

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	358	100.0%	0.7%	49	100.0%	0.2%	309	100.0%	1.2%	149	100.0%	0.9%
Sexe												
Homme	49	13.7%	0.2%	49	100.0%	0.2%	0	0.0%	0.0%	23	15.4%	0.3%
Femme	309	86.3%	1.2%	0	0.0%	0.0%	309	100.0%	1.2%	126	84.6%	1.5%
Age												
15 à 24 ans	39	11.0%	0.5%	0	0.6%	0.0%	39	12.7%	1.1%	8	5.4%	0.3%
25 à 34 ans	120	33.4%	1.6%	12	24.6%	0.3%	108	34.8%	2.8%	61	41.2%	1.8%
35 à 49 ans	141	39.3%	1.1%	33	67.5%	0.5%	108	34.8%	1.7%	58	38.7%	0.9%
50 à 59 ans	49	13.6%	0.5%	3	5.5%	0.1%	46	14.9%	1.0%	19	12.7%	0.5%
60 ans et plus	10	2.7%	0.1%	1	1.8%	0.0%	9	2.9%	0.1%	3	2.0%	0.3%
Individu												
Ménagères	275	76.8%	1.2%	0	0.0%	0.0%	275	89.0%	1.2%	121	80.9%	1.7%
Personne de référence	105	29.2%	0.4%	46	94.7%	0.2%	58	18.9%	0.7%	36	24.4%	0.4%
Responsable des achats	289	80.7%	0.8%	32	65.5%	0.3%	257	83.1%	1.1%	123	82.7%	1.1%
PCS Individu												
Petits patrons	9	2.4%	0.5%	6	11.8%	0.5%	3	0.9%	0.6%	6	3.9%	0.4%
Affaires et Cadres	35	9.7%	0.7%	8	16.7%	0.3%	26	8.6%	1.2%	35	23.3%	0.8%
Professions intermédiaires	82	22.8%	1.2%	9	17.8%	0.3%	73	23.6%	2.1%	60	40.5%	1.1%
Employés	169	47.3%	2.1%	10	19.4%	0.5%	160	51.7%	2.6%	36	24.3%	2.0%
Ouvriers	20	5.5%	0.3%	12	23.6%	0.2%	8	2.7%	0.6%	2	1.3%	0.5%
Retraités	10	2.8%	0.1%	1	1.8%	0.0%	9	3.0%	0.1%	3	2.2%	1.2%
Autres inactifs	34	9.5%	0.3%	4	8.8%	0.1%	30	9.6%	0.5%	7	4.6%	0.2%
PCS Personne de référence												
Agriculteurs	3	0.9%	0.4%	0	0.0%	0.0%	3	1.0%	0.9%	0	0.0%	0.0%
Petits patrons	29	8.1%	1.1%	6	11.8%	0.4%	23	7.5%	1.8%	29	19.5%	1.1%
Affaires et Cadres	45	12.5%	0.6%	8	16.7%	0.2%	37	11.9%	1.0%	45	30.1%	0.6%
Professions intermédiaires	75	21.0%	1.0%	9	18.4%	0.2%	66	21.4%	1.8%	75	50.4%	1.0%
Employés	77	21.5%	1.4%	10	19.4%	0.4%	67	21.8%	2.1%	0	0.0%	0.0%
Ouvriers	95	26.5%	1.0%	12	23.6%	0.2%	83	27.0%	1.9%	0	0.0%	0.0%
Retraités	19	5.2%	0.1%	1	1.8%	0.0%	18	5.7%	0.2%	0	0.0%	0.0%
Autres inactifs	15	4.3%	0.4%	4	8.2%	0.3%	11	3.7%	0.5%	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	30	8.5%	0.3%	9	18.9%	0.2%	21	6.9%	0.4%	2	1.2%	0.1%
2 personnes	53	14.9%	0.3%	5	10.3%	0.1%	48	15.6%	0.5%	21	14.0%	0.5%
3 personnes	99	27.8%	1.1%	10	20.9%	0.2%	89	28.9%	2.0%	52	34.7%	1.4%
4 personnes	105	29.3%	1.1%	15	30.2%	0.3%	90	29.2%	1.9%	58	38.7%	1.2%
5 personnes et +	70	19.5%	1.3%	10	19.7%	0.4%	60	19.5%	2.2%	17	11.3%	0.6%
Présence d'enfants de moins de 15 ans												
Oui	238	66.6%	1.5%	32	66.2%	0.4%	206	66.7%	2.5%	114	76.3%	1.5%
Non	120	33.4%	0.3%	17	33.8%	0.1%	103	33.3%	0.6%	35	23.7%	0.4%
Habitat												
Communes rurales	72	20.0%	0.6%	7	15.3%	0.1%	64	20.8%	1.0%	24	16.1%	0.7%
Agglo. - 20 000 hab	58	16.2%	0.6%	6	11.3%	0.1%	52	17.0%	1.1%	24	16.4%	1.0%
Agglo. 20 000 à 100 000 hab	48	13.5%	0.7%	6	12.1%	0.2%	42	13.7%	1.2%	13	8.6%	0.7%
Agglo. + 100 000 hab	99	27.8%	0.6%	19	38.0%	0.3%	81	26.2%	1.0%	48	32.0%	0.8%
Agglo. Paris	81	22.5%	1.0%	11	23.3%	0.3%	69	22.4%	1.6%	40	27.0%	1.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	90	25.2%	0.9%	11	23.3%	0.3%	79	25.5%	1.6%	50	33.4%	1.1%
Nord Pas de Calais	21	5.8%	0.7%	3	5.5%	0.2%	18	5.9%	1.1%	10	6.5%	1.0%
Lorraine	7	1.9%	0.4%	1	1.4%	0.1%	6	2.0%	0.6%	3	2.1%	0.6%
Alsace	16	4.5%	1.1%	0	0.0%	0.0%	16	5.3%	2.1%	2	1.1%	0.3%
Franche-Comté	6	1.7%	0.7%	3	5.2%	0.5%	4	1.2%	0.8%	1	1.0%	0.5%
Champagne Ardennes	10	2.8%	0.9%	1	1.6%	0.2%	9	3.0%	1.7%	4	2.4%	1.2%
Picardie	12	3.4%	0.8%	5	9.6%	0.6%	8	2.4%	1.0%	1	0.4%	0.1%
Bourgogne	8	2.2%	0.6%	3	6.3%	0.5%	5	1.6%	0.7%	1	0.9%	0.4%
Haute Normandie	14	3.9%	0.9%	0	0.0%	0.0%	14	4.5%	1.8%	8	5.4%	1.7%
Basse Normandie	8	2.3%	0.7%	1	1.1%	0.1%	8	2.4%	1.2%	3	1.9%	0.8%
Centre	8	2.3%	0.4%	0	0.0%	0.0%	8	2.7%	0.8%	5	3.1%	0.7%
Pays de Loire	25	7.0%	0.9%	0	0.0%	0.0%	25	8.1%	1.6%	11	7.1%	1.1%
Bretagne	4	1.1%	0.2%	1	2.9%	0.1%	3	0.8%	0.2%	1	1.0%	0.2%
Poitou Charentes	10	2.7%	0.6%	1	2.5%	0.2%	8	2.7%	1.1%	5	3.6%	1.3%
Aquitaine	16	4.5%	0.6%	3	5.2%	0.2%	13	4.4%	0.9%	8	5.3%	0.9%
Midi Pyrénées	16	4.4%	0.7%	2	4.6%	0.2%	14	4.4%	1.1%	4	2.5%	0.5%
Limousin	8	2.2%	1.3%	3	6.3%	1.0%	5	1.5%	1.4%	4	2.8%	2.7%
Auvergne	10	2.8%	0.9%	1	2.8%	0.3%	9	2.8%	1.5%	4	2.7%	1.3%
Rhône Alpes	36	10.1%	0.7%	10	19.5%	0.4%	26	8.6%	1.0%	12	7.7%	0.6%
Languedoc Roussillon	15	4.1%	0.7%	0	0.0%	0.0%	15	4.7%	1.2%	5	3.5%	0.7%
Provence Alpes Côte d'Azur. Corse	18	5.1%	0.4%	1	2.3%	0.1%	17	5.5%	0.7%	8	5.5%	0.6%
Habitudes de connexion à Internet												
Tous les jours	219	61.2%	0.7%	28	57.5%	0.2%	191	61.8%	1.2%	103	68.9%	0.7%
Presque tous les jours	63	17.7%	1.1%	9	18.5%	0.3%	54	17.6%	1.8%	34	22.9%	1.7%
1 à 2 fois par semaine	42	11.6%	1.6%	5	9.4%	0.4%	37	12.0%	2.5%	9	6.0%	1.4%
1 à 3 fois par mois	7	2.0%	1.3%	0	0.0%	0.0%	7	2.3%	2.2%	0	0.0%	0.0%
Moins souvent	4	1.2%	0.4%	0	0.0%	0.0%	4	1.3%	0.8%	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	8	2.3%	0.4%	3	7.1%	0.5%	5	1.6%	0.4%	1	0.8%	0.7%
De 9 000 à moins de 12 000 euros par an	20	5.7%	0.7%	4	7.4%	0.3%	17	5.4%	0.9%	0	0.0%	0.0%
De 12 000 à moins de 18 000 euros par an	37	10.3%	0.6%	7	14.6%	0.3%	30	9.7%	0.9%	8	5.7%	1.3%
De 18 000 à moins de 24 000 euros par an	56	15.7%	0.8%	6	12.7%	0.2%	50	16.1%	1.3%	14	9.6%	1.0%
De 24 000 à moins de 36 000 euros par an	94	26.3%	0.9%	5	9.6%	0.1%	89	28.9%	1.6%	35	23.7%	1.0%
De 36 000 à moins de 45 000 euros par an	63	17.5%	0.9%	14	28.0%	0.4%	49	15.8%	1.5%	34	22.9%	1.1%
De 45 000 à moins de 65 000 euros par an	39	10.9%	0.6%	3	7.1%	0.1%	36	11.5%	1.2%	30	20.0%	0.8%
De 65 000 à moins de 80 000 euros par an	9	2.4%	0.4%	4	8.0%	0.3%	5	1.5%	0.6%	9	5.7%	0.7%
De 80 000 à moins de 115 000 euros par an	4	1.0%	0.3%	0	0.0%	0.0%	4	1.2%	0.8%	4	2.5%	0.4%
115 000 euros et plus par an	4	1.1%	0.7%	2	4.5%	0.8%	2	0.5%	0.7%	4	2.5%	0.8%
Refus	18	5.0%	0.5%	0	0.9%	0.0%	17	5.7%	0.8%	9	6.0%	0.7%
Ne sait pas	7	1.9%	0.4%	0	0.0%	0.0%	7	2.2%	0.6%	1	0.5%	0.1%