

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	1346	100.0%	2.6%	284	100.0%	1.1%	1062	100.0%	3.9%	544	100.0%	3.1%
Sexe												
Homme	284	21.1%	1.1%	284	100.0%	1.1%	0	0.0%	0.0%	92	16.9%	1.0%
Femme	1062	78.9%	3.9%	0	0.0%	0.0%	1062	100.0%	3.9%	452	83.1%	5.3%
Age												
15 à 24 ans	507	37.7%	7.0%	61	21.3%	1.6%	447	42.1%	12.4%	220	40.5%	7.2%
25 à 34 ans	183	13.6%	2.4%	41	14.4%	1.1%	142	13.4%	3.7%	70	12.9%	2.2%
35 à 49 ans	286	21.3%	2.3%	65	22.9%	1.1%	221	20.8%	3.5%	152	28.0%	2.4%
50 à 59 ans	197	14.6%	2.1%	88	30.9%	1.9%	109	10.3%	2.3%	76	14.0%	2.0%
60 ans et plus	172	12.8%	1.1%	30	10.5%	0.4%	142	13.4%	1.6%	26	4.7%	2.9%
Individu												
Ménagères	661	49.2%	2.8%	0	0.0%	0.0%	661	62.3%	2.8%	258	47.4%	3.7%
Personne de référence	439	32.6%	1.5%	212	74.6%	1.0%	227	21.4%	2.9%	121	22.3%	1.5%
Responsable des achats	814	60.5%	2.3%	151	53.2%	1.1%	663	62.4%	2.9%	279	51.2%	2.5%
PCS Individu												
Agriculteurs	4	0.3%	0.8%	2	0.8%	0.7%	2	0.2%	1.1%	0	0.0%	0.0%
Petits patrons	48	3.6%	3.0%	22	7.9%	1.9%	26	2.5%	5.8%	43	7.8%	2.9%
Affaires et Cadres	93	6.9%	1.9%	34	12.1%	1.2%	59	5.6%	2.9%	70	13.0%	1.6%
Professions intermédiaires	153	11.4%	2.1%	20	7.0%	0.6%	133	12.6%	3.6%	112	20.6%	1.9%
Employés	243	18.0%	2.9%	21	7.2%	0.9%	222	20.9%	3.6%	56	10.3%	3.0%
Ouvriers	86	6.4%	1.4%	49	17.2%	1.0%	37	3.5%	2.8%	11	1.9%	3.0%
Retraités	117	8.7%	0.9%	23	8.0%	0.4%	95	8.9%	1.4%	6	1.0%	2.7%
Autres inactifs	601	44.7%	5.8%	113	39.9%	3.0%	488	45.9%	7.3%	247	45.4%	7.6%
PCS Personne de référence												
Agriculteurs	16	1.2%	2.1%	3	1.0%	0.7%	13	1.2%	3.7%	0	0.0%	0.0%
Petits patrons	128	9.5%	4.9%	24	8.5%	1.8%	104	9.8%	8.1%	128	23.5%	4.9%
Affaires et Cadres	215	15.9%	3.1%	42	14.9%	1.2%	172	16.2%	5.1%	215	39.5%	3.1%
Professions intermédiaires	202	15.0%	2.6%	26	9.0%	0.6%	176	16.6%	4.5%	202	37.1%	2.6%
Employés	175	13.0%	3.2%	37	13.0%	1.6%	138	13.0%	4.5%	0	0.0%	0.0%
Ouvriers	254	18.9%	2.7%	59	20.7%	1.2%	195	18.4%	4.4%	0	0.0%	0.0%
Retraités	173	12.9%	1.2%	31	10.9%	0.5%	142	13.4%	1.8%	0	0.0%	0.0%
Autres inactifs	184	13.7%	4.4%	63	22.0%	3.9%	122	11.5%	4.7%	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	205	15.2%	2.0%	59	20.8%	1.3%	146	13.8%	2.6%	45	8.3%	2.5%
2 personnes	318	23.7%	1.8%	57	20.1%	0.7%	261	24.6%	2.8%	101	18.6%	2.4%
3 personnes	289	21.5%	3.1%	61	21.5%	1.3%	228	21.5%	5.0%	135	24.9%	3.5%
4 personnes	311	23.1%	3.4%	42	14.9%	0.9%	269	25.3%	5.8%	163	30.0%	3.3%
5 personnes et +	222	16.5%	4.0%	65	22.7%	2.4%	157	14.8%	5.6%	99	18.2%	3.9%
Présence d'enfants de moins de 15 ans												
Oui	486	36.1%	3.1%	102	36.0%	1.4%	383	36.1%	4.7%	248	45.5%	3.2%
Non	860	63.9%	2.4%	182	64.0%	1.0%	678	63.9%	3.6%	296	54.5%	3.1%
Habitat												
Communes rurales	178	13.3%	1.5%	30	10.6%	0.5%	148	14.0%	2.4%	63	11.5%	1.9%
Agglo. - 20 000 hab	177	13.2%	2.0%	25	8.9%	0.6%	152	14.3%	3.2%	77	14.1%	3.0%
Agglo. 20 000 à 100 000 hab	147	10.9%	2.1%	46	16.1%	1.3%	101	9.5%	2.8%	46	8.5%	2.5%
Agglo. + 100 000 hab	508	37.8%	3.3%	94	33.2%	1.3%	414	39.0%	5.2%	207	38.0%	3.6%
Agglo. Paris	335	24.9%	3.9%	89	31.3%	2.2%	246	23.2%	5.5%	151	27.8%	3.8%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	358	26.6%	3.7%	96	33.7%	2.1%	262	24.7%	5.2%	159	29.2%	3.7%
Nord Pas de Calais	79	5.9%	2.4%	12	4.1%	0.8%	67	6.3%	4.0%	33	6.1%	3.4%
Lorraine	33	2.5%	1.7%	11	4.0%	1.2%	22	2.1%	2.2%	12	2.2%	2.2%
Alsace	46	3.4%	3.0%	17	6.1%	2.3%	29	2.7%	3.6%	24	4.4%	5.1%
Franche-Comté	22	1.6%	2.3%	2	0.6%	0.4%	20	1.9%	4.1%	11	2.0%	4.0%
Champagne Ardennes	43	3.2%	3.9%	4	1.3%	0.7%	39	3.7%	6.9%	11	2.1%	3.8%
Picardie	35	2.6%	2.2%	6	2.0%	0.7%	29	2.7%	3.6%	8	1.5%	1.9%
Bourgogne	27	2.0%	2.0%	4	1.4%	0.6%	23	2.2%	3.3%	8	1.5%	2.4%
Haute Normandie	36	2.7%	2.4%	6	2.2%	0.9%	30	2.8%	3.9%	17	3.1%	3.8%
Basse Normandie	20	1.5%	1.7%	3	1.0%	0.5%	18	1.7%	2.8%	14	2.5%	4.2%
Centre	33	2.5%	1.6%	5	1.9%	0.5%	28	2.6%	2.5%	12	2.2%	1.8%
Pays de Loire	55	4.1%	1.8%	7	2.4%	0.5%	48	4.5%	3.1%	24	4.4%	2.6%
Bretagne	47	3.5%	1.8%	8	2.8%	0.6%	40	3.7%	2.8%	14	2.6%	1.8%
Poitou Charentes	26	1.9%	1.7%	2	0.8%	0.3%	24	2.2%	3.0%	3	0.6%	1.0%
Aquitaine	63	4.7%	2.3%	16	5.5%	1.2%	47	4.5%	3.2%	17	3.1%	2.0%
Midi Pyrénées	73	5.4%	3.0%	25	8.7%	2.1%	48	4.5%	3.8%	28	5.2%	3.6%
Limousin	14	1.0%	2.3%	0	0.1%	0.1%	14	1.3%	4.3%	3	0.6%	2.0%
Auvergne	13	1.0%	1.2%	0	0.0%	0.0%	13	1.2%	2.3%	8	1.5%	2.5%
Rhône Alpes	105	7.8%	2.0%	13	4.5%	0.5%	92	8.7%	3.4%	41	7.6%	2.1%
Languedoc Roussillon	67	5.0%	2.9%	6	2.1%	0.5%	61	5.8%	5.1%	25	4.6%	3.6%
Provence Alpes Côte d'Azur. Corse	150	11.1%	3.4%	42	14.9%	2.0%	107	10.1%	4.7%	71	13.0%	4.9%
Habitudes de connexion à Internet												
Tous les jours	1020	75.8%	2.9%	193	68.1%	1.1%	827	77.9%	4.8%	477	87.7%	3.2%
Presque tous les jours	129	9.6%	2.2%	13	4.6%	0.5%	116	10.9%	3.6%	40	7.4%	2.2%
1 à 2 fois par semaine	82	6.1%	3.2%	30	10.6%	2.8%	51	4.9%	3.5%	13	2.5%	2.5%
1 à 3 fois par mois	11	0.8%	2.3%	0	0.2%	0.2%	11	1.0%	3.7%	2	0.4%	3.1%
Moins souvent	20	1.5%	2.7%	4	1.3%	1.0%	16	1.5%	4.4%	11	2.1%	23.6%

	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	69	5.1%	3.8%	10	3.5%	1.3%	59	5.5%	5.4%	13	2.5%	7.0%
De 9 000 à moins de 12 000 euros par an	91	6.7%	3.0%	25	8.8%	2.2%	66	6.2%	3.6%	11	2.1%	4.7%
De 12 000 à moins de 18 000 euros par an	159	11.8%	2.9%	44	15.4%	1.8%	115	10.9%	3.7%	24	4.5%	3.9%
De 18 000 à moins de 24 000 euros par an	146	10.8%	2.1%	20	7.2%	0.7%	125	11.8%	3.3%	43	8.0%	3.2%
De 24 000 à moins de 36 000 euros par an	244	18.2%	2.1%	57	20.2%	1.1%	187	17.6%	3.1%	90	16.5%	2.6%
De 36 000 à moins de 45 000 euros par an	151	11.2%	2.1%	28	9.8%	0.8%	123	11.6%	3.6%	72	13.1%	2.4%
De 45 000 à moins de 65 000 euros par an	199	14.8%	2.7%	48	16.9%	1.2%	151	14.2%	4.7%	134	24.6%	3.3%
65 000 euros et plus par an	121	9.0%	3.1%	29	10.2%	1.3%	92	8.7%	5.5%	76	14.0%	2.8%
Refus	90	6.7%	2.7%	15	5.3%	1.0%	75	7.1%	3.9%	39	7.2%	3.5%
Ne sait pas	77	5.7%	4.6%	8	2.6%	1.0%	69	6.5%	7.5%	41	7.6%	7.1%