

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	1194	100.0%	2.3%	625	100.0%	2.5%	569	100.0%	2.1%	640	100.0%	3.7%
<b>Sexe</b>												
<b>Homme</b>	625	52.3%	2.5%	625	100.0%	2.5%	0	0.0%	0.0%	378	59.0%	4.3%
<b>Femme</b>	569	47.7%	2.1%	0	0.0%	0.0%	569	100.0%	2.1%	262	41.0%	3.0%
<b>Age</b>												
<b>15 à 24 ans</b>	119	9.9%	1.6%	53	8.4%	1.4%	66	11.6%	1.8%	68	10.7%	2.2%
<b>25 à 34 ans</b>	183	15.3%	2.4%	124	19.8%	3.3%	59	10.4%	1.5%	115	17.9%	3.5%
<b>35 à 49 ans</b>	335	28.1%	2.7%	199	31.8%	3.2%	136	24.0%	2.2%	251	39.3%	4.1%
<b>50 à 59 ans</b>	262	22.0%	2.9%	132	21.2%	2.9%	130	22.8%	2.8%	159	24.8%	4.2%
<b>60 ans et plus</b>	295	24.7%	2.0%	117	18.8%	1.8%	178	31.3%	2.1%	47	7.3%	5.2%
<b>Individu</b>												
<b>Ménagères</b>	513	42.9%	2.2%	0	0.0%	0.0%	513	90.1%	2.2%	233	36.4%	3.3%
<b>Personne de référence</b>	727	60.9%	2.6%	549	87.9%	2.7%	178	31.3%	2.3%	391	61.0%	4.7%
<b>Responsable des achats</b>	842	70.5%	2.4%	352	56.3%	2.8%	491	86.2%	2.2%	440	68.8%	4.0%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	2	0.2%	0.4%	1	0.2%	0.3%	1	0.1%	0.6%	0	0.0%	0.0%
<b>Petits patrons</b>	43	3.6%	2.7%	40	6.4%	3.5%	3	0.6%	0.7%	39	6.2%	2.8%
<b>Affaires et Cadres</b>	336	28.1%	6.6%	213	34.1%	7.2%	123	21.6%	5.8%	317	49.6%	6.9%
<b>Professions intermédiaires</b>	157	13.1%	2.3%	93	14.9%	2.7%	64	11.2%	1.9%	139	21.7%	2.5%
<b>Employés</b>	139	11.7%	1.7%	57	9.1%	2.8%	82	14.5%	1.3%	41	6.4%	2.2%
<b>Ouvriers</b>	70	5.9%	1.1%	52	8.3%	1.0%	18	3.2%	1.4%	8	1.2%	1.9%
<b>Retraités</b>	241	20.2%	1.9%	93	14.9%	1.6%	148	25.9%	2.2%	9	1.3%	3.2%
<b>Autres inactifs</b>	206	17.2%	2.0%	76	12.1%	2.0%	130	22.8%	2.0%	87	13.7%	2.7%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	3	0.3%	0.4%	1	0.2%	0.3%	2	0.4%	0.6%	0	0.0%	0.0%
<b>Petits patrons</b>	76	6.4%	2.9%	49	7.8%	3.7%	27	4.7%	2.1%	76	11.8%	2.9%
<b>Affaires et Cadres</b>	382	32.0%	5.3%	225	36.0%	6.3%	158	27.7%	4.3%	382	59.7%	5.3%
<b>Professions intermédiaires</b>	182	15.2%	2.4%	104	16.7%	2.7%	77	13.6%	2.1%	182	28.4%	2.4%
<b>Employés</b>	96	8.0%	1.8%	60	9.6%	2.7%	36	6.3%	1.1%	0	0.0%	0.0%
<b>Ouvriers</b>	85	7.1%	0.9%	48	7.8%	0.9%	37	6.5%	0.8%	0	0.0%	0.0%
<b>Retraités</b>	295	24.7%	2.1%	104	16.7%	1.6%	191	33.6%	2.4%	0	0.0%	0.0%
<b>Autres inactifs</b>	74	6.2%	1.8%	33	5.3%	2.1%	41	7.1%	1.6%	0	0.0%	0.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Taille du foyer</b>												
<b>1 personne</b>	238	19.9%	2.4%	103	16.4%	2.4%	135	23.8%	2.4%	86	13.4%	4.6%
<b>2 personnes</b>	475	39.8%	2.7%	237	38.0%	2.7%	237	41.7%	2.6%	211	32.9%	4.9%
<b>3 personnes</b>	207	17.3%	2.3%	108	17.4%	2.4%	99	17.3%	2.2%	147	22.9%	3.9%
<b>4 personnes</b>	183	15.3%	2.0%	112	17.8%	2.4%	72	12.6%	1.5%	127	19.8%	2.7%
<b>5 personnes et +</b>	91	7.6%	1.7%	65	10.4%	2.5%	26	4.6%	1.0%	70	11.0%	2.6%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	290	24.3%	1.9%	187	30.0%	2.6%	102	18.0%	1.3%	219	34.2%	2.8%
<b>Non</b>	904	75.7%	2.5%	438	70.0%	2.5%	467	82.0%	2.5%	421	65.8%	4.4%
<b>Habitat</b>												
<b>Communes rurales</b>	136	11.4%	1.2%	72	11.4%	1.3%	64	11.3%	1.1%	51	8.0%	1.6%
<b>Agglo. - 20 000 hab</b>	119	10.0%	1.3%	58	9.3%	1.3%	62	10.8%	1.3%	55	8.7%	2.2%
<b>Agglo. 20 000 à 100 000 hab</b>	92	7.7%	1.3%	51	8.2%	1.6%	40	7.1%	1.1%	42	6.6%	2.3%
<b>Agglo. + 100 000 hab</b>	456	38.2%	3.0%	248	39.6%	3.3%	208	36.6%	2.6%	244	38.1%	4.3%
<b>Agglo. Paris</b>	391	32.8%	4.6%	196	31.4%	4.8%	195	34.2%	4.4%	247	38.6%	6.1%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Régions INSEE</b>												
Ile de France	403	33.8%	4.2%	204	32.7%	4.5%	199	35.0%	4.0%	256	40.0%	5.8%
Nord Pas de Calais	67	5.6%	2.1%	34	5.4%	2.2%	34	5.9%	2.0%	28	4.4%	3.0%
Lorraine	32	2.7%	1.7%	14	2.3%	1.5%	18	3.1%	1.8%	11	1.7%	2.0%
Alsace	29	2.4%	1.9%	15	2.4%	2.0%	14	2.5%	1.8%	18	2.7%	3.8%
Franche-Comté	22	1.9%	2.3%	15	2.5%	3.3%	7	1.2%	1.4%	10	1.5%	3.7%
Champagne Ardennes	18	1.5%	1.6%	8	1.3%	1.5%	10	1.7%	1.7%	10	1.5%	3.3%
Picardie	19	1.6%	1.3%	13	2.0%	1.7%	7	1.2%	0.8%	13	2.1%	3.0%
Bourgogne	32	2.7%	2.4%	21	3.3%	3.2%	11	2.0%	1.6%	17	2.7%	4.7%
Haute Normandie	20	1.6%	1.3%	9	1.5%	1.3%	10	1.8%	1.3%	11	1.7%	2.4%
Basse Normandie	5	0.4%	0.4%	5	0.8%	0.8%	0	0.0%	0.0%	2	0.3%	0.5%
Centre	29	2.4%	1.4%	20	3.2%	2.0%	8	1.5%	0.8%	10	1.5%	1.6%
Pays de Loire	59	4.9%	2.0%	33	5.2%	2.3%	26	4.6%	1.7%	36	5.6%	3.7%
Bretagne	68	5.7%	2.6%	30	4.8%	2.3%	38	6.7%	2.8%	23	3.6%	3.0%
Poitou Charentes	19	1.6%	1.3%	12	1.9%	1.7%	7	1.3%	1.0%	8	1.3%	2.1%
Aquitaine	38	3.2%	1.4%	20	3.2%	1.5%	18	3.2%	1.3%	22	3.5%	2.6%
Midi Pyrénées	14	1.2%	0.6%	9	1.4%	0.8%	5	0.9%	0.4%	9	1.5%	1.2%
Limousin	1	0.1%	0.2%	1	0.2%	0.4%	0	0.0%	0.0%	0	0.0%	0.0%
Auvergne	9	0.7%	0.8%	2	0.4%	0.5%	6	1.1%	1.1%	5	0.7%	1.5%
Rhône Alpes	147	12.3%	2.9%	80	12.7%	3.2%	68	11.9%	2.5%	76	11.9%	4.2%
Languedoc Roussillon	52	4.4%	2.3%	16	2.6%	1.5%	36	6.4%	3.1%	30	4.7%	4.2%
Provence Alpes Côte d'Azur. Corse	111	9.3%	2.6%	65	10.4%	3.2%	46	8.1%	2.0%	46	7.1%	3.2%
<b>Habitudes de connexion à Internet</b>												
Tous les jours	962	80.6%	3.0%	541	86.5%	3.3%	421	74.0%	2.6%	569	89.0%	4.0%
Presque tous les jours	126	10.6%	2.1%	54	8.7%	1.9%	72	12.6%	2.3%	46	7.1%	2.3%
1 à 2 fois par semaine	46	3.8%	1.7%	9	1.4%	0.8%	37	6.4%	2.5%	20	3.1%	3.0%
1 à 3 fois par mois	1	0.1%	0.2%	1	0.1%	0.4%	0	0.1%	0.1%	0	0.1%	0.6%
Moins souvent	6	0.5%	0.6%	0	0.1%	0.1%	5	0.9%	1.0%	1	0.2%	1.5%
Jamais	1	0.1%	0.9%	0	0.0%	0.0%	1	0.2%	2.0%	1	0.1%	20.4%

Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Revenus du foyer</b>												
Moins de 9 000 euros par an	26	2.2%	1.4%	3	0.5%	0.4%	23	4.1%	2.0%	2	0.4%	1.4%
De 9 000 à moins de 12 000 euros par an	30	2.5%	1.0%	17	2.8%	1.5%	12	2.2%	0.7%	2	0.3%	0.7%
De 12 000 à moins de 18 000 euros par an	74	6.2%	1.2%	33	5.3%	1.3%	41	7.2%	1.2%	18	2.8%	2.7%
De 18 000 à moins de 24 000 euros par an	108	9.0%	1.6%	52	8.3%	1.7%	56	9.8%	1.5%	38	5.9%	2.6%
De 24 000 à moins de 36 000 euros par an	184	15.4%	1.7%	87	13.9%	1.6%	97	17.1%	1.7%	77	12.0%	2.2%
De 36 000 à moins de 45 000 euros par an	176	14.7%	2.5%	92	14.7%	2.5%	84	14.8%	2.6%	99	15.5%	3.3%
De 45 000 à moins de 65 000 euros par an	231	19.3%	3.4%	124	19.9%	3.4%	107	18.7%	3.5%	146	22.8%	3.9%
De 65 000 à moins de 80 000 euros par an	121	10.1%	6.2%	79	12.7%	7.0%	41	7.2%	5.1%	91	14.3%	7.0%
De 80 000 à moins de 115 000 euros par an	103	8.6%	8.4%	68	11.0%	9.2%	35	6.1%	7.2%	71	11.1%	8.0%
115 000 euros et plus par an	43	3.6%	8.3%	28	4.6%	9.6%	15	2.6%	6.5%	41	6.4%	9.0%
Refus	65	5.5%	1.8%	27	4.3%	1.8%	38	6.8%	1.9%	33	5.1%	2.7%
Ne sait pas	33	2.7%	1.8%	13	2.1%	1.7%	19	3.4%	1.8%	24	3.7%	3.1%