

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	2136	100.0%	4.1%	1288	100.0%	5.2%	848	100.0%	3.1%	871	100.0%	5.0%
Sexe												
Homme	1288	60.3%	5.2%	1288	100.0%	5.2%	0	0.0%	0.0%	506	58.2%	5.8%
Femme	848	39.7%	3.1%	0	0.0%	0.0%	848	100.0%	3.1%	364	41.8%	4.3%
Age												
15 à 24 ans	508	23.8%	7.0%	308	23.9%	8.3%	200	23.6%	5.6%	237	27.3%	7.8%
25 à 34 ans	333	15.6%	4.4%	216	16.8%	5.8%	117	13.8%	3.0%	120	13.7%	3.7%
35 à 49 ans	497	23.3%	4.0%	327	25.4%	5.3%	170	20.1%	2.7%	274	31.5%	4.3%
50 à 59 ans	381	17.8%	4.1%	220	17.1%	4.8%	162	19.1%	3.5%	195	22.4%	5.1%
60 ans et plus	417	19.5%	2.7%	217	16.9%	3.2%	200	23.6%	2.3%	44	5.0%	5.0%
Individu												
Ménagères	630	29.5%	2.7%	0	0.0%	0.0%	630	74.3%	2.7%	264	30.3%	3.7%
Personne de référence	1146	53.7%	4.0%	932	72.4%	4.6%	214	25.2%	2.7%	431	49.5%	5.2%
Responsable des achats	1278	59.8%	3.5%	646	50.1%	4.9%	632	74.6%	2.8%	500	57.4%	4.5%
PCS Individu												
Agriculteurs	9	0.4%	1.9%	2	0.1%	0.5%	8	0.9%	4.9%	2	0.2%	13.6%
Petits patrons	90	4.2%	5.6%	69	5.3%	6.0%	21	2.5%	4.7%	79	9.1%	5.5%
Affaires et Cadres	245	11.5%	5.0%	145	11.3%	5.1%	100	11.8%	4.9%	225	25.8%	5.1%
Professions intermédiaires	309	14.5%	4.3%	182	14.2%	5.2%	126	14.9%	3.5%	263	30.2%	4.5%
Employés	273	12.8%	3.3%	137	10.6%	6.2%	136	16.0%	2.2%	38	4.3%	2.0%
Ouvriers	318	14.9%	5.0%	295	22.9%	5.9%	23	2.7%	1.7%	17	1.9%	4.9%
Retraités	339	15.9%	2.7%	181	14.0%	2.9%	159	18.7%	2.4%	14	1.6%	7.0%
Autres inactifs	553	25.9%	5.3%	277	21.5%	7.4%	276	32.5%	4.1%	232	26.7%	7.2%
PCS Personne de référence												
Agriculteurs	20	0.9%	2.7%	3	0.3%	0.8%	17	2.0%	4.9%	0	0.0%	0.0%
Petits patrons	138	6.5%	5.3%	77	6.0%	5.8%	61	7.2%	4.7%	138	15.9%	5.3%
Affaires et Cadres	375	17.6%	5.5%	207	16.1%	6.0%	168	19.8%	4.9%	375	43.1%	5.5%
Professions intermédiaires	357	16.7%	4.5%	221	17.2%	5.5%	136	16.0%	3.5%	357	41.0%	4.5%
Employés	255	12.0%	4.7%	163	12.7%	6.9%	92	10.9%	3.0%	0	0.0%	0.0%
Ouvriers	421	19.7%	4.4%	299	23.2%	5.9%	123	14.5%	2.8%	0	0.0%	0.0%
Retraités	400	18.7%	2.7%	220	17.1%	3.3%	180	21.2%	2.2%	0	0.0%	0.0%
Autres inactifs	169	7.9%	4.0%	96	7.5%	6.1%	73	8.5%	2.8%	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	353	16.5%	3.5%	201	15.6%	4.6%	153	18.0%	2.7%	111	12.7%	6.1%
2 personnes	625	29.2%	3.5%	360	28.0%	4.2%	264	31.2%	2.8%	172	19.8%	4.2%
3 personnes	410	19.2%	4.4%	257	19.9%	5.5%	153	18.1%	3.3%	168	19.3%	4.3%
4 personnes	417	19.5%	4.5%	257	20.0%	5.6%	160	18.9%	3.4%	252	29.0%	5.1%
5 personnes et +	331	15.5%	6.0%	213	16.5%	7.9%	118	13.9%	4.2%	167	19.1%	6.5%
Présence d'enfants de moins de 15 ans												
Oui	712	33.3%	4.6%	453	35.2%	6.1%	258	30.5%	3.2%	364	41.8%	4.7%
Non	1424	66.7%	3.9%	834	64.8%	4.7%	590	69.5%	3.1%	506	58.2%	5.3%
Habitat												
Communes rurales	400	18.7%	3.3%	236	18.3%	4.1%	164	19.4%	2.6%	156	17.9%	4.7%
Agglo. - 20 000 hab	355	16.6%	3.9%	230	17.8%	5.4%	125	14.8%	2.6%	152	17.4%	6.0%
Agglo. 20 000 à 100 000 hab	250	11.7%	3.6%	166	12.9%	4.9%	84	9.9%	2.3%	79	9.1%	4.3%
Agglo. + 100 000 hab	686	32.1%	4.4%	394	30.6%	5.2%	293	34.5%	3.7%	275	31.6%	4.8%
Agglo. Paris	445	20.8%	5.2%	263	20.4%	6.4%	182	21.4%	4.1%	209	24.0%	5.3%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	493	23.1%	5.1%	298	23.2%	6.5%	195	22.9%	3.9%	242	27.8%	5.6%
Nord Pas de Calais	115	5.4%	3.5%	80	6.2%	5.2%	35	4.1%	2.0%	47	5.4%	4.8%
Lorraine	63	2.9%	3.3%	40	3.1%	4.3%	23	2.7%	2.3%	28	3.2%	5.2%
Alsace	61	2.9%	4.0%	27	2.1%	3.6%	34	4.1%	4.3%	21	2.4%	4.4%
Franche-Comté	31	1.5%	3.3%	17	1.4%	3.7%	14	1.7%	2.9%	11	1.2%	3.9%
Champagne Ardennes	43	2.0%	4.0%	29	2.3%	5.6%	14	1.7%	2.5%	11	1.3%	3.7%
Picardie	48	2.2%	3.1%	37	2.9%	4.9%	11	1.3%	1.4%	12	1.4%	2.9%
Bourgogne	53	2.5%	3.9%	31	2.4%	4.8%	22	2.6%	3.1%	17	1.9%	5.0%
Haute Normandie	48	2.2%	3.2%	27	2.1%	3.7%	21	2.5%	2.7%	10	1.2%	2.3%
Basse Normandie	29	1.4%	2.4%	15	1.1%	2.5%	14	1.7%	2.3%	11	1.3%	3.4%
Centre	80	3.7%	3.8%	53	4.1%	5.3%	27	3.2%	2.5%	36	4.1%	5.5%
Pays de Loire	97	4.6%	3.3%	50	3.9%	3.5%	47	5.6%	3.1%	44	5.1%	4.7%
Bretagne	81	3.8%	3.0%	44	3.5%	3.4%	36	4.3%	2.6%	30	3.4%	4.0%
Poitou Charentes	57	2.7%	3.8%	28	2.1%	3.9%	29	3.4%	3.8%	16	1.8%	4.3%
Aquitaine	108	5.1%	3.9%	74	5.7%	5.6%	35	4.1%	2.4%	42	4.8%	4.9%
Midi Pyrénées	118	5.5%	4.8%	73	5.7%	6.1%	45	5.3%	3.5%	46	5.3%	5.9%
Limousin	22	1.0%	3.6%	14	1.1%	4.7%	9	1.0%	2.7%	11	1.2%	6.5%
Auvergne	41	1.9%	3.7%	24	1.9%	4.5%	17	2.0%	2.9%	12	1.4%	3.8%
Rhône Alpes	227	10.6%	4.3%	134	10.4%	5.3%	93	11.0%	3.4%	99	11.4%	5.1%
Languedoc Roussillon	109	5.1%	4.8%	71	5.5%	6.6%	38	4.5%	3.1%	38	4.4%	5.5%
Provence Alpes Côte d'Azur. Corse	211	9.9%	4.8%	122	9.4%	5.9%	89	10.5%	3.9%	88	10.2%	6.1%
Habitudes de connexion à Internet												
Tous les jours	1639	76.7%	4.7%	1017	79.0%	5.9%	621	73.3%	3.6%	740	85.0%	5.0%
Presque tous les jours	273	12.8%	4.6%	146	11.4%	5.4%	127	15.0%	4.0%	86	9.8%	4.6%
1 à 2 fois par semaine	88	4.1%	3.4%	47	3.6%	4.3%	41	4.9%	2.8%	32	3.7%	6.1%
1 à 3 fois par mois	20	0.9%	4.1%	7	0.6%	3.8%	13	1.5%	4.4%	4	0.4%	5.6%
Moins souvent	30	1.4%	4.2%	19	1.5%	5.3%	11	1.3%	3.1%	5	0.6%	11.2%
Jamais	1	0.1%	1.7%	1	0.1%	3.0%	0	0.0%	0.0%	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	72	3.4%	3.9%	34	2.6%	4.5%	39	4.6%	3.6%	5	0.6%	2.7%
De 9 000 à moins de 12 000 euros par an	91	4.2%	3.0%	48	3.7%	4.2%	43	5.0%	2.3%	11	1.3%	4.6%
De 12 000 à moins de 18 000 euros par an	188	8.8%	3.4%	122	9.4%	5.0%	67	7.9%	2.1%	25	2.8%	3.9%
De 18 000 à moins de 24 000 euros par an	263	12.3%	3.9%	146	11.4%	4.9%	117	13.8%	3.1%	76	8.7%	5.6%
De 24 000 à moins de 36 000 euros par an	441	20.7%	3.9%	274	21.3%	5.1%	167	19.7%	2.8%	182	20.9%	5.2%
De 36 000 à moins de 45 000 euros par an	276	12.9%	3.9%	166	12.9%	4.5%	110	13.0%	3.2%	124	14.3%	4.2%
De 45 000 à moins de 65 000 euros par an	311	14.6%	4.2%	211	16.4%	5.2%	100	11.7%	3.1%	159	18.3%	3.9%
65 000 euros et plus par an	243	11.4%	6.1%	156	12.1%	6.9%	87	10.2%	5.1%	179	20.5%	6.6%
Refus	170	8.0%	5.0%	90	7.0%	6.2%	80	9.4%	4.1%	72	8.3%	6.4%
Ne sait pas	80	3.7%	4.8%	41	3.2%	5.5%	39	4.6%	4.2%	38	4.3%	6.5%