

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	2340	100.0%	4.5%	1333	100.0%	5.3%	1007	100.0%	3.7%	997	100.0%	5.7%
Sexe												
Homme	1333	56.9%	5.3%	1333	100.0%	5.3%	0	0.0%	0.0%	574	57.6%	6.5%
Femme	1007	43.1%	3.7%	0	0.0%	0.0%	1007	100.0%	3.7%	422	42.4%	5.0%
Age												
15 à 24 ans	598	25.5%	8.3%	347	26.1%	9.5%	250	24.9%	7.0%	282	28.3%	9.2%
25 à 34 ans	343	14.7%	4.5%	219	16.4%	5.9%	125	12.4%	3.2%	140	14.0%	4.4%
35 à 49 ans	619	26.5%	5.0%	365	27.4%	5.9%	254	25.2%	4.0%	346	34.8%	5.5%
50 à 59 ans	347	14.8%	3.9%	193	14.5%	4.3%	154	15.3%	3.4%	193	19.4%	5.1%
60 ans et plus	432	18.5%	2.7%	208	15.6%	3.0%	224	22.3%	2.5%	35	3.5%	3.5%
Individu												
Ménagères	766	32.7%	3.3%	0	0.0%	0.0%	766	76.1%	3.3%	314	31.5%	4.5%
Personne de référence	1199	51.2%	4.2%	960	72.1%	4.7%	238	23.7%	3.0%	464	46.6%	5.5%
Responsable des achats	1418	60.6%	3.9%	667	50.1%	5.1%	751	74.5%	3.3%	574	57.6%	5.2%
PCS Individu												
Agriculteurs	10	0.4%	1.9%	4	0.3%	1.0%	6	0.6%	3.8%	1	0.1%	3.2%
Petits patrons	102	4.4%	6.4%	76	5.7%	6.5%	26	2.6%	6.1%	93	9.4%	6.5%
Affaires et Cadres	266	11.4%	5.4%	158	11.9%	5.6%	108	10.7%	5.2%	238	23.9%	5.4%
Professions intermédiaires	369	15.7%	5.1%	222	16.6%	6.1%	147	14.6%	4.1%	304	30.5%	5.2%
Employés	349	14.9%	4.2%	164	12.3%	7.2%	186	18.4%	3.0%	51	5.2%	2.8%
Ouvriers	278	11.9%	4.4%	252	18.9%	5.0%	26	2.6%	2.0%	20	2.0%	5.6%
Retraités	349	14.9%	2.7%	183	13.7%	3.0%	165	16.4%	2.4%	9	0.9%	4.4%
Autres inactifs	618	26.4%	6.0%	274	20.6%	7.6%	343	34.1%	5.1%	280	28.1%	8.6%
PCS Personne de référence												
Agriculteurs	18	0.8%	2.3%	5	0.3%	1.2%	13	1.3%	3.7%	0	0.0%	0.0%
Petits patrons	164	7.0%	6.2%	98	7.3%	7.1%	66	6.6%	5.3%	164	16.4%	6.2%
Affaires et Cadres	423	18.1%	6.2%	221	16.6%	6.5%	202	20.0%	5.8%	423	42.5%	6.2%
Professions intermédiaires	410	17.5%	5.2%	255	19.1%	6.2%	155	15.3%	4.0%	410	41.1%	5.2%
Employés	294	12.5%	5.4%	183	13.7%	7.7%	111	11.0%	3.6%	0	0.0%	0.0%
Ouvriers	440	18.8%	4.6%	285	21.4%	5.6%	155	15.4%	3.5%	0	0.0%	0.0%
Retraités	434	18.5%	2.9%	224	16.8%	3.3%	210	20.8%	2.6%	0	0.0%	0.0%
Autres inactifs	159	6.8%	3.9%	63	4.7%	4.1%	96	9.5%	3.7%	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	381	16.3%	3.8%	196	14.7%	4.5%	184	18.3%	3.2%	104	10.5%	5.4%
2 personnes	682	29.1%	3.8%	398	29.9%	4.6%	283	28.1%	3.0%	204	20.5%	4.9%
3 personnes	444	19.0%	4.8%	250	18.8%	5.3%	194	19.3%	4.4%	211	21.1%	5.3%
4 personnes	456	19.5%	4.9%	276	20.7%	6.1%	180	17.9%	3.8%	265	26.6%	5.6%
5 personnes et +	377	16.1%	6.9%	212	15.9%	8.0%	165	16.4%	5.8%	212	21.3%	8.3%
Présence d'enfants de moins de 15 ans												
Oui	808	34.5%	5.1%	468	35.1%	6.3%	340	33.7%	4.1%	456	45.7%	5.9%
Non	1532	65.5%	4.2%	864	64.9%	4.9%	668	66.3%	3.6%	541	54.3%	5.6%
Habitat												
Communes rurales	433	18.5%	3.6%	257	19.3%	4.5%	176	17.4%	2.8%	162	16.3%	5.1%
Agglo. - 20 000 hab	403	17.2%	4.4%	249	18.7%	5.8%	154	15.3%	3.2%	170	17.1%	6.6%
Agglo. 20 000 à 100 000 hab	292	12.5%	4.2%	185	13.8%	5.5%	108	10.7%	3.0%	99	9.9%	4.9%
Agglo. + 100 000 hab	755	32.3%	4.9%	403	30.3%	5.4%	352	34.9%	4.4%	336	33.8%	6.0%
Agglo. Paris	457	19.5%	5.3%	239	17.9%	5.8%	219	21.7%	4.9%	229	23.0%	5.8%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	513	21.9%	5.3%	273	20.5%	5.9%	240	23.9%	4.8%	259	26.0%	5.9%
Nord Pas de Calais	129	5.5%	4.0%	82	6.2%	5.4%	47	4.7%	2.8%	49	5.0%	5.0%
Lorraine	87	3.7%	4.6%	52	3.9%	5.6%	36	3.5%	3.6%	37	3.7%	7.0%
Alsace	70	3.0%	4.6%	29	2.2%	3.9%	41	4.1%	5.2%	35	3.5%	8.0%
Franche-Comté	40	1.7%	4.2%	23	1.7%	4.9%	17	1.7%	3.5%	10	1.0%	4.0%
Champagne Ardennes	38	1.6%	3.5%	25	1.8%	4.7%	13	1.3%	2.3%	11	1.1%	4.0%
Picardie	55	2.3%	3.6%	37	2.8%	5.0%	18	1.8%	2.2%	19	1.9%	4.4%
Bourgogne	62	2.7%	4.6%	44	3.3%	6.8%	18	1.8%	2.5%	21	2.1%	6.3%
Haute Normandie	67	2.9%	4.5%	44	3.3%	6.1%	24	2.4%	3.1%	16	1.6%	3.6%
Basse Normandie	37	1.6%	3.1%	19	1.4%	3.4%	18	1.8%	2.9%	16	1.6%	4.6%
Centre	77	3.3%	3.7%	54	4.1%	5.3%	23	2.3%	2.1%	29	2.9%	4.4%
Pays de Loire	104	4.4%	3.5%	50	3.7%	3.4%	55	5.4%	3.5%	42	4.2%	4.7%
Bretagne	114	4.9%	4.3%	73	5.4%	5.7%	41	4.1%	3.0%	46	4.6%	6.5%
Poitou Charentes	72	3.1%	4.8%	38	2.8%	5.2%	34	3.4%	4.4%	26	2.6%	7.1%
Aquitaine	117	5.0%	4.2%	69	5.2%	5.2%	47	4.7%	3.2%	34	3.4%	4.1%
Midi Pyrénées	107	4.6%	4.3%	61	4.6%	5.1%	46	4.5%	3.6%	44	4.5%	5.5%
Limousin	30	1.3%	4.9%	19	1.4%	6.3%	12	1.2%	3.7%	14	1.4%	8.6%
Auvergne	40	1.7%	3.5%	24	1.8%	4.4%	16	1.6%	2.7%	14	1.4%	4.5%
Rhône Alpes	268	11.5%	5.1%	149	11.2%	5.9%	119	11.8%	4.4%	140	14.0%	7.2%
Languedoc Roussillon	92	3.9%	4.0%	52	3.9%	4.8%	40	4.0%	3.3%	35	3.6%	4.8%
Provence Alpes Côte d'Azur. Corse	220	9.4%	5.0%	118	8.8%	5.7%	102	10.1%	4.4%	96	9.6%	6.2%
Habitudes de connexion à Internet												
Tous les jours	1885	80.5%	5.1%	1123	84.2%	6.1%	762	75.6%	4.1%	881	88.4%	5.8%
Presque tous les jours	265	11.3%	4.8%	111	8.3%	4.4%	155	15.3%	5.1%	75	7.6%	4.8%
1 à 2 fois par semaine	91	3.9%	3.3%	54	4.1%	4.7%	37	3.7%	2.3%	33	3.3%	6.4%
1 à 3 fois par mois	14	0.6%	2.8%	8	0.6%	3.6%	6	0.6%	2.1%	3	0.3%	3.1%
Moins souvent	18	0.8%	3.2%	9	0.7%	3.1%	9	0.9%	3.4%	2	0.2%	4.3%
Jamais	1	0.1%	2.0%	1	0.1%	2.8%	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	92	3.9%	5.5%	33	2.5%	4.5%	59	5.8%	6.2%	3	0.3%	1.7%
De 9 000 à moins de 12 000 euros par an	93	4.0%	3.4%	41	3.1%	3.9%	52	5.1%	3.1%	23	2.3%	9.0%
De 12 000 à moins de 18 000 euros par an	181	7.7%	3.4%	98	7.3%	4.3%	83	8.2%	2.7%	34	3.4%	5.0%
De 18 000 à moins de 24 000 euros par an	315	13.5%	4.7%	172	12.9%	5.8%	143	14.2%	3.8%	100	10.1%	7.1%
De 24 000 à moins de 36 000 euros par an	468	20.0%	4.0%	283	21.2%	5.1%	185	18.4%	3.0%	199	19.9%	5.7%
De 36 000 à moins de 45 000 euros par an	293	12.5%	4.0%	173	13.0%	4.6%	120	11.9%	3.3%	129	12.9%	4.5%
De 45 000 à moins de 65 000 euros par an	335	14.3%	4.8%	207	15.5%	5.3%	128	12.7%	4.2%	188	18.9%	5.1%
65 000 euros et plus par an	234	10.0%	5.5%	143	10.7%	5.8%	91	9.0%	5.1%	186	18.6%	6.4%
Refus	268	11.5%	6.3%	142	10.7%	8.1%	126	12.5%	5.1%	108	10.9%	7.3%
Ne sait pas	62	2.6%	5.8%	40	3.0%	8.3%	22	2.2%	3.7%	28	2.8%	7.1%