

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	1251	100.0%	2.4%	1095	100.0%	4.4%	156	100.0%	0.6%	486	100.0%	2.8%
Sexe												
Homme	1095	87.5%	4.4%	1095	100.0%	4.4%	0	0.0%	0.0%	435	89.7%	4.9%
Femme	156	12.5%	0.6%	0	0.0%	0.0%	156	100.0%	0.6%	50	10.3%	0.6%
Age												
15 à 24 ans	139	11.1%	1.9%	128	11.7%	3.5%	11	7.1%	0.3%	43	8.8%	1.4%
25 à 34 ans	154	12.3%	2.0%	141	12.8%	3.8%	13	8.5%	0.3%	48	9.9%	1.4%
35 à 49 ans	390	31.2%	3.1%	359	32.8%	5.8%	31	20.0%	0.5%	196	40.3%	3.2%
50 à 59 ans	304	24.3%	3.3%	263	24.0%	5.7%	40	25.9%	0.9%	164	33.8%	4.3%
60 ans et plus	265	21.2%	1.7%	205	18.7%	3.1%	60	38.5%	0.7%	34	7.1%	3.5%
Individu												
Ménagères	147	11.8%	0.6%	0	0.0%	0.0%	147	94.5%	0.6%	50	10.3%	0.7%
Personne de référence	977	78.1%	3.5%	947	86.5%	4.7%	30	19.4%	0.4%	402	82.8%	4.9%
Responsable des achats	689	55.1%	1.9%	545	49.8%	4.2%	144	92.0%	0.6%	251	51.6%	2.3%
PCS Individu												
Agriculteurs	11	0.9%	2.2%	6	0.5%	1.6%	5	3.5%	3.5%	0	0.0%	0.0%
Petits patrons	81	6.5%	5.0%	76	6.9%	6.7%	6	3.6%	1.1%	78	16.0%	5.3%
Affaires et Cadres	155	12.4%	3.0%	143	13.0%	4.8%	13	8.1%	0.6%	147	30.3%	3.2%
Professions intermédiaires	216	17.3%	3.1%	192	17.5%	5.8%	24	15.3%	0.7%	203	41.8%	3.7%
Employés	146	11.7%	1.8%	112	10.2%	5.1%	34	21.7%	0.6%	11	2.2%	0.6%
Ouvriers	257	20.5%	4.0%	255	23.3%	5.0%	2	1.3%	0.2%	6	1.3%	1.5%
Retraités	227	18.2%	1.8%	179	16.4%	3.0%	48	30.7%	0.7%	3	0.7%	1.4%
Autres inactifs	157	12.6%	1.5%	132	12.1%	3.6%	24	15.7%	0.4%	37	7.6%	1.1%
PCS Personne de référence												
Agriculteurs	18	1.4%	2.2%	7	0.7%	1.8%	10	6.5%	2.5%	0	0.0%	0.0%
Petits patrons	79	6.3%	3.0%	77	7.0%	5.9%	2	1.4%	0.2%	79	16.3%	3.0%
Affaires et Cadres	184	14.7%	2.5%	155	14.2%	4.2%	29	18.6%	0.8%	184	37.9%	2.5%
Professions intermédiaires	222	17.8%	2.9%	203	18.5%	5.3%	19	12.2%	0.5%	222	45.7%	2.9%
Employés	153	12.3%	2.8%	135	12.3%	5.8%	18	11.7%	0.6%	0	0.0%	0.0%
Ouvriers	259	20.7%	2.7%	239	21.8%	4.7%	20	13.1%	0.5%	0	0.0%	0.0%
Retraités	243	19.4%	1.7%	195	17.8%	3.0%	48	31.1%	0.6%	0	0.0%	0.0%
Autres inactifs	92	7.3%	2.2%	83	7.6%	5.4%	8	5.4%	0.3%	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	166	13.2%	1.7%	146	13.4%	3.3%	19	12.4%	0.4%	40	8.3%	2.3%
2 personnes	435	34.8%	2.4%	351	32.1%	4.1%	83	53.5%	0.9%	145	29.9%	3.4%
3 personnes	239	19.1%	2.6%	221	20.2%	4.9%	18	11.7%	0.4%	119	24.5%	3.0%
4 personnes	268	21.4%	2.9%	253	23.1%	5.4%	15	9.7%	0.3%	123	25.3%	2.5%
5 personnes et +	143	11.5%	2.7%	123	11.3%	5.0%	20	12.7%	0.7%	59	12.1%	2.3%
Présence d'enfants de moins de 15 ans												
Oui	424	33.9%	2.7%	392	35.8%	5.5%	33	20.8%	0.4%	198	40.7%	2.6%
Non	827	66.1%	2.3%	703	64.2%	4.0%	123	79.2%	0.7%	288	59.3%	3.0%
Habitat												
Communes rurales	291	23.3%	2.5%	247	22.5%	4.4%	45	28.6%	0.7%	82	16.9%	2.5%
Agglo. - 20 000 hab	180	14.4%	2.0%	154	14.1%	3.7%	26	16.8%	0.5%	63	13.0%	2.4%
Agglo. 20 000 à 100 000 hab	156	12.5%	2.2%	135	12.3%	4.0%	21	13.8%	0.6%	63	13.0%	3.5%
Agglo. + 100 000 hab	390	31.2%	2.5%	340	31.1%	4.5%	50	32.1%	0.6%	171	35.2%	3.0%
Agglo. Paris	233	18.6%	2.7%	219	20.0%	5.4%	14	8.7%	0.3%	106	21.8%	2.6%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	275	21.9%	2.9%	258	23.6%	5.7%	16	10.5%	0.3%	124	25.6%	2.8%
Nord Pas de Calais	68	5.4%	2.1%	61	5.6%	4.0%	7	4.3%	0.4%	26	5.4%	2.7%
Lorraine	48	3.9%	2.5%	46	4.2%	4.9%	3	1.7%	0.3%	16	3.3%	2.9%
Alsace	60	4.8%	3.9%	56	5.1%	7.6%	4	2.6%	0.5%	22	4.6%	4.5%
Franche-Comté	33	2.6%	3.5%	27	2.5%	5.8%	6	3.8%	1.2%	12	2.4%	4.4%
Champagne Ardennes	24	1.9%	2.2%	20	1.8%	3.7%	4	2.5%	0.7%	9	1.8%	3.0%
Picardie	36	2.9%	2.4%	31	2.8%	4.2%	5	3.4%	0.7%	7	1.4%	1.6%
Bourgogne	37	2.9%	2.7%	30	2.7%	4.6%	7	4.4%	1.0%	16	3.3%	4.7%
Haute Normandie	36	2.8%	2.4%	31	2.8%	4.3%	5	3.3%	0.7%	19	3.9%	4.1%
Basse Normandie	22	1.8%	1.9%	21	1.9%	3.7%	1	0.8%	0.2%	7	1.4%	2.1%
Centre	62	4.9%	2.9%	56	5.1%	5.5%	6	3.9%	0.6%	17	3.5%	2.9%
Pays de Loire	70	5.6%	2.4%	56	5.1%	3.9%	14	8.8%	0.9%	21	4.4%	2.3%
Bretagne	34	2.7%	1.3%	25	2.3%	2.0%	9	5.9%	0.7%	16	3.3%	2.0%
Poitou Charentes	33	2.6%	2.2%	28	2.5%	3.9%	5	3.2%	0.6%	9	1.9%	2.4%
Aquitaine	68	5.5%	2.5%	57	5.2%	4.3%	11	7.3%	0.8%	26	5.4%	3.0%
Midi Pyrénées	43	3.5%	1.8%	38	3.5%	3.2%	5	3.3%	0.4%	16	3.4%	2.1%
Limousin	18	1.4%	2.9%	16	1.4%	5.3%	2	1.6%	0.8%	5	1.0%	3.0%
Auvergne	28	2.2%	2.5%	22	2.0%	4.0%	6	4.0%	1.1%	10	2.0%	3.1%
Rhône Alpes	111	8.9%	2.1%	94	8.6%	3.8%	17	10.7%	0.6%	46	9.4%	2.4%
Languedoc Roussillon	50	4.0%	2.2%	46	4.2%	4.3%	5	3.0%	0.4%	20	4.2%	2.9%
Provence Alpes Côte d'Azur. Corse	94	7.6%	2.2%	78	7.1%	3.8%	17	10.8%	0.7%	42	8.6%	2.8%
Habitudes de connection à Internet												
Tous les jours	956	76.4%	2.8%	854	78.0%	5.1%	102	65.5%	0.6%	420	86.5%	2.9%
Presque tous les jours	131	10.5%	2.2%	104	9.5%	3.8%	27	17.3%	0.9%	42	8.7%	2.2%
1 à 2 fois par semaine	68	5.4%	2.7%	55	5.0%	5.1%	12	7.9%	0.9%	12	2.5%	2.3%
1 à 3 fois par mois	9	0.7%	1.7%	6	0.5%	2.9%	3	1.7%	0.9%	4	0.9%	7.5%
Moins souvent	13	1.0%	1.8%	12	1.1%	3.5%	1	0.8%	0.3%	1	0.2%	2.0%

	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	25	2.0%	1.3%	24	2.2%	3.1%	1	0.7%	0.1%	0	0.0%	0.0%
De 9 000 à moins de 12 000 euros par an	42	3.3%	1.4%	41	3.8%	3.8%	1	0.4%	0.0%	2	0.4%	0.9%
De 12 000 à moins de 18 000 euros par an	73	5.9%	1.2%	61	5.6%	2.3%	13	8.0%	0.4%	3	0.7%	0.5%
De 18 000 à moins de 24 000 euros par an	148	11.8%	2.2%	126	11.5%	4.2%	22	13.8%	0.6%	32	6.6%	2.3%
De 24 000 à moins de 36 000 euros par an	281	22.5%	2.6%	248	22.7%	4.8%	33	20.9%	0.6%	104	21.5%	3.1%
De 36 000 à moins de 45 000 euros par an	219	17.5%	3.1%	189	17.3%	5.2%	30	19.4%	0.9%	83	17.2%	2.8%
De 45 000 à moins de 65 000 euros par an	229	18.3%	3.2%	201	18.4%	5.2%	27	17.6%	0.8%	131	27.0%	3.3%
De 65 000 à moins de 80 000 euros par an	67	5.3%	3.4%	62	5.7%	5.7%	5	3.1%	0.6%	44	9.0%	3.4%
De 80 000 à moins de 115 000 euros par an	46	3.7%	3.7%	41	3.7%	5.6%	5	3.5%	1.1%	34	7.0%	3.6%
115 000 euros et plus par an	23	1.8%	3.9%	21	1.9%	5.8%	2	1.4%	1.0%	14	2.8%	2.9%
Refus	62	5.0%	2.0%	49	4.5%	3.8%	12	8.0%	0.7%	24	5.0%	2.4%
Ne sait pas	35	2.8%	1.5%	30	2.8%	3.1%	5	3.2%	0.4%	14	2.8%	1.5%