

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	2769	100.0%	5.3%	1670	100.0%	6.7%	1098	100.0%	4.1%	1198	100.0%	6.9%
Sexe												
Homme	1670	60.3%	6.7%	1670	100.0%	6.7%	0	0.0%	0.0%	728	60.7%	8.3%
Femme	1098	39.7%	4.1%	0	0.0%	0.0%	1098	100.0%	4.1%	470	39.3%	5.5%
Age												
15 à 24 ans	425	15.4%	5.8%	281	16.8%	7.6%	144	13.1%	4.0%	201	16.8%	6.6%
25 à 34 ans	376	13.6%	5.0%	227	13.6%	6.1%	149	13.6%	3.8%	203	17.0%	6.3%
35 à 49 ans	698	25.2%	5.6%	424	25.4%	6.9%	273	24.9%	4.3%	429	35.8%	6.8%
50 à 59 ans	524	18.9%	5.7%	295	17.7%	6.4%	229	20.8%	4.9%	290	24.2%	7.5%
60 ans et plus	746	26.9%	4.8%	442	26.5%	6.5%	303	27.6%	3.5%	74	6.2%	8.5%
Individu												
Ménagères	926	33.4%	3.9%	0	0.0%	0.0%	926	84.3%	3.9%	385	32.2%	5.5%
Personne de référence	1598	57.7%	5.6%	1317	78.9%	6.4%	281	25.6%	3.5%	633	52.9%	7.6%
Responsable des achats	1830	66.1%	5.1%	920	55.1%	7.0%	910	82.8%	4.0%	743	62.1%	6.8%
PCS Individu												
Agriculteurs	21	0.8%	4.2%	12	0.7%	3.5%	9	0.8%	5.7%	0	0.0%	0.0%
Petits patrons	109	3.9%	6.8%	91	5.4%	7.9%	18	1.7%	4.1%	103	8.6%	7.1%
Affaires et Cadres	369	13.3%	7.5%	249	14.9%	8.8%	120	10.9%	5.8%	344	28.7%	7.8%
Professions intermédiaires	456	16.5%	6.3%	254	15.2%	7.2%	202	18.4%	5.5%	396	33.0%	6.8%
Employés	329	11.9%	3.9%	132	7.9%	6.0%	197	18.0%	3.2%	91	7.6%	4.9%
Ouvriers	204	7.4%	3.2%	183	11.0%	3.7%	20	1.8%	1.5%	13	1.1%	3.7%
Retraités	628	22.7%	4.9%	379	22.7%	6.2%	249	22.7%	3.8%	6	0.5%	2.7%
Autres inactifs	653	23.6%	6.3%	370	22.2%	9.9%	282	25.7%	4.2%	245	20.5%	7.6%
PCS Personne de référence												
Agriculteurs	34	1.2%	4.5%	13	0.8%	3.2%	21	1.9%	6.1%	0	0.0%	0.0%
Petits patrons	172	6.2%	6.6%	107	6.4%	8.0%	65	5.9%	5.1%	172	14.3%	6.6%
Affaires et Cadres	536	19.4%	7.8%	316	18.9%	9.2%	220	20.1%	6.5%	536	44.7%	7.8%
Professions intermédiaires	490	17.7%	6.2%	305	18.3%	7.6%	185	16.8%	4.8%	490	40.9%	6.2%
Employés	254	9.2%	4.7%	149	8.9%	6.3%	104	9.5%	3.4%	0	0.0%	0.0%
Ouvriers	330	11.9%	3.5%	208	12.5%	4.1%	121	11.1%	2.8%	0	0.0%	0.0%
Retraités	722	26.1%	4.9%	416	24.9%	6.2%	306	27.8%	3.8%	0	0.0%	0.0%
Autres inactifs	232	8.4%	5.5%	156	9.4%	9.8%	76	6.9%	2.9%	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	481	17.4%	4.8%	273	16.4%	6.2%	208	18.9%	3.7%	120	10.0%	6.6%
2 personnes	966	34.9%	5.3%	558	33.4%	6.5%	408	37.2%	4.3%	300	25.0%	7.3%
3 personnes	467	16.9%	5.1%	308	18.5%	6.6%	159	14.5%	3.5%	253	21.1%	6.5%
4 personnes	526	19.0%	5.7%	334	20.0%	7.3%	192	17.5%	4.1%	332	27.7%	6.7%
5 personnes et +	328	11.8%	6.0%	196	11.7%	7.3%	131	12.0%	4.7%	193	16.1%	7.5%
Présence d'enfants de moins de 15 ans												
Oui	820	29.6%	5.3%	510	30.5%	6.9%	310	28.2%	3.8%	511	42.6%	6.6%
Non	1949	70.4%	5.3%	1161	69.5%	6.6%	788	71.8%	4.2%	687	57.4%	7.2%
Habitat												
Communes rurales	498	18.0%	4.2%	280	16.8%	4.9%	218	19.8%	3.5%	196	16.4%	6.0%
Agglo. - 20 000 hab	436	15.7%	4.8%	291	17.4%	6.9%	144	13.2%	3.0%	180	15.1%	7.1%
Agglo. 20 000 à 100 000 hab	370	13.4%	5.3%	243	14.5%	7.2%	127	11.6%	3.5%	137	11.4%	7.4%
Agglo. + 100 000 hab	908	32.8%	5.9%	537	32.2%	7.1%	371	33.8%	4.6%	407	34.0%	7.1%
Agglo. Paris	556	20.1%	6.5%	318	19.1%	7.8%	238	21.7%	5.3%	278	23.2%	7.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	624	22.5%	6.5%	356	21.3%	7.8%	267	24.3%	5.3%	314	26.3%	7.2%
Nord Pas de Calais	138	5.0%	4.3%	99	6.0%	6.5%	39	3.5%	2.3%	51	4.3%	5.3%
Lorraine	119	4.3%	6.2%	76	4.6%	8.2%	43	3.9%	4.3%	40	3.3%	7.6%
Alsace	69	2.5%	4.5%	41	2.5%	5.5%	27	2.5%	3.5%	32	2.6%	6.6%
Franche-Comté	35	1.3%	3.7%	21	1.3%	4.6%	14	1.2%	2.8%	15	1.3%	5.5%
Champagne Ardennes	53	1.9%	4.9%	31	1.9%	6.0%	22	2.0%	3.9%	17	1.4%	5.7%
Picardie	64	2.3%	4.2%	43	2.5%	5.7%	22	2.0%	2.7%	25	2.1%	5.9%
Bourgogne	78	2.8%	5.8%	44	2.6%	6.7%	34	3.1%	4.9%	24	2.0%	7.0%
Haute Normandie	65	2.3%	4.3%	48	2.9%	6.7%	17	1.5%	2.2%	39	3.2%	8.7%
Basse Normandie	58	2.1%	4.7%	43	2.5%	7.3%	15	1.4%	2.4%	25	2.1%	7.6%
Centre	107	3.9%	5.1%	61	3.6%	6.0%	47	4.2%	4.3%	44	3.7%	6.8%
Pays de Loire	115	4.1%	3.8%	75	4.5%	5.2%	40	3.6%	2.6%	63	5.3%	6.8%
Bretagne	100	3.6%	3.7%	71	4.2%	5.5%	29	2.6%	2.1%	51	4.3%	6.8%
Poitou Charentes	76	2.8%	5.1%	41	2.5%	5.8%	35	3.2%	4.5%	23	1.9%	6.2%
Aquitaine	143	5.2%	5.1%	85	5.1%	6.4%	59	5.3%	4.0%	59	4.9%	7.0%
Midi Pyrénées	120	4.3%	4.9%	74	4.4%	6.2%	46	4.2%	3.6%	46	3.8%	5.8%
Limousin	32	1.2%	5.2%	15	0.9%	5.0%	17	1.6%	5.3%	18	1.5%	10.8%
Auvergne	50	1.8%	4.4%	28	1.7%	5.2%	21	2.0%	3.7%	14	1.2%	4.3%
Rhône Alpes	300	10.8%	5.7%	195	11.7%	7.8%	105	9.5%	3.9%	141	11.8%	7.2%
Languedoc Roussillon	145	5.2%	6.3%	68	4.1%	6.3%	77	7.0%	6.4%	56	4.7%	8.1%
Provence Alpes Côte d'Azur. Corse	279	10.1%	6.4%	156	9.3%	7.5%	123	11.2%	5.4%	102	8.5%	7.0%
Habitudes de connexion à Internet												
Tous les jours	2076	75.0%	6.0%	1247	74.7%	7.2%	828	75.4%	4.8%	1013	84.6%	6.9%
Presque tous les jours	337	12.2%	5.7%	190	11.4%	7.0%	147	13.4%	4.6%	134	11.2%	7.2%
1 à 2 fois par semaine	114	4.1%	4.4%	64	3.8%	5.9%	50	4.5%	3.3%	36	3.0%	6.8%
1 à 3 fois par mois	26	0.9%	5.4%	19	1.1%	9.6%	7	0.7%	2.5%	8	0.7%	11.8%
Moins souvent	34	1.2%	4.7%	27	1.6%	7.4%	7	0.7%	2.0%	4	0.3%	7.6%

	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	91	3.3%	5.0%	49	2.9%	6.5%	42	3.8%	3.9%	21	1.7%	10.6%
De 9 000 à moins de 12 000 euros par an	122	4.4%	4.1%	80	4.8%	7.0%	42	3.8%	2.3%	16	1.3%	6.6%
De 12 000 à moins de 18 000 euros par an	195	7.1%	3.5%	133	7.9%	5.5%	63	5.7%	2.0%	28	2.4%	4.5%
De 18 000 à moins de 24 000 euros par an	290	10.5%	4.3%	174	10.4%	5.8%	116	10.5%	3.0%	73	6.1%	5.4%
De 24 000 à moins de 36 000 euros par an	576	20.8%	5.0%	310	18.6%	5.7%	265	24.1%	4.4%	237	19.8%	6.8%
De 36 000 à moins de 45 000 euros par an	388	14.0%	5.4%	233	14.0%	6.3%	155	14.1%	4.5%	199	16.6%	6.7%
De 45 000 à moins de 65 000 euros par an	518	18.7%	7.1%	335	20.1%	8.2%	183	16.6%	5.6%	289	24.2%	7.1%
65 000 euros et plus par an	318	11.5%	8.0%	205	12.3%	9.1%	112	10.2%	6.7%	224	18.7%	8.2%
Refus	192	6.9%	5.7%	109	6.5%	7.5%	83	7.5%	4.3%	69	5.7%	6.1%
Ne sait pas	80	2.9%	4.8%	41	2.5%	5.6%	39	3.5%	4.2%	43	3.6%	7.4%