

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	2077	100.0%	4.0%	1249	100.0%	5.0%	827	100.0%	3.1%	869	100.0%	5.0%
Sexe												
Homme	1249	60.2%	5.0%	1249	100.0%	5.0%	0	0.0%	0.0%	503	57.9%	5.7%
Femme	827	39.8%	3.1%	0	0.0%	0.0%	827	100.0%	3.1%	366	42.1%	4.2%
Age												
15 à 24 ans	477	23.0%	6.6%	302	24.1%	8.2%	175	21.2%	4.9%	206	23.7%	6.5%
25 à 34 ans	317	15.3%	4.2%	197	15.8%	5.3%	120	14.5%	3.1%	139	16.0%	4.2%
35 à 49 ans	533	25.6%	4.3%	324	26.0%	5.3%	208	25.2%	3.3%	295	33.9%	4.8%
50 à 59 ans	371	17.9%	4.0%	230	18.4%	5.0%	141	17.0%	3.1%	185	21.3%	4.9%
60 ans et plus	380	18.3%	2.5%	196	15.7%	3.0%	184	22.2%	2.2%	45	5.1%	4.6%
Individu												
Ménagères	659	31.7%	2.8%	0	0.0%	0.0%	659	79.6%	2.8%	291	33.5%	4.1%
Personne de référence	1109	53.4%	4.0%	901	72.1%	4.4%	208	25.1%	2.7%	431	49.6%	5.2%
Responsable des achats	1309	63.0%	3.7%	653	52.2%	5.0%	656	79.3%	2.9%	536	61.7%	4.9%
PCS Individu												
Agriculteurs	19	0.9%	3.7%	10	0.8%	2.7%	9	1.1%	5.9%	1	0.1%	5.7%
Petits patrons	64	3.1%	3.9%	44	3.5%	3.9%	20	2.4%	4.0%	58	6.7%	4.0%
Affaires et Cadres	254	12.3%	5.0%	150	12.0%	5.0%	104	12.6%	4.9%	238	27.4%	5.1%
Professions intermédiaires	329	15.8%	4.8%	199	15.9%	6.0%	130	15.7%	3.6%	288	33.2%	5.2%
Employés	261	12.6%	3.1%	131	10.5%	6.0%	129	15.6%	2.1%	43	4.9%	2.4%
Ouvriers	304	14.7%	4.7%	276	22.1%	5.4%	28	3.4%	2.1%	13	1.5%	3.1%
Retraités	314	15.1%	2.5%	166	13.3%	2.8%	149	18.0%	2.3%	10	1.2%	4.1%
Autres inactifs	531	25.6%	5.2%	273	21.9%	7.3%	257	31.1%	3.9%	218	25.0%	6.6%
PCS Personne de référence												
Agriculteurs	23	1.1%	2.8%	6	0.5%	1.6%	17	2.0%	4.1%	0	0.0%	0.0%
Petits patrons	91	4.4%	3.4%	56	4.5%	4.3%	35	4.2%	2.6%	91	10.4%	3.4%
Affaires et Cadres	381	18.4%	5.3%	214	17.2%	5.9%	167	20.1%	4.7%	381	43.9%	5.3%
Professions intermédiaires	397	19.1%	5.3%	233	18.6%	6.1%	165	19.9%	4.4%	397	45.7%	5.3%
Employés	218	10.5%	4.0%	141	11.3%	6.1%	76	9.2%	2.5%	0	0.0%	0.0%
Ouvriers	419	20.2%	4.4%	290	23.2%	5.7%	129	15.6%	2.9%	0	0.0%	0.0%
Retraités	375	18.1%	2.6%	199	15.9%	3.0%	176	21.3%	2.2%	0	0.0%	0.0%
Autres inactifs	173	8.3%	4.2%	110	8.8%	7.1%	63	7.7%	2.5%	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	338	16.3%	3.4%	202	16.2%	4.5%	135	16.3%	2.5%	109	12.5%	6.3%
2 personnes	596	28.7%	3.3%	313	25.0%	3.6%	283	34.2%	3.1%	173	19.8%	4.0%
3 personnes	406	19.5%	4.5%	258	20.7%	5.7%	148	17.9%	3.2%	209	24.0%	5.3%
4 personnes	433	20.8%	4.6%	274	21.9%	5.9%	159	19.2%	3.4%	241	27.8%	4.9%
5 personnes et +	305	14.7%	5.7%	202	16.2%	8.1%	103	12.4%	3.6%	138	15.9%	5.5%
Présence d'enfants de moins de 15 ans												
Oui	736	35.4%	4.8%	465	37.3%	6.5%	270	32.7%	3.3%	380	43.7%	4.9%
Non	1341	64.6%	3.7%	784	62.7%	4.4%	557	67.3%	3.0%	489	56.3%	5.0%
Habitat												
Communes rurales	365	17.6%	3.1%	214	17.1%	3.8%	152	18.3%	2.4%	149	17.1%	4.5%
Agglo. - 20 000 hab	305	14.7%	3.4%	188	15.1%	4.5%	117	14.1%	2.4%	129	14.9%	4.9%
Agglo. 20 000 à 100 000 hab	251	12.1%	3.6%	158	12.6%	4.7%	94	11.3%	2.6%	86	9.8%	4.8%
Agglo. + 100 000 hab	668	32.2%	4.3%	396	31.7%	5.3%	272	32.9%	3.4%	269	30.9%	4.7%
Agglo. Paris	487	23.4%	5.7%	293	23.5%	7.2%	194	23.4%	4.3%	237	27.3%	5.9%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	543	26.1%	5.7%	330	26.4%	7.3%	213	25.7%	4.3%	263	30.3%	6.0%
Nord Pas de Calais	109	5.2%	3.4%	72	5.8%	4.7%	37	4.5%	2.2%	45	5.2%	4.5%
Lorraine	65	3.1%	3.4%	46	3.7%	4.9%	19	2.3%	1.9%	22	2.5%	4.0%
Alsace	63	3.0%	4.1%	36	2.9%	4.9%	27	3.3%	3.4%	24	2.7%	4.8%
Franche-Comté	23	1.1%	2.4%	14	1.1%	3.1%	8	1.0%	1.7%	9	1.0%	3.4%
Champagne Ardennes	39	1.9%	3.6%	23	1.8%	4.4%	16	1.9%	2.8%	13	1.5%	4.3%
Picardie	45	2.2%	2.9%	33	2.7%	4.5%	11	1.4%	1.4%	11	1.3%	2.7%
Bourgogne	41	2.0%	3.0%	22	1.8%	3.4%	19	2.3%	2.7%	12	1.3%	3.4%
Haute Normandie	41	2.0%	2.7%	25	2.0%	3.5%	16	1.9%	2.0%	14	1.6%	3.0%
Basse Normandie	28	1.3%	2.3%	18	1.4%	3.0%	10	1.2%	1.6%	13	1.5%	4.0%
Centre	83	4.0%	4.0%	45	3.6%	4.5%	38	4.6%	3.5%	33	3.8%	5.6%
Pays de Loire	76	3.7%	2.6%	53	4.3%	3.7%	23	2.8%	1.5%	37	4.3%	4.0%
Bretagne	75	3.6%	2.8%	38	3.1%	3.0%	37	4.4%	2.7%	32	3.7%	3.9%
Poitou Charentes	51	2.4%	3.4%	29	2.3%	4.1%	21	2.6%	2.8%	15	1.7%	3.7%
Aquitaine	114	5.5%	4.1%	76	6.1%	5.8%	38	4.6%	2.7%	46	5.3%	5.4%
Midi Pyrénées	120	5.8%	4.9%	74	5.9%	6.3%	46	5.6%	3.7%	51	5.9%	6.4%
Limousin	14	0.7%	2.3%	11	0.9%	3.7%	3	0.4%	0.9%	9	1.1%	5.8%
Auvergne	37	1.8%	3.3%	18	1.4%	3.3%	19	2.3%	3.3%	12	1.4%	3.9%
Rhône Alpes	197	9.5%	3.8%	104	8.3%	4.2%	92	11.2%	3.4%	102	11.8%	5.5%
Languedoc Roussillon	108	5.2%	4.8%	74	5.9%	6.9%	34	4.1%	2.8%	29	3.3%	4.1%
Provence Alpes Côte d'Azur. Corse	206	9.9%	4.7%	107	8.5%	5.2%	99	12.0%	4.3%	78	8.9%	5.2%
Habitudes de connexion à Internet												
Tous les jours	1612	77.6%	4.8%	971	77.7%	5.8%	642	77.5%	3.8%	732	84.2%	5.0%
Presque tous les jours	264	12.7%	4.5%	145	11.6%	5.4%	119	14.4%	3.8%	109	12.5%	5.6%
1 à 2 fois par semaine	85	4.1%	3.4%	54	4.3%	5.0%	32	3.8%	2.2%	18	2.1%	3.3%
1 à 3 fois par mois	15	0.7%	3.0%	7	0.6%	3.5%	8	1.0%	2.7%	2	0.3%	4.2%
Moins souvent	27	1.3%	3.8%	19	1.5%	5.6%	8	1.0%	2.2%	4	0.5%	7.7%

	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	79	3.8%	4.2%	45	3.6%	5.6%	35	4.2%	3.1%	7	0.8%	3.8%
De 9 000 à moins de 12 000 euros par an	83	4.0%	2.8%	49	4.0%	4.5%	33	4.0%	1.8%	10	1.2%	4.1%
De 12 000 à moins de 18 000 euros par an	182	8.8%	3.1%	120	9.6%	4.6%	62	7.5%	1.9%	27	3.2%	4.0%
De 18 000 à moins de 24 000 euros par an	219	10.5%	3.3%	123	9.8%	4.0%	96	11.6%	2.7%	84	9.7%	6.1%
De 24 000 à moins de 36 000 euros par an	437	21.0%	4.0%	265	21.2%	5.1%	171	20.7%	3.0%	166	19.1%	5.0%
De 36 000 à moins de 45 000 euros par an	278	13.4%	4.0%	164	13.2%	4.5%	114	13.8%	3.4%	136	15.6%	4.6%
De 45 000 à moins de 65 000 euros par an	326	15.7%	4.5%	199	16.0%	5.1%	127	15.3%	3.8%	173	19.9%	4.3%
De 65 000 à moins de 80 000 euros par an	112	5.4%	5.7%	75	6.0%	6.9%	37	4.4%	4.2%	74	8.5%	5.7%
De 80 000 à moins de 115 000 euros par an	81	3.9%	6.6%	60	4.8%	8.2%	21	2.6%	4.2%	55	6.4%	5.9%
115 000 euros et plus par an	38	1.8%	6.4%	22	1.8%	6.2%	16	1.9%	6.9%	30	3.4%	6.2%
Refus	131	6.3%	4.2%	76	6.1%	5.9%	55	6.6%	3.1%	48	5.5%	4.7%
Ne sait pas	110	5.3%	4.7%	49	3.9%	5.0%	61	7.3%	4.5%	60	6.9%	6.5%