

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	2178	100.0%	4.2%	620	100.0%	2.5%	1559	100.0%	5.7%	991	100.0%	5.7%
Sexe												
Homme	620	28.4%	2.5%	620	100.0%	2.5%	0	0.0%	0.0%	285	28.7%	3.2%
Femme	1559	71.6%	5.7%	0	0.0%	0.0%	1559	100.0%	5.7%	706	71.3%	8.2%
Age												
15 à 24 ans	231	10.6%	3.2%	69	11.1%	1.9%	162	10.4%	4.5%	111	11.2%	3.6%
25 à 34 ans	238	10.9%	3.1%	46	7.4%	1.2%	192	12.3%	5.0%	135	13.6%	4.2%
35 à 49 ans	650	29.9%	5.2%	185	29.9%	3.0%	465	29.9%	7.4%	398	40.2%	6.3%
50 à 59 ans	549	25.2%	5.9%	182	29.4%	4.0%	367	23.5%	7.9%	280	28.3%	7.3%
60 ans et plus	511	23.5%	3.3%	138	22.2%	2.0%	373	23.9%	4.3%	66	6.7%	7.6%
Individu												
Ménagères	1403	64.4%	6.0%	0	0.0%	0.0%	1403	90.0%	6.0%	634	64.0%	9.0%
Personne de référence	1025	47.1%	3.6%	537	86.7%	2.6%	488	31.3%	6.1%	410	41.4%	4.9%
Responsable des achats	1693	77.7%	4.7%	356	57.4%	2.7%	1337	85.8%	5.8%	737	74.4%	6.7%
PCS Individu												
Agriculteurs	20	0.9%	4.1%	7	1.2%	2.2%	13	0.8%	8.2%	1	0.1%	8.3%
Petits patrons	80	3.7%	5.0%	39	6.3%	3.4%	41	2.6%	9.2%	73	7.4%	5.1%
Affaires et Cadres	315	14.5%	6.4%	116	18.8%	4.1%	199	12.7%	9.6%	279	28.2%	6.3%
Professions intermédiaires	441	20.2%	6.1%	99	16.0%	2.8%	342	21.9%	9.3%	350	35.3%	6.0%
Employés	437	20.1%	5.2%	74	11.9%	3.3%	363	23.3%	5.9%	120	12.1%	6.5%
Ouvriers	95	4.4%	1.5%	54	8.7%	1.1%	41	2.6%	3.1%	2	0.2%	0.7%
Retraités	371	17.0%	2.9%	111	18.0%	1.8%	260	16.6%	3.9%	12	1.2%	5.7%
Autres inactifs	419	19.2%	4.0%	118	19.1%	3.2%	300	19.3%	4.5%	153	15.4%	4.7%
PCS Personne de référence												
Agriculteurs	34	1.6%	4.5%	8	1.3%	2.0%	26	1.7%	7.6%	0	0.0%	0.0%
Petits patrons	158	7.3%	6.0%	45	7.2%	3.3%	114	7.3%	8.9%	158	16.0%	6.0%
Affaires et Cadres	396	18.2%	5.8%	127	20.5%	3.7%	269	17.2%	7.9%	396	39.9%	5.8%
Professions intermédiaires	437	20.1%	5.5%	113	18.2%	2.8%	324	20.8%	8.3%	437	44.1%	5.5%
Employés	272	12.5%	5.0%	71	11.5%	3.0%	200	12.8%	6.6%	0	0.0%	0.0%
Ouvriers	258	11.9%	2.7%	58	9.4%	1.2%	200	12.8%	4.5%	0	0.0%	0.0%
Retraités	456	20.9%	3.1%	125	20.1%	1.9%	332	21.3%	4.1%	0	0.0%	0.0%
Autres inactifs	168	7.7%	4.0%	72	11.7%	4.6%	95	6.1%	3.6%	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	419	19.2%	4.2%	97	15.7%	2.2%	322	20.6%	5.7%	117	11.8%	6.4%
2 personnes	738	33.9%	4.1%	212	34.3%	2.5%	526	33.7%	5.6%	261	26.4%	6.3%
3 personnes	371	17.0%	4.0%	92	14.9%	2.0%	279	17.9%	6.1%	223	22.5%	5.7%
4 personnes	417	19.2%	4.5%	125	20.2%	2.7%	292	18.7%	6.3%	246	24.9%	5.0%
5 personnes et +	233	10.7%	4.2%	93	15.0%	3.4%	140	9.0%	5.0%	142	14.4%	5.6%
Présence d'enfants de moins de 15 ans												
Oui	758	34.8%	4.9%	228	36.8%	3.1%	530	34.0%	6.5%	471	47.6%	6.1%
Non	1420	65.2%	3.9%	392	63.2%	2.2%	1029	66.0%	5.4%	519	52.4%	5.4%
Habitat												
Communes rurales	439	20.1%	3.7%	119	19.2%	2.1%	320	20.5%	5.1%	163	16.4%	5.0%
Agglo. - 20 000 hab	378	17.3%	4.2%	97	15.6%	2.3%	281	18.0%	5.8%	155	15.6%	6.1%
Agglo. 20 000 à 100 000 hab	262	12.0%	3.8%	68	11.0%	2.0%	194	12.5%	5.4%	114	11.5%	6.1%
Agglo. + 100 000 hab	672	30.9%	4.3%	213	34.3%	2.8%	460	29.5%	5.8%	343	34.6%	6.0%
Agglo. Paris	427	19.6%	5.0%	124	20.0%	3.0%	304	19.5%	6.8%	216	21.9%	5.5%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	463	21.2%	4.8%	137	22.1%	3.0%	326	20.9%	6.5%	232	23.5%	5.3%
Nord Pas de Calais	88	4.0%	2.7%	30	4.8%	1.9%	58	3.7%	3.4%	29	2.9%	3.0%
Lorraine	79	3.6%	4.1%	30	4.8%	3.2%	49	3.1%	4.9%	37	3.8%	7.1%
Alsace	114	5.2%	7.4%	38	6.1%	5.1%	76	4.9%	9.6%	45	4.6%	9.5%
Franche-Comté	32	1.5%	3.4%	11	1.8%	2.4%	21	1.3%	4.3%	11	1.1%	3.9%
Champagne Ardennes	33	1.5%	3.0%	13	2.1%	2.5%	20	1.3%	3.5%	16	1.6%	5.5%
Picardie	54	2.5%	3.5%	25	4.0%	3.3%	29	1.9%	3.7%	14	1.4%	3.3%
Bourgogne	55	2.5%	4.0%	14	2.3%	2.1%	41	2.6%	5.8%	16	1.6%	4.7%
Haute Normandie	43	2.0%	2.9%	7	1.2%	1.0%	36	2.3%	4.6%	16	1.6%	3.5%
Basse Normandie	35	1.6%	2.9%	9	1.5%	1.6%	26	1.7%	4.2%	18	1.9%	5.6%
Centre	78	3.6%	3.7%	14	2.3%	1.4%	64	4.1%	5.9%	36	3.6%	5.6%
Pays de Loire	104	4.8%	3.5%	23	3.7%	1.6%	81	5.2%	5.2%	53	5.3%	5.7%
Bretagne	128	5.9%	4.8%	34	5.4%	2.6%	94	6.0%	6.8%	63	6.3%	8.3%
Poitou Charentes	77	3.6%	5.2%	25	4.1%	3.5%	52	3.3%	6.7%	29	2.9%	7.8%
Aquitaine	114	5.3%	4.1%	20	3.3%	1.5%	94	6.0%	6.5%	35	3.5%	4.2%
Midi Pyrénées	102	4.7%	4.1%	41	6.6%	3.4%	61	3.9%	4.7%	58	5.8%	7.4%
Limousin	25	1.1%	4.0%	6	0.9%	1.9%	19	1.2%	5.9%	10	1.0%	5.9%
Auvergne	33	1.5%	3.0%	9	1.4%	1.6%	25	1.6%	4.2%	18	1.8%	5.6%
Rhône Alpes	244	11.2%	4.7%	76	12.2%	3.0%	169	10.8%	6.2%	132	13.3%	6.8%
Languedoc Roussillon	100	4.6%	4.4%	23	3.7%	2.1%	77	5.0%	6.4%	47	4.8%	6.9%
Provence Alpes Côte d'Azur. Corse	178	8.1%	4.1%	36	5.8%	1.7%	142	9.1%	6.2%	75	7.6%	5.2%
Habitudes de connexion à Internet												
Tous les jours	1624	74.6%	4.7%	477	77.1%	2.8%	1147	73.6%	6.6%	810	81.8%	5.5%
Presque tous les jours	274	12.6%	4.6%	55	8.8%	2.0%	219	14.1%	6.8%	124	12.6%	6.7%
1 à 2 fois par semaine	82	3.8%	3.2%	23	3.7%	2.1%	60	3.8%	4.0%	30	3.0%	5.7%
1 à 3 fois par mois	21	1.0%	4.4%	4	0.6%	2.1%	17	1.1%	5.9%	6	0.6%	9.4%
Moins souvent	29	1.3%	4.0%	5	0.7%	1.3%	25	1.6%	6.8%	11	1.1%	22.7%
Jamais	3	0.1%	3.9%	0	0.0%	0.0%	3	0.2%	9.1%	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	77	3.5%	4.2%	26	4.3%	3.5%	50	3.2%	4.6%	21	2.1%	10.9%
De 9 000 à moins de 12 000 euros par an	89	4.1%	3.0%	28	4.5%	2.4%	61	3.9%	3.3%	13	1.3%	5.5%
De 12 000 à moins de 18 000 euros par an	192	8.8%	3.5%	48	7.8%	2.0%	144	9.2%	4.6%	43	4.4%	6.8%
De 18 000 à moins de 24 000 euros par an	244	11.2%	3.6%	42	6.8%	1.4%	202	13.0%	5.3%	80	8.1%	5.9%
De 24 000 à moins de 36 000 euros par an	481	22.1%	4.2%	144	23.2%	2.7%	337	21.6%	5.6%	221	22.3%	6.3%
De 36 000 à moins de 45 000 euros par an	305	14.0%	4.3%	81	13.1%	2.2%	224	14.3%	6.5%	154	15.5%	5.2%
De 45 000 à moins de 65 000 euros par an	402	18.5%	5.5%	140	22.6%	3.4%	262	16.8%	8.1%	208	21.0%	5.1%
65 000 euros et plus par an	220	10.1%	5.6%	71	11.4%	3.1%	149	9.6%	8.8%	167	16.9%	6.2%
Refus	114	5.2%	3.4%	24	3.8%	1.6%	90	5.8%	4.7%	57	5.7%	5.0%
Ne sait pas	54	2.5%	3.3%	15	2.5%	2.1%	39	2.5%	4.3%	27	2.7%	4.6%