

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	1332	100.0%	2.6%	1106	100.0%	4.4%	226	100.0%	0.8%	445	100.0%	2.6%
Sexe												
Homme	1106	83.0%	4.4%	1106	100.0%	4.4%	0	0.0%	0.0%	376	84.3%	4.3%
Femme	226	17.0%	0.8%	0	0.0%	0.0%	226	100.0%	0.8%	70	15.7%	0.8%
Age												
15 à 24 ans	620	46.5%	8.5%	543	49.1%	14.7%	77	33.9%	2.1%	228	51.2%	7.5%
25 à 34 ans	349	26.2%	4.6%	288	26.1%	7.8%	61	26.9%	1.6%	101	22.7%	3.1%
35 à 49 ans	224	16.8%	1.8%	181	16.3%	2.9%	43	19.1%	0.7%	83	18.7%	1.3%
50 à 59 ans	106	8.0%	1.1%	75	6.7%	1.6%	31	13.8%	0.7%	30	6.7%	0.8%
60 ans et plus	33	2.5%	0.2%	19	1.7%	0.3%	14	6.3%	0.2%	4	0.8%	0.4%
Individu												
Ménagères	155	11.6%	0.7%	0	0.0%	0.0%	155	68.3%	0.7%	40	8.9%	0.6%
Personne de référence	558	41.9%	2.0%	510	46.1%	2.5%	48	21.2%	0.6%	170	38.1%	2.0%
Responsable des achats	601	45.1%	1.7%	445	40.2%	3.4%	156	68.8%	0.7%	166	37.4%	1.5%
PCS Individu												
Agriculteurs	1	0.0%	0.1%	1	0.0%	0.1%	0	0.0%	0.0%	0	0.0%	0.0%
Petits patrons	27	2.0%	1.7%	23	2.1%	2.0%	4	1.6%	0.8%	24	5.4%	1.7%
Affaires et Cadres	52	3.9%	1.1%	46	4.2%	1.6%	6	2.7%	0.3%	52	11.8%	1.2%
Professions intermédiaires	152	11.4%	2.1%	127	11.5%	3.6%	25	11.2%	0.7%	127	28.5%	2.2%
Employés	187	14.1%	2.2%	130	11.7%	5.9%	58	25.5%	0.9%	15	3.3%	0.8%
Ouvriers	311	23.3%	4.9%	290	26.2%	5.8%	21	9.4%	1.6%	18	4.1%	5.3%
Retraités	22	1.7%	0.2%	14	1.3%	0.2%	8	3.6%	0.1%	0	0.0%	0.0%
Autres inactifs	580	43.5%	5.6%	476	43.0%	12.8%	104	45.9%	1.6%	209	47.0%	6.4%
PCS Personne de référence												
Agriculteurs	10	0.8%	1.4%	9	0.8%	2.1%	2	0.7%	0.5%	0	0.0%	0.0%
Petits patrons	56	4.2%	2.1%	44	3.9%	3.2%	12	5.4%	1.0%	56	12.5%	2.1%
Affaires et Cadres	150	11.2%	2.2%	128	11.5%	3.7%	22	9.8%	0.7%	150	33.6%	2.2%
Professions intermédiaires	240	18.0%	3.0%	204	18.5%	5.1%	35	15.6%	0.9%	240	53.8%	3.0%
Employés	217	16.3%	4.0%	177	16.0%	7.5%	40	17.5%	1.3%	0	0.0%	0.0%
Ouvriers	419	31.4%	4.4%	348	31.5%	6.9%	71	31.1%	1.6%	0	0.0%	0.0%
Retraités	79	5.9%	0.5%	64	5.8%	1.0%	15	6.8%	0.2%	0	0.0%	0.0%
Autres inactifs	162	12.2%	3.9%	133	12.0%	8.3%	30	13.1%	1.1%	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	175	13.1%	1.7%	145	13.1%	3.3%	29	12.9%	0.5%	35	7.8%	1.9%
2 personnes	224	16.8%	1.2%	173	15.6%	2.0%	52	22.9%	0.6%	54	12.2%	1.3%
3 personnes	328	24.6%	3.6%	280	25.3%	6.0%	47	20.9%	1.0%	126	28.2%	3.2%
4 personnes	337	25.3%	3.6%	285	25.8%	6.2%	52	23.1%	1.1%	149	33.5%	3.0%
5 personnes et +	268	20.1%	4.9%	222	20.1%	8.2%	46	20.2%	1.6%	82	18.3%	3.2%
Présence d'enfants de moins de 15 ans												
Oui	526	39.5%	3.4%	433	39.2%	5.9%	92	40.8%	1.1%	193	43.4%	2.5%
Non	807	60.5%	2.2%	673	60.8%	3.8%	134	59.2%	0.7%	252	56.6%	2.6%
Habitat												
Communes rurales	266	20.0%	2.2%	208	18.8%	3.7%	58	25.5%	0.9%	88	19.7%	2.7%
Agglo. - 20 000 hab	197	14.8%	2.2%	171	15.5%	4.0%	26	11.5%	0.5%	79	17.6%	3.1%
Agglo. 20 000 à 100 000 hab	189	14.2%	2.7%	163	14.8%	4.8%	26	11.5%	0.7%	54	12.1%	2.9%
Agglo. + 100 000 hab	447	33.5%	2.9%	354	32.0%	4.7%	92	40.9%	1.2%	134	30.1%	2.4%
Agglo. Paris	233	17.5%	2.7%	209	18.9%	5.1%	24	10.6%	0.5%	91	20.4%	2.3%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	263	19.7%	2.7%	233	21.1%	5.1%	30	13.1%	0.6%	109	24.4%	2.5%
Nord Pas de Calais	125	9.4%	3.9%	114	10.3%	7.4%	12	5.1%	0.7%	28	6.2%	2.8%
Lorraine	56	4.2%	2.9%	47	4.3%	5.1%	9	3.9%	0.9%	13	2.9%	2.5%
Alsace	26	2.0%	1.7%	26	2.4%	3.6%	0	0.0%	0.0%	9	2.0%	1.9%
Franche-Comté	22	1.7%	2.4%	14	1.3%	3.1%	8	3.5%	1.6%	7	1.5%	2.5%
Champagne Ardennes	37	2.8%	3.4%	24	2.1%	4.5%	14	6.0%	2.4%	7	1.5%	2.3%
Picardie	62	4.6%	4.0%	47	4.2%	6.3%	15	6.7%	1.9%	17	3.9%	4.1%
Bourgogne	36	2.7%	2.6%	30	2.7%	4.6%	6	2.5%	0.8%	7	1.6%	2.1%
Haute Normandie	26	2.0%	1.8%	26	2.4%	3.7%	0	0.0%	0.0%	5	1.2%	1.2%
Basse Normandie	28	2.1%	2.3%	22	2.0%	3.8%	6	2.6%	0.9%	12	2.8%	3.8%
Centre	51	3.8%	2.4%	41	3.7%	4.0%	11	4.7%	1.0%	17	3.9%	2.7%
Pays de Loire	56	4.2%	1.9%	42	3.8%	2.9%	14	6.2%	0.9%	22	4.9%	2.4%
Bretagne	61	4.6%	2.3%	46	4.1%	3.5%	15	6.7%	1.1%	27	6.1%	3.6%
Poitou Charentes	43	3.2%	2.9%	39	3.5%	5.4%	4	2.0%	0.6%	11	2.4%	2.9%
Aquitaine	61	4.6%	2.2%	46	4.2%	3.5%	15	6.5%	1.0%	19	4.2%	2.2%
Midi Pyrénées	61	4.6%	2.5%	45	4.1%	3.8%	16	7.0%	1.2%	29	6.4%	3.6%
Limousin	13	1.0%	2.1%	12	1.1%	4.0%	1	0.6%	0.4%	4	1.0%	2.7%
Auvergne	27	2.0%	2.4%	23	2.1%	4.2%	4	1.8%	0.7%	10	2.2%	3.0%
Rhône Alpes	109	8.2%	2.1%	95	8.6%	3.8%	14	6.2%	0.5%	44	9.8%	2.3%
Languedoc Roussillon	61	4.6%	2.7%	50	4.5%	4.6%	11	4.8%	0.9%	17	3.7%	2.4%
Provence Alpes Côte d'Azur. Corse	107	8.0%	2.5%	84	7.6%	4.1%	23	10.0%	1.0%	33	7.4%	2.2%
Habitudes de connexion à Internet												
Tous les jours	1072	80.5%	3.1%	899	81.3%	5.2%	173	76.6%	1.0%	385	86.5%	2.6%
Presque tous les jours	158	11.8%	2.6%	133	12.0%	4.9%	25	10.8%	0.8%	49	11.0%	2.6%
1 à 2 fois par semaine	44	3.3%	1.7%	39	3.5%	3.6%	5	2.2%	0.3%	11	2.5%	2.1%
1 à 3 fois par mois	7	0.5%	1.4%	1	0.1%	0.6%	5	2.4%	1.9%	0	0.0%	0.0%
Moins souvent	10	0.8%	1.4%	7	0.6%	2.0%	3	1.5%	0.9%	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	84	6.3%	4.6%	60	5.4%	8.0%	24	10.5%	2.2%	11	2.6%	5.9%
De 9 000 à moins de 12 000 euros par an	111	8.3%	3.7%	94	8.5%	8.2%	17	7.5%	0.9%	10	2.1%	4.0%
De 12 000 à moins de 18 000 euros par an	134	10.1%	2.4%	102	9.2%	4.2%	32	14.3%	1.0%	13	2.9%	2.0%
De 18 000 à moins de 24 000 euros par an	172	12.9%	2.5%	141	12.7%	4.7%	31	13.7%	0.8%	55	12.4%	4.1%
De 24 000 à moins de 36 000 euros par an	280	21.0%	2.4%	235	21.3%	4.4%	44	19.6%	0.7%	78	17.6%	2.2%
De 36 000 à moins de 45 000 euros par an	168	12.6%	2.3%	142	12.9%	3.8%	25	11.1%	0.7%	73	16.5%	2.5%
De 45 000 à moins de 65 000 euros par an	122	9.2%	1.7%	105	9.5%	2.6%	17	7.5%	0.5%	66	14.9%	1.6%
65 000 euros et plus par an	67	5.0%	1.7%	58	5.2%	2.5%	9	4.0%	0.5%	53	11.9%	1.9%
Refus	102	7.7%	3.0%	91	8.2%	6.2%	12	5.2%	0.6%	46	10.3%	4.1%
Ne sait pas	93	7.0%	5.6%	78	7.1%	10.7%	15	6.5%	1.6%	40	8.9%	6.9%