

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	1009	100.0%	1.9%	111	100.0%	0.4%	898	100.0%	3.3%	398	100.0%	2.3%
Sexe												
Homme	111	11.0%	0.4%	111	100.0%	0.4%	0	0.0%	0.0%	49	12.2%	0.6%
Femme	898	89.0%	3.3%	0	0.0%	0.0%	898	100.0%	3.3%	350	87.8%	4.0%
Age												
15 à 24 ans	52	5.1%	0.7%	6	5.6%	0.2%	45	5.1%	1.3%	13	3.3%	0.4%
25 à 34 ans	448	44.4%	5.9%	39	35.4%	1.1%	409	45.6%	10.5%	189	47.5%	5.7%
35 à 49 ans	358	35.5%	2.9%	49	43.8%	0.8%	309	34.4%	4.9%	172	43.2%	2.8%
50 à 59 ans	92	9.1%	1.0%	11	9.5%	0.2%	81	9.0%	1.7%	21	5.4%	0.5%
60 ans et plus	59	5.9%	0.4%	6	5.8%	0.1%	53	5.9%	0.6%	2	0.6%	0.2%
Individu												
Ménagères	848	84.1%	3.7%	0	0.0%	0.0%	848	94.5%	3.7%	345	86.6%	4.9%
Personne de référence	277	27.4%	1.0%	103	92.3%	0.5%	174	19.4%	2.2%	74	18.6%	0.9%
Responsable des achats	879	87.1%	2.5%	73	65.6%	0.6%	806	89.8%	3.5%	351	88.1%	3.2%
PCS Individu												
Agriculteurs	9	0.9%	1.8%	3	2.7%	0.8%	6	0.7%	4.1%	0	0.0%	0.0%
Petits patrons	20	2.0%	1.2%	1	1.3%	0.1%	18	2.0%	3.5%	14	3.6%	1.0%
Affaires et Cadres	105	10.4%	2.1%	17	15.0%	0.6%	88	9.8%	4.1%	89	22.4%	1.9%
Professions intermédiaires	186	18.4%	2.7%	26	23.5%	0.8%	160	17.8%	4.6%	128	32.2%	2.3%
Employés	369	36.6%	4.5%	18	16.4%	0.8%	351	39.1%	5.7%	120	30.1%	6.6%
Ouvriers	87	8.7%	1.4%	29	26.0%	0.6%	58	6.5%	4.2%	17	4.2%	4.1%
Retraités	48	4.7%	0.4%	6	5.8%	0.1%	41	4.6%	0.6%	0	0.0%	0.1%
Autres inactifs	185	18.3%	1.8%	10	9.3%	0.3%	174	19.4%	2.7%	30	7.4%	0.9%
PCS Personne de référence												
Agriculteurs	13	1.3%	1.6%	3	2.7%	0.7%	10	1.1%	2.5%	0	0.0%	0.0%
Petits patrons	63	6.2%	2.4%	3	2.5%	0.2%	60	6.7%	4.5%	63	15.8%	2.4%
Affaires et Cadres	137	13.6%	1.9%	16	14.0%	0.4%	122	13.5%	3.3%	137	34.4%	1.9%
Professions intermédiaires	198	19.7%	2.6%	30	27.3%	0.8%	168	18.7%	4.6%	198	49.8%	2.6%
Employés	194	19.2%	3.6%	14	12.6%	0.6%	180	20.0%	5.8%	0	0.0%	0.0%
Ouvriers	261	25.9%	2.7%	30	27.4%	0.6%	231	25.7%	5.2%	0	0.0%	0.0%
Retraités	56	5.6%	0.4%	8	6.8%	0.1%	48	5.4%	0.6%	0	0.0%	0.0%
Autres inactifs	87	8.6%	2.1%	8	6.8%	0.5%	79	8.8%	3.2%	0	0.0%	0.0%

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Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du foyer												
1 personne	54	5.4%	0.5%	8	7.6%	0.2%	46	5.1%	0.8%	8	2.0%	0.5%
2 personnes	150	14.9%	0.8%	16	14.2%	0.2%	134	14.9%	1.5%	50	12.6%	1.1%
3 personnes	287	28.4%	3.1%	36	32.2%	0.8%	251	27.9%	5.5%	118	29.7%	3.1%
4 personnes	286	28.3%	3.1%	23	20.4%	0.5%	263	29.3%	5.5%	129	32.3%	2.6%
5 personnes et +	233	23.1%	4.3%	28	25.6%	1.1%	204	22.7%	7.4%	93	23.4%	3.5%
Présence d'enfants de moins de 15 ans												
Oui	759	75.2%	4.9%	78	70.4%	1.1%	681	75.8%	8.2%	333	83.7%	4.3%
Non	250	24.8%	0.7%	33	29.6%	0.2%	217	24.2%	1.2%	65	16.3%	0.7%
Habitat												
Communes rurales	237	23.5%	2.0%	19	16.7%	0.3%	218	24.3%	3.5%	90	22.6%	2.7%
Agglo. - 20 000 hab	172	17.0%	1.9%	13	11.3%	0.3%	159	17.8%	3.4%	69	17.3%	2.7%
Agglo. 20 000 à 100 000 hab	152	15.1%	2.2%	15	13.9%	0.5%	137	15.2%	3.8%	38	9.5%	2.1%
Agglo. + 100 000 hab	292	28.9%	1.9%	39	35.0%	0.5%	253	28.2%	3.2%	114	28.6%	2.0%
Agglo. Paris	156	15.5%	1.8%	26	23.1%	0.6%	130	14.5%	2.9%	87	21.9%	2.2%

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Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	189	18.7%	2.0%	32	28.5%	0.7%	157	17.5%	3.1%	108	27.2%	2.5%
Nord Pas de Calais	79	7.8%	2.4%	11	10.3%	0.8%	67	7.5%	4.0%	25	6.3%	2.7%
Lorraine	34	3.4%	1.8%	7	6.0%	0.7%	28	3.1%	2.8%	10	2.4%	1.7%
Alsace	33	3.3%	2.2%	4	3.6%	0.5%	29	3.2%	3.7%	17	4.2%	3.5%
Franche-Comté	24	2.4%	2.6%	7	6.0%	1.4%	18	2.0%	3.6%	6	1.6%	2.4%
Champagne Ardennes	28	2.8%	2.6%	4	3.5%	0.7%	24	2.7%	4.3%	7	1.7%	2.4%
Picardie	37	3.6%	2.4%	6	5.3%	0.8%	31	3.4%	3.9%	5	1.4%	1.3%
Bourgogne	26	2.6%	1.9%	3	2.3%	0.4%	24	2.6%	3.4%	8	1.9%	2.2%
Haute Normandie	29	2.8%	1.9%	4	4.0%	0.6%	24	2.7%	3.1%	7	1.8%	1.5%
Basse Normandie	20	2.0%	1.7%	0	0.3%	0.1%	20	2.2%	3.2%	8	2.0%	2.2%
Centre	51	5.0%	2.4%	2	2.0%	0.2%	48	5.4%	4.5%	13	3.3%	2.2%
Pays de Loire	58	5.8%	2.0%	6	5.1%	0.4%	53	5.9%	3.5%	26	6.5%	2.7%
Bretagne	47	4.7%	1.8%	3	2.8%	0.2%	44	4.9%	3.2%	23	5.8%	2.8%
Poitou Charentes	27	2.7%	1.8%	1	1.0%	0.2%	26	2.9%	3.3%	9	2.2%	2.1%
Aquitaine	38	3.8%	1.4%	5	4.5%	0.4%	33	3.7%	2.3%	15	3.8%	1.7%
Midi Pyrénées	28	2.7%	1.1%	2	1.7%	0.2%	26	2.9%	2.0%	10	2.6%	1.3%
Limousin	13	1.3%	2.1%	2	2.0%	0.8%	11	1.2%	3.4%	5	1.1%	3.0%
Auvergne	8	0.8%	0.7%	0	0.0%	0.0%	8	0.9%	1.4%	3	0.7%	1.0%
Rhône Alpes	106	10.5%	2.0%	7	6.6%	0.3%	98	11.0%	3.7%	45	11.2%	2.4%
Languedoc Roussillon	48	4.8%	2.1%	0	0.0%	0.0%	48	5.3%	4.0%	18	4.6%	2.5%
Provence Alpes Côte d'Azur. Corse	85	8.5%	2.0%	5	4.4%	0.2%	81	9.0%	3.5%	30	7.6%	2.0%
Habitudes de connexion à Internet												
Tous les jours	764	75.7%	2.3%	92	83.2%	0.6%	671	74.8%	4.0%	341	85.6%	2.3%
Presque tous les jours	120	11.9%	2.0%	10	8.6%	0.3%	111	12.3%	3.5%	47	11.9%	2.4%
1 à 2 fois par semaine	29	2.9%	1.2%	6	5.8%	0.6%	23	2.6%	1.7%	6	1.6%	1.0%
1 à 3 fois par mois	16	1.6%	3.1%	0	0.0%	0.0%	16	1.8%	5.2%	4	0.9%	6.0%
Moins souvent	24	2.4%	2.9%	0	0.0%	0.0%	24	2.7%	5.2%	0	0.0%	0.0%

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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%	3	3.0%	0.4%	29	3.2%	2.7%	1	0.3%	0.8%
De 9 000 à moins de 12 000 euros par an	46	4.6%	1.6%	0	0.0%	0.0%	46	5.1%	2.6%	9	2.3%	3.5%
De 12 000 à moins de 18 000 euros par an	114	11.3%	1.9%	8	6.9%	0.3%	107	11.9%	3.1%	18	4.6%	2.5%
De 18 000 à moins de 24 000 euros par an	160	15.9%	2.4%	12	10.4%	0.4%	149	16.6%	4.2%	36	8.9%	2.6%
De 24 000 à moins de 36 000 euros par an	262	25.9%	2.4%	34	30.5%	0.6%	228	25.4%	4.0%	100	25.2%	3.0%
De 36 000 à moins de 45 000 euros par an	157	15.6%	2.2%	28	25.6%	0.8%	129	14.4%	3.9%	89	22.3%	2.9%
De 45 000 à moins de 65 000 euros par an	142	14.1%	2.1%	19	16.9%	0.5%	123	13.7%	3.8%	95	23.7%	2.5%
De 65 000 à moins de 80 000 euros par an	25	2.5%	1.3%	4	4.0%	0.4%	21	2.3%	2.5%	13	3.4%	1.0%
De 80 000 à moins de 115 000 euros par an	12	1.2%	1.0%	0	0.0%	0.0%	12	1.3%	2.4%	12	3.0%	1.3%
115 000 euros et plus par an	7	0.7%	1.2%	1	1.3%	0.4%	6	0.6%	2.5%	6	1.4%	1.1%
Refus	36	3.6%	1.1%	0	0.4%	0.0%	36	4.0%	1.8%	8	2.1%	0.8%
Ne sait pas	14	1.4%	0.6%	1	1.1%	0.1%	13	1.4%	1.0%	11	2.7%	1.2%