

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	1462	100.0%	2.8%	210	100.0%	0.8%	1252	100.0%	4.6%	730	100.0%	4.2%
Sexe												
Homme	210	14.4%	0.8%	210	100.0%	0.8%	0	0.0%	0.0%	90	12.4%	1.0%
Femme	1252	85.6%	4.6%	0	0.0%	0.0%	1252	100.0%	4.6%	640	87.6%	7.4%
Age												
15 à 24 ans	422	28.9%	5.8%	47	22.5%	1.3%	375	29.9%	10.4%	226	31.0%	7.2%
25 à 34 ans	415	28.4%	5.4%	52	24.7%	1.4%	363	29.0%	9.3%	209	28.6%	6.3%
35 à 49 ans	350	24.0%	2.8%	59	28.2%	1.0%	291	23.3%	4.6%	208	28.4%	3.4%
50 à 59 ans	145	9.9%	1.6%	35	16.5%	0.8%	111	8.8%	2.4%	79	10.8%	2.1%
60 ans et plus	129	8.8%	0.9%	17	8.1%	0.3%	112	9.0%	1.3%	8	1.1%	0.8%
Individu												
Ménagères	860	58.8%	3.7%	0	0.0%	0.0%	860	68.7%	3.7%	426	58.4%	6.1%
Personne de référence	431	29.5%	1.5%	161	76.7%	0.8%	270	21.6%	3.5%	171	23.5%	2.1%
Responsable des achats	965	66.0%	2.7%	100	47.8%	0.8%	864	69.0%	3.8%	455	62.3%	4.2%
PCS Individu												
Agriculteurs	10	0.7%	1.9%	5	2.5%	1.4%	5	0.4%	3.0%	0	0.0%	0.0%
Petits patrons	53	3.6%	3.3%	7	3.2%	0.6%	47	3.7%	9.3%	43	5.9%	2.9%
Affaires et Cadres	200	13.7%	3.9%	33	15.6%	1.1%	167	13.4%	7.9%	170	23.3%	3.7%
Professions intermédiaires	264	18.1%	3.8%	45	21.5%	1.4%	219	17.5%	6.1%	196	26.9%	3.5%
Employés	321	21.9%	3.9%	29	13.8%	1.3%	292	23.3%	4.8%	88	12.0%	4.9%
Ouvriers	99	6.8%	1.5%	40	18.9%	0.8%	60	4.8%	4.4%	15	2.1%	3.6%
Retraités	98	6.7%	0.8%	12	5.7%	0.2%	86	6.9%	1.3%	3	0.3%	1.0%
Autres inactifs	417	28.5%	4.0%	40	18.9%	1.1%	377	30.1%	5.7%	215	29.5%	6.5%
PCS Personne de référence												
Agriculteurs	22	1.5%	2.7%	6	3.0%	1.5%	16	1.3%	4.0%	0	0.0%	0.0%
Petits patrons	103	7.1%	3.9%	8	4.0%	0.6%	95	7.6%	7.2%	103	14.1%	3.9%
Affaires et Cadres	313	21.4%	4.3%	40	19.1%	1.1%	273	21.8%	7.6%	313	42.9%	4.3%
Professions intermédiaires	314	21.5%	4.2%	42	19.9%	1.1%	272	21.7%	7.3%	314	43.0%	4.2%
Employés	199	13.6%	3.7%	32	15.2%	1.4%	167	13.4%	5.4%	0	0.0%	0.0%
Ouvriers	276	18.9%	2.9%	49	23.1%	0.9%	228	18.2%	5.2%	0	0.0%	0.0%
Retraités	138	9.4%	1.0%	18	8.5%	0.3%	120	9.6%	1.5%	0	0.0%	0.0%
Autres inactifs	96	6.6%	2.3%	15	7.3%	1.0%	81	6.5%	3.2%	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	224	15.3%	2.2%	34	16.0%	0.7%	191	15.2%	3.5%	77	10.6%	4.4%
2 personnes	381	26.0%	2.1%	61	29.0%	0.7%	320	25.5%	3.5%	155	21.3%	3.6%
3 personnes	331	22.7%	3.6%	47	22.3%	1.0%	284	22.7%	6.2%	201	27.5%	5.1%
4 personnes	353	24.2%	3.8%	49	23.2%	1.0%	304	24.3%	6.5%	198	27.1%	4.0%
5 personnes et +	173	11.8%	3.2%	20	9.4%	0.8%	153	12.2%	5.3%	99	13.6%	3.9%
Présence d'enfants de moins de 15 ans												
Oui	548	37.5%	3.5%	76	36.1%	1.1%	472	37.7%	5.7%	303	41.6%	3.9%
Non	914	62.5%	2.5%	134	63.9%	0.8%	780	62.3%	4.2%	427	58.4%	4.4%
Habitat												
Communes rurales	243	16.6%	2.1%	35	16.4%	0.6%	208	16.6%	3.4%	90	12.3%	2.7%
Agglo. - 20 000 hab	168	11.5%	1.9%	27	12.8%	0.6%	141	11.3%	2.9%	86	11.7%	3.3%
Agglo. 20 000 à 100 000 hab	165	11.3%	2.4%	22	10.4%	0.6%	143	11.5%	4.0%	79	10.8%	4.4%
Agglo. + 100 000 hab	518	35.4%	3.4%	77	36.5%	1.0%	441	35.2%	5.6%	272	37.2%	4.8%
Agglo. Paris	368	25.2%	4.3%	50	24.0%	1.2%	318	25.4%	7.1%	204	27.9%	5.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	394	27.0%	4.1%	54	25.7%	1.2%	341	27.2%	6.8%	217	29.6%	4.9%
Nord Pas de Calais	61	4.1%	1.9%	14	6.8%	0.9%	46	3.7%	2.8%	38	5.3%	3.9%
Lorraine	44	3.0%	2.3%	8	3.9%	0.9%	36	2.9%	3.6%	20	2.7%	3.6%
Alsace	45	3.1%	3.0%	12	5.9%	1.7%	33	2.6%	4.2%	18	2.4%	3.5%
Franche-Comté	29	2.0%	3.0%	6	2.8%	1.3%	23	1.8%	4.6%	8	1.1%	3.2%
Champagne Ardennes	36	2.5%	3.3%	5	2.5%	1.0%	31	2.5%	5.5%	16	2.1%	5.3%
Picardie	35	2.4%	2.3%	3	1.4%	0.4%	32	2.6%	4.1%	12	1.6%	2.8%
Bourgogne	24	1.6%	1.8%	1	0.3%	0.1%	23	1.9%	3.3%	7	0.9%	2.0%
Haute Normandie	30	2.0%	2.0%	8	3.9%	1.1%	22	1.7%	2.8%	13	1.8%	2.9%
Basse Normandie	20	1.3%	1.6%	4	1.9%	0.7%	16	1.3%	2.5%	13	1.8%	4.0%
Centre	49	3.3%	2.3%	7	3.3%	0.7%	42	3.3%	3.9%	21	2.9%	3.6%
Pays de Loire	71	4.9%	2.4%	6	2.9%	0.4%	65	5.2%	4.3%	39	5.4%	4.2%
Bretagne	43	3.0%	1.6%	8	3.9%	0.6%	35	2.8%	2.5%	24	3.4%	3.0%
Poitou Charentes	32	2.2%	2.1%	7	3.5%	1.0%	24	1.9%	3.1%	12	1.6%	3.0%
Aquitaine	54	3.7%	2.0%	15	7.1%	1.1%	39	3.1%	2.7%	17	2.4%	2.0%
Midi Pyrénées	56	3.8%	2.3%	5	2.5%	0.4%	51	4.1%	4.0%	30	4.1%	3.8%
Limousin	14	1.0%	2.3%	4	1.7%	1.2%	11	0.8%	3.3%	8	1.1%	4.9%
Auvergne	27	1.8%	2.4%	4	1.9%	0.7%	23	1.8%	3.9%	11	1.6%	3.6%
Rhône Alpes	157	10.8%	3.0%	16	7.7%	0.6%	141	11.3%	5.3%	78	10.7%	4.2%
Languedoc Roussillon	66	4.5%	2.9%	9	4.3%	0.8%	57	4.6%	4.8%	32	4.3%	4.5%
Provence Alpes Côte d'Azur. Corse	174	11.9%	4.0%	13	6.2%	0.6%	161	12.9%	7.1%	96	13.2%	6.4%
Habitudes de connexion à Internet												
Tous les jours	1244	85.1%	3.7%	166	79.2%	1.0%	1078	86.1%	6.3%	666	91.3%	4.6%
Presque tous les jours	123	8.4%	2.1%	18	8.4%	0.7%	106	8.4%	3.4%	57	7.8%	2.9%
1 à 2 fois par semaine	34	2.3%	1.4%	5	2.3%	0.4%	29	2.3%	2.1%	6	0.8%	1.1%
1 à 3 fois par mois	8	0.5%	1.6%	1	0.3%	0.3%	7	0.6%	2.4%	1	0.2%	2.2%
Moins souvent	9	0.6%	1.2%	3	1.4%	0.9%	6	0.5%	1.5%	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	2.9%	2.2%	8	3.6%	1.0%	35	2.8%	3.1%	4	0.5%	2.1%
De 9 000 à moins de 12 000 euros par an	41	2.8%	1.4%	9	4.5%	0.9%	32	2.5%	1.7%	2	0.3%	0.9%
De 12 000 à moins de 18 000 euros par an	117	8.0%	2.0%	18	8.4%	0.7%	99	7.9%	3.1%	23	3.2%	3.3%
De 18 000 à moins de 24 000 euros par an	163	11.1%	2.5%	18	8.5%	0.6%	145	11.6%	4.1%	65	8.8%	4.7%
De 24 000 à moins de 36 000 euros par an	293	20.1%	2.7%	42	20.1%	0.8%	251	20.1%	4.4%	131	18.0%	4.0%
De 36 000 à moins de 45 000 euros par an	236	16.1%	3.4%	46	21.8%	1.2%	190	15.2%	5.7%	138	18.9%	4.7%
De 45 000 à moins de 65 000 euros par an	246	16.8%	3.4%	35	16.7%	0.9%	210	16.8%	6.4%	158	21.7%	3.9%
De 65 000 à moins de 80 000 euros par an	60	4.1%	3.1%	12	5.8%	1.1%	48	3.9%	5.6%	46	6.4%	3.6%
De 80 000 à moins de 115 000 euros par an	35	2.4%	2.9%	3	1.6%	0.4%	32	2.6%	6.4%	30	4.1%	3.2%
115 000 euros et plus par an	20	1.3%	3.3%	5	2.4%	1.4%	14	1.2%	6.2%	18	2.5%	3.8%
Refus	105	7.2%	3.4%	7	3.4%	0.5%	98	7.8%	5.4%	56	7.6%	5.5%
Ne sait pas	103	7.1%	4.4%	7	3.2%	0.7%	97	7.7%	7.1%	58	8.0%	6.3%