

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	2323	100.0%	4.5%	626	100.0%	2.5%	1697	100.0%	6.3%	1060	100.0%	6.1%
Sexe												
Homme	626	26.9%	2.5%	626	100.0%	2.5%	0	0.0%	0.0%	309	29.2%	3.5%
Femme	1697	73.1%	6.3%	0	0.0%	0.0%	1697	100.0%	6.3%	750	70.8%	8.8%
Age												
15 à 24 ans	273	11.7%	3.8%	53	8.4%	1.4%	220	13.0%	6.1%	130	12.3%	4.2%
25 à 34 ans	264	11.4%	3.5%	45	7.2%	1.2%	218	12.9%	5.6%	152	14.4%	4.8%
35 à 49 ans	680	29.3%	5.4%	193	30.9%	3.1%	487	28.7%	7.7%	433	40.9%	6.8%
50 à 59 ans	545	23.5%	6.1%	185	29.5%	4.1%	360	21.2%	8.0%	276	26.0%	7.3%
60 ans et plus	561	24.2%	3.6%	150	24.0%	2.2%	411	24.2%	4.6%	68	6.5%	6.8%
Individu												
Ménagères	1495	64.3%	6.4%	0	0.0%	0.0%	1495	88.1%	6.4%	647	61.1%	9.3%
Personne de référence	1050	45.2%	3.7%	544	86.8%	2.7%	507	29.9%	6.4%	451	42.5%	5.3%
Responsable des achats	1803	77.6%	5.0%	351	56.1%	2.7%	1452	85.6%	6.4%	779	73.5%	7.1%
PCS Individu												
Agriculteurs	9	0.4%	1.8%	3	0.5%	0.9%	6	0.4%	3.7%	1	0.1%	3.2%
Petits patrons	94	4.0%	5.8%	58	9.3%	4.9%	36	2.1%	8.2%	89	8.4%	6.2%
Affaires et Cadres	328	14.1%	6.7%	113	18.0%	4.0%	215	12.7%	10.3%	283	26.7%	6.4%
Professions intermédiaires	436	18.8%	6.0%	113	18.1%	3.1%	323	19.0%	9.0%	354	33.4%	6.0%
Employés	495	21.3%	5.9%	76	12.1%	3.4%	419	24.7%	6.9%	146	13.8%	8.0%
Ouvriers	145	6.2%	2.3%	79	12.6%	1.6%	66	3.9%	5.2%	13	1.2%	3.7%
Retraités	411	17.7%	3.2%	108	17.3%	1.8%	302	17.8%	4.5%	12	1.1%	5.7%
Autres inactifs	406	17.5%	3.9%	76	12.1%	2.1%	330	19.4%	4.9%	162	15.3%	4.9%
PCS Personne de référence												
Agriculteurs	24	1.0%	3.1%	4	0.6%	0.9%	20	1.2%	5.6%	0	0.0%	0.0%
Petits patrons	167	7.2%	6.4%	62	9.9%	4.5%	106	6.2%	8.5%	167	15.8%	6.4%
Affaires et Cadres	428	18.4%	6.2%	122	19.4%	3.6%	307	18.1%	8.9%	428	40.4%	6.2%
Professions intermédiaires	464	20.0%	5.9%	126	20.1%	3.1%	338	19.9%	8.9%	464	43.8%	5.9%
Employés	296	12.7%	5.4%	77	12.4%	3.3%	219	12.9%	7.1%	0	0.0%	0.0%
Ouvriers	294	12.7%	3.1%	80	12.8%	1.6%	214	12.6%	4.8%	0	0.0%	0.0%
Retraités	490	21.1%	3.3%	112	17.9%	1.7%	377	22.2%	4.6%	0	0.0%	0.0%
Autres inactifs	160	6.9%	3.9%	43	6.9%	2.8%	117	6.9%	4.6%	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	451	19.4%	4.5%	98	15.6%	2.2%	353	20.8%	6.2%	126	11.9%	6.5%
2 personnes	792	34.1%	4.4%	228	36.3%	2.6%	565	33.3%	6.0%	293	27.6%	7.1%
3 personnes	431	18.6%	4.7%	107	17.2%	2.3%	324	19.1%	7.3%	263	24.8%	6.6%
4 personnes	387	16.7%	4.2%	107	17.1%	2.4%	280	16.5%	5.9%	234	22.0%	4.9%
5 personnes et +	262	11.3%	4.8%	86	13.8%	3.3%	176	10.3%	6.2%	144	13.6%	5.6%
Présence d'enfants de moins de 15 ans												
Oui	730	31.4%	4.6%	212	33.8%	2.9%	518	30.5%	6.2%	450	42.5%	5.9%
Non	1593	68.6%	4.4%	414	66.2%	2.4%	1179	69.5%	6.3%	609	57.5%	6.3%
Habitat												
Communes rurales	436	18.8%	3.6%	110	17.6%	1.9%	326	19.2%	5.2%	168	15.8%	5.2%
Agglo. - 20 000 hab	386	16.6%	4.3%	94	15.0%	2.2%	293	17.2%	6.2%	157	14.8%	6.1%
Agglo. 20 000 à 100 000 hab	300	12.9%	4.3%	81	13.0%	2.4%	219	12.9%	6.0%	119	11.2%	5.9%
Agglo. + 100 000 hab	738	31.8%	4.8%	201	32.2%	2.7%	537	31.6%	6.7%	379	35.8%	6.8%
Agglo. Paris	462	19.9%	5.4%	139	22.3%	3.4%	323	19.0%	7.2%	237	22.4%	6.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	501	21.6%	5.2%	146	23.3%	3.2%	356	21.0%	7.1%	258	24.4%	5.9%
Nord Pas de Calais	86	3.7%	2.7%	21	3.4%	1.4%	65	3.8%	3.9%	45	4.3%	4.6%
Lorraine	88	3.8%	4.6%	41	6.5%	4.4%	47	2.8%	4.8%	45	4.3%	8.5%
Alsace	80	3.4%	5.2%	36	5.7%	4.8%	44	2.6%	5.6%	36	3.4%	8.2%
Franche-Comté	47	2.0%	4.9%	6	1.0%	1.4%	41	2.4%	8.2%	20	1.9%	7.9%
Champagne Ardennes	32	1.4%	2.9%	5	0.9%	1.0%	27	1.6%	4.8%	8	0.7%	2.8%
Picardie	61	2.6%	4.0%	16	2.6%	2.2%	45	2.6%	5.6%	9	0.9%	2.1%
Bourgogne	50	2.2%	3.7%	13	2.1%	2.1%	37	2.2%	5.2%	17	1.6%	5.2%
Haute Normandie	50	2.1%	3.3%	3	0.5%	0.4%	47	2.8%	6.0%	15	1.4%	3.3%
Basse Normandie	44	1.9%	3.7%	16	2.6%	2.8%	28	1.7%	4.5%	23	2.1%	6.4%
Centre	83	3.6%	3.9%	20	3.3%	2.0%	62	3.7%	5.7%	27	2.5%	4.1%
Pays de Loire	105	4.5%	3.5%	24	3.8%	1.7%	81	4.8%	5.2%	50	4.8%	5.7%
Bretagne	157	6.8%	5.9%	33	5.3%	2.6%	124	7.3%	8.9%	54	5.1%	7.6%
Poitou Charentes	73	3.1%	4.9%	14	2.3%	2.0%	58	3.4%	7.5%	28	2.6%	7.5%
Aquitaine	110	4.8%	3.9%	23	3.7%	1.7%	87	5.1%	6.0%	47	4.4%	5.6%
Midi Pyrénées	119	5.1%	4.8%	39	6.3%	3.3%	79	4.7%	6.2%	60	5.7%	7.5%
Limousin	23	1.0%	3.7%	5	0.8%	1.8%	17	1.0%	5.4%	10	1.0%	6.3%
Auvergne	40	1.7%	3.5%	12	1.9%	2.2%	28	1.7%	4.8%	25	2.3%	8.0%
Rhône Alpes	278	12.0%	5.3%	73	11.6%	2.9%	205	12.1%	7.6%	153	14.4%	7.9%
Languedoc Roussillon	112	4.8%	4.9%	38	6.1%	3.5%	74	4.4%	6.2%	54	5.1%	7.3%
Provence Alpes Côte d'Azur. Corse	184	7.9%	4.2%	40	6.4%	1.9%	145	8.5%	6.3%	76	7.1%	4.9%
Habitudes de connexion à Internet												
Tous les jours	1790	77.0%	4.8%	478	76.4%	2.6%	1312	77.3%	7.0%	901	85.0%	6.0%
Presque tous les jours	252	10.8%	4.5%	61	9.7%	2.4%	191	11.3%	6.3%	92	8.7%	5.8%
1 à 2 fois par semaine	118	5.1%	4.3%	40	6.4%	3.5%	78	4.6%	4.9%	39	3.7%	7.6%
1 à 3 fois par mois	22	1.0%	4.4%	4	0.7%	1.8%	18	1.1%	6.6%	6	0.6%	7.5%
Moins souvent	32	1.4%	5.7%	4	0.7%	1.6%	27	1.6%	9.8%	15	1.4%	27.1%
Jamais	4	0.2%	6.0%	0	0.0%	0.0%	4	0.3%	21.6%	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	54	2.3%	3.2%	22	3.5%	3.0%	32	1.9%	3.3%	12	1.1%	6.7%
De 9 000 à moins de 12 000 euros par an	85	3.7%	3.2%	21	3.3%	2.0%	65	3.8%	3.9%	21	1.9%	8.1%
De 12 000 à moins de 18 000 euros par an	191	8.2%	3.6%	45	7.2%	2.0%	146	8.6%	4.7%	52	4.9%	7.7%
De 18 000 à moins de 24 000 euros par an	301	12.9%	4.5%	61	9.7%	2.1%	240	14.1%	6.4%	77	7.3%	5.4%
De 24 000 à moins de 36 000 euros par an	524	22.5%	4.5%	131	20.9%	2.3%	393	23.2%	6.4%	227	21.4%	6.5%
De 36 000 à moins de 45 000 euros par an	319	13.7%	4.3%	87	13.9%	2.3%	231	13.6%	6.4%	171	16.1%	5.9%
De 45 000 à moins de 65 000 euros par an	402	17.3%	5.7%	131	20.9%	3.3%	271	16.0%	8.8%	224	21.2%	6.0%
65 000 euros et plus par an	226	9.7%	5.3%	75	12.0%	3.0%	151	8.9%	8.5%	172	16.3%	6.0%
Refus	178	7.7%	4.2%	45	7.1%	2.5%	134	7.9%	5.4%	76	7.1%	5.1%
Ne sait pas	44	1.9%	4.1%	10	1.6%	2.1%	34	2.0%	5.8%	28	2.6%	7.2%