

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	1787	100.0%	3.4%	303	100.0%	1.2%	1484	100.0%	5.5%	719	100.0%	4.1%
Sexe												
Homme	303	17.0%	1.2%	303	100.0%	1.2%	0	0.0%	0.0%	125	17.3%	1.4%
Femme	1484	83.0%	5.5%	0	0.0%	0.0%	1484	100.0%	5.5%	594	82.7%	6.9%
Age												
15 à 24 ans	90	5.0%	1.2%	15	5.0%	0.4%	75	5.0%	2.1%	50	6.9%	1.6%
25 à 34 ans	193	10.8%	2.6%	38	12.6%	1.0%	155	10.5%	4.0%	83	11.6%	2.6%
35 à 49 ans	530	29.7%	4.2%	104	34.2%	1.7%	426	28.7%	6.7%	308	42.9%	4.9%
50 à 59 ans	463	25.9%	5.0%	86	28.2%	1.9%	377	25.4%	8.1%	220	30.6%	5.7%
60 ans et plus	511	28.6%	3.3%	61	20.0%	0.9%	451	30.4%	5.2%	57	8.0%	6.6%
Individu												
Ménagères	1394	78.0%	5.9%	0	0.0%	0.0%	1394	93.9%	5.9%	552	76.8%	7.9%
Personne de référence	682	38.2%	2.4%	277	91.2%	1.4%	406	27.3%	5.1%	228	31.7%	2.7%
Responsable des achats	1519	85.0%	4.2%	180	59.4%	1.4%	1339	90.2%	5.8%	572	79.6%	5.2%
PCS Individu												
Agriculteurs	20	1.1%	4.0%	5	1.7%	1.5%	15	1.0%	9.3%	1	0.2%	8.3%
Petits patrons	67	3.8%	4.2%	21	6.8%	1.8%	46	3.1%	10.3%	59	8.2%	4.1%
Affaires et Cadres	195	10.9%	4.0%	44	14.4%	1.5%	152	10.2%	7.4%	176	24.5%	4.0%
Professions intermédiaires	353	19.8%	4.9%	63	20.7%	1.8%	290	19.6%	7.9%	270	37.6%	4.6%
Employés	343	19.2%	4.1%	28	9.3%	1.3%	315	21.2%	5.1%	84	11.7%	4.5%
Ouvriers	104	5.8%	1.6%	55	18.1%	1.1%	49	3.3%	3.7%	8	1.0%	2.2%
Retraités	396	22.2%	3.1%	55	18.1%	0.9%	341	23.0%	5.2%	22	3.0%	10.5%
Autres inactifs	310	17.3%	3.0%	33	10.9%	0.9%	276	18.6%	4.1%	99	13.8%	3.1%
PCS Personne de référence												
Agriculteurs	32	1.8%	4.2%	7	2.2%	1.7%	25	1.7%	7.3%	0	0.0%	0.0%
Petits patrons	124	7.0%	4.7%	21	6.8%	1.5%	104	7.0%	8.1%	124	17.3%	4.7%
Affaires et Cadres	318	17.8%	4.6%	47	15.5%	1.4%	271	18.2%	7.9%	318	44.2%	4.6%
Professions intermédiaires	277	15.5%	3.5%	57	18.8%	1.4%	220	14.8%	5.7%	277	38.5%	3.5%
Employés	187	10.5%	3.4%	33	10.8%	1.4%	154	10.4%	5.0%	0	0.0%	0.0%
Ouvriers	234	13.1%	2.5%	53	17.6%	1.1%	180	12.1%	4.1%	0	0.0%	0.0%
Retraités	468	26.2%	3.1%	61	20.2%	0.9%	407	27.4%	5.0%	0	0.0%	0.0%
Autres inactifs	148	8.3%	3.5%	24	8.0%	1.5%	124	8.4%	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	327	18.3%	3.3%	37	12.2%	0.8%	290	19.5%	5.1%	73	10.1%	4.0%
2 personnes	678	37.9%	3.8%	126	41.7%	1.5%	552	37.2%	5.9%	189	26.3%	4.6%
3 personnes	290	16.2%	3.1%	45	14.9%	1.0%	245	16.5%	5.4%	150	20.9%	3.8%
4 personnes	292	16.3%	3.1%	65	21.3%	1.4%	227	15.3%	4.9%	183	25.4%	3.7%
5 personnes et +	201	11.2%	3.6%	30	10.0%	1.1%	170	11.5%	6.1%	124	17.3%	4.9%
Présence d'enfants de moins de 15 ans												
Oui	570	31.9%	3.7%	102	33.8%	1.4%	467	31.5%	5.7%	334	46.5%	4.3%
Non	1218	68.1%	3.3%	201	66.2%	1.1%	1017	68.5%	5.4%	385	53.5%	4.0%
Habitat												
Communes rurales	381	21.3%	3.2%	66	21.6%	1.2%	315	21.2%	5.0%	123	17.1%	3.7%
Agglo. - 20 000 hab	298	16.7%	3.3%	66	21.7%	1.6%	232	15.7%	4.8%	105	14.6%	4.1%
Agglo. 20 000 à 100 000 hab	228	12.7%	3.3%	42	13.9%	1.2%	185	12.5%	5.2%	84	11.7%	4.5%
Agglo. + 100 000 hab	584	32.7%	3.8%	94	30.9%	1.2%	491	33.0%	6.1%	229	31.9%	4.0%
Agglo. Paris	297	16.6%	3.5%	36	11.9%	0.9%	261	17.6%	5.8%	177	24.6%	4.5%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	333	18.6%	3.5%	42	13.7%	0.9%	291	19.6%	5.8%	195	27.1%	4.5%
Nord Pas de Calais	104	5.8%	3.2%	16	5.4%	1.1%	88	5.9%	5.2%	37	5.1%	3.8%
Lorraine	53	3.0%	2.8%	16	5.3%	1.7%	37	2.5%	3.8%	21	2.9%	4.0%
Alsace	48	2.7%	3.1%	12	3.8%	1.6%	36	2.4%	4.5%	19	2.7%	4.1%
Franche-Comté	32	1.8%	3.3%	4	1.3%	0.9%	28	1.9%	5.7%	12	1.7%	4.4%
Champagne Ardennes	43	2.4%	4.0%	4	1.4%	0.8%	39	2.6%	6.9%	14	2.0%	4.8%
Picardie	46	2.6%	3.0%	10	3.4%	1.4%	35	2.4%	4.4%	16	2.2%	3.7%
Bourgogne	42	2.4%	3.1%	7	2.3%	1.1%	35	2.4%	5.0%	11	1.6%	3.4%
Haute Normandie	62	3.5%	4.2%	11	3.7%	1.6%	51	3.4%	6.6%	17	2.4%	3.9%
Basse Normandie	34	1.9%	2.8%	8	2.8%	1.5%	25	1.7%	4.0%	14	2.0%	4.4%
Centre	57	3.2%	2.7%	13	4.2%	1.3%	45	3.0%	4.1%	28	3.9%	4.3%
Pays de Loire	65	3.7%	2.2%	16	5.2%	1.1%	49	3.3%	3.2%	23	3.2%	2.5%
Bretagne	108	6.0%	4.0%	16	5.2%	1.2%	92	6.2%	6.6%	34	4.7%	4.5%
Poitou Charentes	58	3.3%	3.9%	11	3.8%	1.6%	47	3.2%	6.1%	22	3.1%	6.0%
Aquitaine	104	5.8%	3.7%	22	7.3%	1.7%	81	5.5%	5.6%	35	4.9%	4.2%
Midi Pyrénées	99	5.5%	4.0%	20	6.5%	1.6%	79	5.3%	6.2%	37	5.2%	4.8%
Limousin	29	1.6%	4.7%	5	1.8%	1.8%	23	1.6%	7.3%	4	0.6%	2.7%
Auvergne	32	1.8%	2.8%	7	2.2%	1.2%	25	1.7%	4.3%	9	1.2%	2.7%
Rhône Alpes	158	8.8%	3.0%	23	7.7%	0.9%	134	9.0%	5.0%	61	8.5%	3.1%
Languedoc Roussillon	93	5.2%	4.0%	15	4.9%	1.4%	78	5.2%	6.4%	38	5.2%	5.4%
Provence Alpes Côte d'Azur. Corse	189	10.6%	4.3%	24	8.0%	1.2%	165	11.1%	7.2%	71	9.8%	4.9%
Habitudes de connexion à Internet												
Tous les jours	1239	69.3%	3.6%	216	71.2%	1.2%	1023	68.9%	5.9%	583	81.0%	4.0%
Presque tous les jours	229	12.8%	3.9%	28	9.3%	1.0%	201	13.5%	6.3%	92	12.8%	5.0%
1 à 2 fois par semaine	113	6.3%	4.4%	19	6.3%	1.8%	94	6.3%	6.3%	29	4.0%	5.4%
1 à 3 fois par mois	18	1.0%	3.6%	7	2.3%	3.6%	11	0.7%	3.7%	0	0.0%	0.0%
Moins souvent	33	1.8%	4.6%	2	0.5%	0.4%	31	2.1%	8.7%	10	1.4%	21.0%
Jamais	4	0.2%	5.7%	3	0.9%	7.1%	1	0.1%	3.9%	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	67	3.7%	3.7%	7	2.3%	0.9%	60	4.0%	5.6%	11	1.5%	5.5%
De 9 000 à moins de 12 000 euros par an	76	4.3%	2.6%	11	3.7%	1.0%	65	4.4%	3.5%	7	1.0%	3.0%
De 12 000 à moins de 18 000 euros par an	174	9.8%	3.1%	38	12.4%	1.5%	137	9.2%	4.4%	28	3.9%	4.4%
De 18 000 à moins de 24 000 euros par an	227	12.7%	3.3%	50	16.4%	1.7%	177	11.9%	4.6%	58	8.1%	4.3%
De 24 000 à moins de 36 000 euros par an	348	19.5%	3.0%	50	16.6%	0.9%	298	20.1%	4.9%	110	15.3%	3.1%
De 36 000 à moins de 45 000 euros par an	265	14.8%	3.7%	46	15.1%	1.2%	220	14.8%	6.4%	129	17.9%	4.4%
De 45 000 à moins de 65 000 euros par an	273	15.2%	3.7%	55	18.2%	1.3%	217	14.7%	6.7%	177	24.6%	4.4%
65 000 euros et plus par an	191	10.7%	4.8%	32	10.5%	1.4%	159	10.7%	9.4%	141	19.6%	5.2%
Refus	123	6.9%	3.6%	9	3.0%	0.6%	114	7.7%	5.9%	39	5.4%	3.4%
Ne sait pas	44	2.4%	2.6%	6	1.9%	0.8%	38	2.6%	4.1%	20	2.8%	3.5%