

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	2069	100.0%	4.0%	1143	100.0%	4.6%	926	100.0%	3.4%	831	100.0%	4.8%
Sexe												
Homme	1143	55.3%	4.6%	1143	100.0%	4.6%	0	0.0%	0.0%	481	57.8%	5.5%
Femme	926	44.7%	3.4%	0	0.0%	0.0%	926	100.0%	3.4%	351	42.2%	4.1%
Age												
15 à 24 ans	261	12.6%	3.6%	147	12.9%	4.0%	114	12.3%	3.2%	133	16.0%	4.2%
25 à 34 ans	208	10.0%	2.7%	121	10.6%	3.2%	87	9.4%	2.2%	115	13.8%	3.4%
35 à 49 ans	369	17.9%	3.0%	225	19.7%	3.7%	144	15.6%	2.3%	255	30.6%	4.1%
50 à 59 ans	396	19.1%	4.3%	216	18.9%	4.7%	179	19.3%	3.9%	244	29.4%	6.4%
60 ans et plus	835	40.4%	5.5%	433	37.9%	6.5%	402	43.4%	4.7%	84	10.1%	8.6%
Individu												
Ménagères	811	39.2%	3.5%	0	0.0%	0.0%	811	87.6%	3.5%	288	34.7%	4.1%
Personne de référence	1200	58.0%	4.3%	964	84.3%	4.7%	236	25.5%	3.1%	436	52.4%	5.3%
Responsable des achats	1337	64.6%	3.7%	571	49.9%	4.4%	766	82.7%	3.4%	502	60.3%	4.6%
PCS Individu												
Agriculteurs	17	0.8%	3.2%	10	0.9%	2.8%	7	0.7%	4.2%	0	0.0%	0.0%
Petits patrons	56	2.7%	3.5%	49	4.3%	4.4%	7	0.8%	1.4%	53	6.4%	3.6%
Affaires et Cadres	351	17.0%	6.9%	231	20.2%	7.8%	120	12.9%	5.6%	320	38.5%	6.9%
Professions intermédiaires	237	11.4%	3.4%	135	11.8%	4.1%	102	11.0%	2.8%	207	24.9%	3.7%
Employés	234	11.3%	2.8%	97	8.5%	4.4%	137	14.8%	2.3%	80	9.6%	4.4%
Ouvriers	96	4.6%	1.5%	82	7.1%	1.6%	14	1.5%	1.1%	3	0.3%	0.7%
Retraités	687	33.2%	5.5%	379	33.2%	6.3%	308	33.3%	4.7%	13	1.5%	5.2%
Autres inactifs	391	18.9%	3.8%	160	14.0%	4.3%	231	25.0%	3.5%	155	18.6%	4.7%
PCS Personne de référence												
Agriculteurs	20	1.0%	2.5%	12	1.1%	2.9%	8	0.9%	2.1%	0	0.0%	0.0%
Petits patrons	115	5.5%	4.4%	74	6.5%	5.6%	41	4.4%	3.1%	115	13.8%	4.4%
Affaires et Cadres	459	22.2%	6.3%	256	22.4%	7.0%	203	21.9%	5.7%	459	55.2%	6.3%
Professions intermédiaires	258	12.4%	3.4%	151	13.2%	3.9%	107	11.5%	2.9%	258	31.0%	3.4%
Employés	163	7.9%	3.0%	96	8.4%	4.1%	66	7.2%	2.1%	0	0.0%	0.0%
Ouvriers	147	7.1%	1.5%	84	7.3%	1.6%	64	6.9%	1.4%	0	0.0%	0.0%
Retraités	778	37.6%	5.4%	397	34.7%	6.0%	381	41.2%	4.9%	0	0.0%	0.0%
Autres inactifs	129	6.3%	3.2%	74	6.5%	4.8%	56	6.0%	2.2%	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	363	17.6%	3.6%	172	15.1%	3.8%	191	20.6%	3.5%	74	9.0%	4.3%
2 personnes	857	41.4%	4.8%	467	40.8%	5.4%	390	42.1%	4.2%	201	24.2%	4.7%
3 personnes	319	15.4%	3.5%	163	14.2%	3.6%	156	16.9%	3.4%	210	25.2%	5.3%
4 personnes	355	17.2%	3.8%	233	20.4%	5.0%	122	13.2%	2.6%	240	28.8%	4.8%
5 personnes et +	175	8.4%	3.3%	108	9.5%	4.3%	66	7.2%	2.3%	107	12.8%	4.2%
Présence d'enfants de moins de 15 ans												
Oui	485	23.4%	3.1%	286	25.0%	4.0%	199	21.5%	2.4%	314	37.7%	4.1%
Non	1584	76.6%	4.4%	857	75.0%	4.9%	727	78.5%	3.9%	518	62.3%	5.3%
Habitat												
Communes rurales	275	13.3%	2.3%	152	13.3%	2.7%	123	13.3%	2.0%	77	9.2%	2.3%
Agglo. - 20 000 hab	246	11.9%	2.7%	151	13.2%	3.6%	95	10.3%	2.0%	87	10.5%	3.3%
Agglo. 20 000 à 100 000 hab	227	10.9%	3.3%	117	10.2%	3.5%	109	11.8%	3.1%	68	8.2%	3.8%
Agglo. + 100 000 hab	714	34.5%	4.6%	413	36.1%	5.5%	301	32.5%	3.8%	298	35.8%	5.2%
Agglo. Paris	608	29.4%	7.1%	311	27.2%	7.6%	297	32.1%	6.7%	301	36.2%	7.5%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	660	31.9%	6.9%	346	30.3%	7.6%	314	33.9%	6.3%	321	38.6%	7.3%
Nord Pas de Calais	70	3.4%	2.2%	55	4.8%	3.6%	16	1.7%	0.9%	28	3.3%	2.8%
Lorraine	55	2.7%	2.9%	37	3.2%	4.0%	19	2.0%	1.9%	26	3.1%	4.7%
Alsace	54	2.6%	3.6%	36	3.1%	4.8%	19	2.0%	2.4%	19	2.3%	3.9%
Franche-Comté	17	0.8%	1.8%	9	0.8%	2.0%	8	0.9%	1.6%	6	0.7%	2.2%
Champagne Ardennes	37	1.8%	3.4%	22	1.9%	4.2%	15	1.6%	2.7%	14	1.6%	4.6%
Picardie	42	2.0%	2.7%	21	1.8%	2.8%	21	2.2%	2.6%	13	1.6%	3.2%
Bourgogne	44	2.1%	3.2%	30	2.6%	4.5%	14	1.5%	2.0%	10	1.2%	2.8%
Haute Normandie	25	1.2%	1.7%	12	1.1%	1.7%	13	1.4%	1.7%	6	0.8%	1.4%
Basse Normandie	29	1.4%	2.4%	20	1.7%	3.4%	9	1.0%	1.5%	13	1.6%	4.1%
Centre	73	3.5%	3.5%	41	3.6%	4.1%	32	3.5%	2.9%	23	2.7%	3.8%
Pays de Loire	65	3.1%	2.2%	26	2.2%	1.8%	39	4.2%	2.6%	30	3.6%	3.3%
Bretagne	79	3.8%	3.0%	46	4.0%	3.6%	33	3.6%	2.4%	28	3.4%	3.5%
Poitou Charentes	40	2.0%	2.7%	25	2.2%	3.6%	15	1.6%	2.0%	13	1.5%	3.2%
Aquitaine	133	6.4%	4.8%	73	6.4%	5.6%	60	6.4%	4.1%	43	5.2%	5.1%
Midi Pyrénées	74	3.6%	3.0%	41	3.6%	3.5%	32	3.5%	2.6%	20	2.4%	2.6%
Limousin	24	1.1%	3.8%	13	1.1%	4.4%	11	1.1%	3.3%	4	0.4%	2.2%
Auvergne	36	1.7%	3.1%	17	1.5%	3.1%	19	2.0%	3.2%	9	1.1%	3.0%
Rhône Alpes	197	9.5%	3.8%	111	9.7%	4.5%	86	9.3%	3.2%	84	10.1%	4.5%
Languedoc Roussillon	90	4.3%	4.0%	51	4.5%	4.8%	38	4.1%	3.2%	39	4.7%	5.6%
Provence Alpes Côte d'Azur. Corse	226	10.9%	5.2%	112	9.8%	5.4%	114	12.3%	5.0%	82	9.9%	5.5%
Habitudes de connexion à Internet												
Tous les jours	1533	74.1%	4.5%	887	77.6%	5.3%	646	69.8%	3.8%	739	88.9%	5.0%
Presque tous les jours	226	10.9%	3.9%	102	9.0%	3.8%	123	13.3%	3.9%	64	7.7%	3.3%
1 à 2 fois par semaine	76	3.7%	3.0%	36	3.1%	3.3%	40	4.3%	2.8%	18	2.1%	3.3%
1 à 3 fois par mois	14	0.7%	2.7%	4	0.3%	1.8%	10	1.1%	3.4%	0	0.0%	0.0%
Moins souvent	18	0.9%	2.5%	3	0.3%	1.0%	15	1.6%	3.8%	2	0.3%	4.1%
Jamais	3	0.1%	3.5%	0	0.0%	0.0%	3	0.3%	11.8%	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	43	2.1%	2.3%	23	2.0%	2.9%	21	2.2%	1.9%	6	0.7%	3.0%
De 9 000 à moins de 12 000 euros par an	54	2.6%	1.8%	29	2.5%	2.6%	26	2.8%	1.4%	12	1.4%	4.7%
De 12 000 à moins de 18 000 euros par an	111	5.4%	1.9%	63	5.5%	2.4%	48	5.2%	1.5%	21	2.5%	3.0%
De 18 000 à moins de 24 000 euros par an	178	8.6%	2.7%	77	6.8%	2.6%	100	10.8%	2.8%	49	5.9%	3.5%
De 24 000 à moins de 36 000 euros par an	364	17.6%	3.3%	189	16.5%	3.6%	175	18.9%	3.0%	105	12.6%	3.2%
De 36 000 à moins de 45 000 euros par an	282	13.6%	4.0%	165	14.4%	4.5%	117	12.6%	3.5%	117	14.1%	4.0%
De 45 000 à moins de 65 000 euros par an	452	21.8%	6.3%	298	26.1%	7.6%	154	16.6%	4.7%	194	23.3%	4.8%
De 65 000 à moins de 80 000 euros par an	148	7.2%	7.6%	89	7.8%	8.1%	60	6.4%	6.9%	81	9.8%	6.2%
De 80 000 à moins de 115 000 euros par an	113	5.5%	9.2%	60	5.2%	8.2%	54	5.8%	10.6%	68	8.2%	7.3%
115 000 euros et plus par an	114	5.5%	19.3%	59	5.2%	16.6%	55	5.9%	23.5%	90	10.8%	18.9%
Refus	135	6.5%	4.4%	55	4.8%	4.2%	80	8.7%	4.5%	51	6.1%	5.0%
Ne sait pas	74	3.6%	3.1%	37	3.2%	3.7%	37	4.0%	2.7%	38	4.6%	4.2%