

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	1092	100.0%	2.1%	906	100.0%	3.6%	186	100.0%	0.7%	435	100.0%	2.5%
Sexe												
Homme	906	83.0%	3.6%	906	100.0%	3.6%	0	0.0%	0.0%	375	86.1%	4.2%
Femme	186	17.0%	0.7%	0	0.0%	0.0%	186	100.0%	0.7%	60	13.9%	0.7%
Age												
15 à 24 ans	102	9.4%	1.4%	87	9.6%	2.4%	16	8.5%	0.4%	49	11.3%	1.6%
25 à 34 ans	119	10.9%	1.6%	97	10.7%	2.6%	22	11.9%	0.6%	58	13.3%	1.8%
35 à 49 ans	341	31.3%	2.7%	293	32.4%	4.8%	48	25.9%	0.8%	175	40.2%	2.8%
50 à 59 ans	245	22.4%	2.7%	201	22.2%	4.4%	44	23.5%	1.0%	112	25.8%	3.0%
60 ans et plus	284	26.0%	1.8%	228	25.2%	3.3%	56	30.2%	0.6%	41	9.4%	4.1%
Individu												
Ménagères	165	15.1%	0.7%	0	0.0%	0.0%	165	88.6%	0.7%	58	13.4%	0.8%
Personne de référence	806	73.8%	2.8%	780	86.1%	3.8%	26	13.8%	0.3%	330	75.8%	3.9%
Responsable des achats	600	55.0%	1.7%	440	48.6%	3.4%	160	86.2%	0.7%	232	53.4%	2.1%
PCS Individu												
Agriculteurs	9	0.8%	1.8%	7	0.7%	2.0%	2	1.3%	1.5%	1	0.2%	3.7%
Petits patrons	71	6.5%	4.4%	69	7.6%	5.9%	2	0.8%	0.4%	70	16.0%	4.9%
Affaires et Cadres	129	11.9%	2.6%	111	12.3%	3.9%	18	9.9%	0.9%	121	27.8%	2.7%
Professions intermédiaires	189	17.3%	2.6%	174	19.2%	4.8%	15	8.3%	0.4%	176	40.3%	3.0%
Employés	111	10.2%	1.3%	69	7.6%	3.1%	43	22.9%	0.7%	8	1.8%	0.4%
Ouvriers	227	20.8%	3.6%	223	24.7%	4.4%	3	1.9%	0.3%	14	3.2%	3.9%
Retraités	233	21.4%	1.8%	183	20.2%	3.0%	50	27.0%	0.7%	3	0.8%	1.6%
Autres inactifs	122	11.1%	1.2%	70	7.7%	1.9%	52	27.9%	0.8%	43	9.9%	1.3%
PCS Personne de référence												
Agriculteurs	9	0.8%	1.2%	7	0.8%	1.8%	2	0.9%	0.5%	0	0.0%	0.0%
Petits patrons	99	9.1%	3.8%	77	8.5%	5.6%	22	11.9%	1.8%	99	22.7%	3.8%
Affaires et Cadres	149	13.6%	2.2%	130	14.3%	3.8%	19	10.1%	0.5%	149	34.2%	2.2%
Professions intermédiaires	188	17.2%	2.4%	168	18.6%	4.1%	20	10.5%	0.5%	188	43.1%	2.4%
Employés	97	8.9%	1.8%	80	8.8%	3.4%	17	9.1%	0.6%	0	0.0%	0.0%
Ouvriers	260	23.9%	2.7%	220	24.3%	4.3%	40	21.6%	0.9%	0	0.0%	0.0%
Retraités	249	22.8%	1.7%	198	21.9%	3.0%	51	27.5%	0.6%	0	0.0%	0.0%
Autres inactifs	41	3.8%	1.0%	26	2.8%	1.7%	15	8.3%	0.6%	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	103	9.5%	1.0%	93	10.3%	2.1%	10	5.6%	0.2%	34	7.7%	1.7%
2 personnes	401	36.8%	2.2%	318	35.1%	3.7%	84	45.0%	0.9%	100	23.0%	2.4%
3 personnes	200	18.3%	2.2%	168	18.5%	3.5%	33	17.6%	0.7%	99	22.6%	2.5%
4 personnes	232	21.2%	2.5%	195	21.6%	4.3%	36	19.6%	0.8%	118	27.1%	2.5%
5 personnes et +	155	14.2%	2.8%	133	14.6%	5.0%	23	12.3%	0.8%	85	19.6%	3.3%
Présence d'enfants de moins de 15 ans												
Oui	396	36.2%	2.5%	328	36.2%	4.4%	68	36.4%	0.8%	219	50.4%	2.9%
Non	696	63.8%	1.9%	578	63.8%	3.3%	118	63.6%	0.6%	216	49.6%	2.2%
Habitat												
Communes rurales	233	21.3%	1.9%	190	20.9%	3.3%	43	23.2%	0.7%	90	20.6%	2.8%
Agglo. - 20 000 hab	224	20.5%	2.5%	177	19.5%	4.1%	47	25.4%	1.0%	84	19.3%	3.3%
Agglo. 20 000 à 100 000 hab	158	14.5%	2.3%	143	15.8%	4.3%	15	8.1%	0.4%	55	12.7%	2.7%
Agglo. + 100 000 hab	331	30.3%	2.1%	283	31.2%	3.8%	48	25.8%	0.6%	126	29.0%	2.3%
Agglo. Paris	146	13.4%	1.7%	114	12.6%	2.8%	32	17.5%	0.7%	80	18.4%	2.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	172	15.7%	1.8%	137	15.1%	3.0%	34	18.5%	0.7%	95	21.8%	2.2%
Nord Pas de Calais	71	6.5%	2.2%	63	7.0%	4.1%	8	4.5%	0.5%	25	5.7%	2.5%
Lorraine	57	5.2%	3.0%	48	5.3%	5.2%	9	4.7%	0.9%	11	2.4%	2.0%
Alsace	41	3.8%	2.7%	35	3.9%	4.7%	6	3.4%	0.8%	17	4.0%	3.9%
Franche-Comté	30	2.8%	3.2%	25	2.8%	5.5%	5	2.7%	1.0%	8	1.8%	3.2%
Champagne Ardennes	26	2.4%	2.4%	26	2.9%	4.9%	0	0.2%	0.1%	8	1.8%	2.8%
Picardie	39	3.6%	2.5%	31	3.4%	4.2%	8	4.4%	1.0%	10	2.3%	2.3%
Bourgogne	24	2.2%	1.7%	18	2.0%	2.8%	5	2.9%	0.8%	12	2.8%	3.6%
Haute Normandie	50	4.6%	3.4%	40	4.4%	5.6%	11	5.7%	1.4%	15	3.4%	3.3%
Basse Normandie	22	2.0%	1.8%	21	2.3%	3.7%	0	0.3%	0.1%	4	0.9%	1.1%
Centre	43	4.0%	2.1%	38	4.2%	3.8%	5	2.7%	0.5%	14	3.2%	2.1%
Pays de Loire	56	5.1%	1.9%	46	5.1%	3.2%	10	5.3%	0.6%	22	5.0%	2.5%
Bretagne	52	4.8%	2.0%	40	4.4%	3.1%	12	6.7%	0.9%	12	2.7%	1.7%
Poitou Charentes	20	1.9%	1.4%	15	1.7%	2.1%	5	2.8%	0.7%	6	1.4%	1.6%
Aquitaine	53	4.9%	1.9%	48	5.3%	3.6%	6	3.0%	0.4%	21	4.8%	2.5%
Midi Pyrénées	50	4.6%	2.0%	39	4.4%	3.3%	11	5.7%	0.8%	22	5.1%	2.8%
Limousin	12	1.1%	2.0%	11	1.2%	3.8%	1	0.7%	0.4%	6	1.3%	3.4%
Auvergne	16	1.4%	1.4%	15	1.6%	2.7%	1	0.5%	0.1%	5	1.2%	1.7%
Rhône Alpes	107	9.8%	2.1%	90	9.9%	3.6%	17	9.4%	0.6%	52	12.0%	2.7%
Languedoc Roussillon	51	4.7%	2.2%	42	4.6%	3.8%	9	5.0%	0.8%	27	6.3%	3.7%
Provence Alpes Côte d'Azur. Corse	97	8.9%	2.2%	77	8.5%	3.7%	21	11.1%	0.9%	44	10.0%	2.8%
Habitudes de connexion à Internet												
Tous les jours	860	78.7%	2.3%	731	80.7%	4.0%	129	69.3%	0.7%	370	85.0%	2.5%
Presque tous les jours	96	8.8%	1.7%	75	8.3%	2.9%	21	11.1%	0.7%	34	7.9%	2.2%
1 à 2 fois par semaine	70	6.4%	2.6%	54	6.0%	4.7%	16	8.6%	1.0%	11	2.6%	2.2%
1 à 3 fois par mois	3	0.3%	0.6%	3	0.3%	1.3%	0	0.0%	0.0%	0	0.0%	0.0%
Moins souvent	25	2.3%	4.4%	11	1.3%	4.0%	13	7.2%	4.8%	13	3.1%	24.7%
Jamais	9	0.8%	12.8%	9	1.0%	17.7%	0	0.0%	0.0%	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	20	1.8%	1.2%	12	1.3%	1.6%	8	4.3%	0.8%	2	0.4%	0.9%
De 9 000 à moins de 12 000 euros par an	31	2.8%	1.1%	27	3.0%	2.6%	4	2.1%	0.2%	8	1.8%	3.1%
De 12 000 à moins de 18 000 euros par an	62	5.6%	1.1%	43	4.8%	1.9%	18	9.9%	0.6%	5	1.1%	0.7%
De 18 000 à moins de 24 000 euros par an	134	12.2%	2.0%	104	11.5%	3.5%	29	15.7%	0.8%	36	8.2%	2.5%
De 24 000 à moins de 36 000 euros par an	242	22.2%	2.1%	212	23.4%	3.8%	31	16.6%	0.5%	91	20.9%	2.6%
De 36 000 à moins de 45 000 euros par an	189	17.3%	2.6%	160	17.6%	4.3%	29	15.7%	0.8%	69	15.7%	2.4%
De 45 000 à moins de 65 000 euros par an	178	16.3%	2.5%	160	17.7%	4.1%	18	9.6%	0.6%	91	20.9%	2.5%
65 000 euros et plus par an	144	13.2%	3.4%	126	13.9%	5.1%	18	9.6%	1.0%	92	21.2%	3.2%
Refus	62	5.7%	1.5%	47	5.2%	2.7%	15	8.1%	0.6%	25	5.6%	1.6%
Ne sait pas	31	2.9%	2.9%	15	1.7%	3.2%	16	8.6%	2.7%	18	4.0%	4.5%