

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	1591	100.0%	3.1%	924	100.0%	3.7%	667	100.0%	2.5%	643	100.0%	3.7%
Sexe												
Homme	924	58.1%	3.7%	924	100.0%	3.7%	0	0.0%	0.0%	391	60.7%	4.4%
Femme	667	41.9%	2.5%	0	0.0%	0.0%	667	100.0%	2.5%	253	39.3%	3.0%
Age												
15 à 24 ans	252	15.9%	3.5%	148	16.1%	4.0%	104	15.6%	2.9%	110	17.1%	3.6%
25 à 34 ans	216	13.6%	2.8%	141	15.2%	3.8%	75	11.2%	1.9%	112	17.5%	3.5%
35 à 49 ans	303	19.0%	2.4%	193	20.9%	3.1%	109	16.4%	1.7%	199	31.0%	3.2%
50 à 59 ans	236	14.8%	2.5%	149	16.1%	3.2%	87	13.0%	1.9%	147	22.8%	3.8%
60 ans et plus	584	36.7%	3.8%	292	31.6%	4.3%	292	43.7%	3.4%	75	11.7%	8.6%
Individu												
Ménagères	555	34.9%	2.4%	0	0.0%	0.0%	555	83.3%	2.4%	204	31.7%	2.9%
Personne de référence	907	57.0%	3.2%	735	79.5%	3.6%	172	25.8%	2.2%	352	54.7%	4.2%
Responsable des achats	1031	64.8%	2.9%	472	51.1%	3.6%	559	83.9%	2.4%	382	59.4%	3.5%
PCS Individu												
Agriculteurs	5	0.3%	1.0%	3	0.3%	0.8%	2	0.3%	1.4%	0	0.0%	0.0%
Petits patrons	65	4.1%	4.1%	47	5.1%	4.1%	18	2.7%	4.0%	60	9.3%	4.2%
Affaires et Cadres	272	17.1%	5.5%	199	21.6%	7.0%	72	10.8%	3.5%	251	39.0%	5.7%
Professions intermédiaires	148	9.3%	2.1%	89	9.6%	2.5%	59	8.8%	1.6%	133	20.6%	2.3%
Employés	186	11.7%	2.2%	90	9.8%	4.1%	95	14.3%	1.6%	43	6.7%	2.3%
Ouvriers	90	5.7%	1.4%	85	9.2%	1.7%	5	0.8%	0.4%	3	0.5%	0.9%
Retraités	436	27.4%	3.4%	253	27.3%	4.1%	184	27.6%	2.8%	13	2.1%	6.4%
Autres inactifs	389	24.5%	3.7%	157	17.0%	4.2%	232	34.7%	3.5%	140	21.7%	4.3%
PCS Personne de référence												
Agriculteurs	6	0.4%	0.8%	4	0.4%	0.9%	3	0.4%	0.8%	0	0.0%	0.0%
Petits patrons	88	5.6%	3.4%	56	6.1%	4.2%	32	4.9%	2.5%	88	13.7%	3.4%
Affaires et Cadres	349	22.0%	5.1%	215	23.3%	6.3%	134	20.1%	3.9%	349	54.3%	5.1%
Professions intermédiaires	206	12.9%	2.6%	119	12.9%	3.0%	86	12.9%	2.2%	206	32.0%	2.6%
Employés	121	7.6%	2.2%	80	8.7%	3.4%	41	6.1%	1.3%	0	0.0%	0.0%
Ouvriers	165	10.4%	1.7%	101	10.9%	2.0%	65	9.7%	1.5%	0	0.0%	0.0%
Retraités	505	31.8%	3.4%	275	29.8%	4.1%	230	34.5%	2.8%	0	0.0%	0.0%
Autres inactifs	149	9.4%	3.5%	73	7.9%	4.6%	76	11.4%	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	284	17.8%	2.8%	139	15.1%	3.2%	144	21.7%	2.6%	80	12.5%	4.4%
2 personnes	629	39.5%	3.5%	353	38.2%	4.1%	276	41.4%	2.9%	162	25.2%	3.9%
3 personnes	249	15.6%	2.7%	148	16.0%	3.2%	101	15.2%	2.2%	129	20.1%	3.3%
4 personnes	251	15.8%	2.7%	160	17.3%	3.5%	92	13.7%	2.0%	174	27.0%	3.5%
5 personnes et +	178	11.2%	3.2%	124	13.4%	4.6%	54	8.1%	1.9%	98	15.2%	3.8%
Présence d'enfants de moins de 15 ans												
Oui	410	25.8%	2.6%	259	28.0%	3.5%	151	22.7%	1.8%	253	39.3%	3.3%
Non	1180	74.2%	3.2%	665	72.0%	3.8%	515	77.3%	2.7%	391	60.7%	4.1%
Habitat												
Communes rurales	201	12.6%	1.7%	105	11.4%	1.9%	96	14.3%	1.5%	68	10.6%	2.1%
Agglo. - 20 000 hab	190	11.9%	2.1%	109	11.8%	2.6%	81	12.1%	1.7%	78	12.1%	3.1%
Agglo. 20 000 à 100 000 hab	155	9.8%	2.2%	89	9.6%	2.6%	67	10.0%	1.9%	46	7.1%	2.5%
Agglo. + 100 000 hab	474	29.8%	3.1%	301	32.6%	4.0%	172	25.9%	2.2%	194	30.2%	3.4%
Agglo. Paris	571	35.9%	6.7%	320	34.6%	7.8%	251	37.7%	5.6%	257	40.0%	6.5%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	622	39.1%	6.5%	353	38.2%	7.7%	269	40.3%	5.4%	285	44.3%	6.6%
Nord Pas de Calais	80	5.1%	2.5%	56	6.0%	3.6%	25	3.7%	1.5%	28	4.4%	2.9%
Lorraine	30	1.9%	1.5%	14	1.6%	1.5%	15	2.3%	1.5%	11	1.7%	2.1%
Alsace	40	2.5%	2.6%	32	3.5%	4.4%	7	1.1%	0.9%	12	1.9%	2.5%
Franche-Comté	15	0.9%	1.6%	8	0.9%	1.8%	7	1.0%	1.4%	4	0.7%	1.7%
Champagne Ardennes	24	1.5%	2.2%	17	1.8%	3.1%	7	1.1%	1.3%	6	1.0%	2.2%
Picardie	26	1.6%	1.7%	12	1.3%	1.6%	14	2.1%	1.8%	12	1.8%	2.7%
Bourgogne	26	1.6%	1.9%	18	2.0%	2.8%	7	1.1%	1.0%	7	1.1%	2.0%
Haute Normandie	30	1.9%	2.0%	14	1.5%	1.9%	17	2.5%	2.1%	11	1.7%	2.4%
Basse Normandie	18	1.1%	1.5%	8	0.9%	1.4%	10	1.4%	1.5%	7	1.0%	2.0%
Centre	53	3.4%	2.5%	30	3.2%	3.0%	23	3.5%	2.2%	21	3.3%	3.2%
Pays de Loire	52	3.2%	1.7%	25	2.7%	1.7%	27	4.0%	1.7%	22	3.4%	2.4%
Bretagne	51	3.2%	1.9%	23	2.5%	1.8%	28	4.2%	2.0%	14	2.2%	1.9%
Poitou Charentes	33	2.1%	2.2%	23	2.5%	3.2%	10	1.5%	1.3%	7	1.1%	2.0%
Aquitaine	81	5.1%	2.9%	43	4.7%	3.2%	38	5.7%	2.6%	30	4.7%	3.6%
Midi Pyrénées	58	3.7%	2.4%	33	3.6%	2.8%	25	3.8%	2.0%	19	3.0%	2.5%
Limousin	9	0.6%	1.5%	6	0.7%	2.1%	3	0.5%	1.0%	4	0.6%	2.3%
Auvergne	20	1.3%	1.8%	10	1.1%	1.9%	10	1.5%	1.7%	7	1.1%	2.3%
Rhône Alpes	125	7.8%	2.4%	80	8.7%	3.2%	45	6.7%	1.6%	50	7.8%	2.6%
Languedoc Roussillon	60	3.8%	2.6%	37	4.0%	3.4%	23	3.4%	1.9%	25	3.8%	3.6%
Provence Alpes Côte d'Azur. Corse	138	8.7%	3.2%	81	8.8%	3.9%	57	8.5%	2.5%	60	9.3%	4.1%
Habitudes de connexion à Internet												
Tous les jours	1281	80.6%	3.7%	765	82.8%	4.4%	516	77.4%	3.0%	579	90.0%	3.9%
Presque tous les jours	157	9.9%	2.6%	78	8.4%	2.8%	79	11.9%	2.5%	51	7.9%	2.7%
1 à 2 fois par semaine	60	3.8%	2.3%	29	3.1%	2.7%	31	4.7%	2.1%	11	1.7%	2.1%
1 à 3 fois par mois	7	0.4%	1.4%	2	0.2%	0.9%	5	0.7%	1.7%	0	0.0%	0.4%
Moins souvent	4	0.3%	0.6%	1	0.1%	0.2%	4	0.6%	1.1%	0	0.0%	0.0%
Jamais	0	0.0%	0.7%	0	0.0%	0.0%	0	0.1%	1.6%	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	41	2.5%	2.2%	27	2.9%	3.6%	14	2.1%	1.3%	8	1.2%	4.0%
De 9 000 à moins de 12 000 euros par an	58	3.6%	1.9%	29	3.2%	2.5%	29	4.3%	1.6%	10	1.6%	4.2%
De 12 000 à moins de 18 000 euros par an	104	6.5%	1.9%	63	6.8%	2.6%	41	6.1%	1.3%	16	2.5%	2.5%
De 18 000 à moins de 24 000 euros par an	143	9.0%	2.1%	70	7.6%	2.4%	73	11.0%	1.9%	50	7.8%	3.7%
De 24 000 à moins de 36 000 euros par an	273	17.2%	2.4%	145	15.7%	2.7%	128	19.3%	2.1%	96	14.9%	2.7%
De 36 000 à moins de 45 000 euros par an	188	11.8%	2.6%	107	11.6%	2.9%	81	12.2%	2.4%	77	11.9%	2.6%
De 45 000 à moins de 65 000 euros par an	338	21.3%	4.6%	222	24.0%	5.4%	116	17.4%	3.6%	167	26.0%	4.1%
65 000 euros et plus par an	294	18.5%	7.4%	187	20.2%	8.2%	108	16.2%	6.4%	160	24.8%	5.9%
Refus	113	7.1%	3.3%	54	5.9%	3.7%	59	8.8%	3.0%	41	6.3%	3.6%
Ne sait pas	38	2.4%	2.3%	20	2.1%	2.7%	19	2.8%	2.0%	20	3.1%	3.4%