25	4.5%	3.4%	23	5.3%	4.8%	33	6.1%	3.7%
115 000 euros et plus par an	23	2.3%	4.4%	7	1.3%	2.4%	16	3.7%	7.0%	23	4.2%	5.0%
Refus	61	6.1%	1.7%	28	5.1%	1.9%	33	7.4%	1.6%	32	6.0%	2.7%
Ne sait pas	30	3.0%	1.6%	13	2.3%	1.6%	17	4.0%	1.6%	23	4.2%	2.9%