

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	4202	100.0%	8.1%	2491	100.0%	10.0%	1711	100.0%	6.3%	1872	100.0%	10.8%
Sexe												
Homme	2491	59.3%	10.0%	2491	100.0%	10.0%	0	0.0%	0.0%	1136	60.7%	12.8%
Femme	1711	40.7%	6.3%	0	0.0%	0.0%	1711	100.0%	6.3%	735	39.3%	8.6%
Age												
15 à 24 ans	892	21.2%	12.3%	554	22.2%	15.1%	338	19.8%	9.5%	434	23.2%	14.1%
25 à 34 ans	511	12.2%	6.7%	320	12.8%	8.6%	191	11.2%	4.9%	269	14.4%	8.5%
35 à 49 ans	1180	28.1%	9.4%	684	27.5%	11.1%	495	29.0%	7.8%	702	37.5%	11.1%
50 à 59 ans	681	16.2%	7.6%	423	17.0%	9.3%	259	15.1%	5.8%	384	20.5%	10.1%
60 ans et plus	939	22.3%	6.0%	511	20.5%	7.4%	428	25.0%	4.8%	82	4.4%	8.1%
Individu												
Ménagères	1385	33.0%	5.9%	0	0.0%	0.0%	1385	81.0%	5.9%	580	31.0%	8.3%
Personne de référence	2262	53.8%	8.0%	1892	75.9%	9.2%	370	21.6%	4.7%	935	50.0%	11.0%
Responsable des achats	2567	61.1%	7.1%	1223	49.1%	9.3%	1344	78.5%	5.9%	1054	56.3%	9.6%
PCS Individu												
Agriculteurs	40	1.0%	8.0%	27	1.1%	8.1%	13	0.7%	7.7%	4	0.2%	17.6%
Petits patrons	182	4.3%	11.4%	127	5.1%	10.8%	56	3.3%	12.9%	162	8.6%	11.3%
Affaires et Cadres	501	11.9%	10.2%	322	12.9%	11.4%	179	10.5%	8.6%	464	24.8%	10.5%
Professions intermédiaires	697	16.6%	9.7%	429	17.2%	11.9%	268	15.6%	7.4%	621	33.2%	10.6%
Employés	498	11.8%	6.0%	184	7.4%	8.1%	314	18.3%	5.1%	93	5.0%	5.1%
Ouvriers	415	9.9%	6.6%	369	14.8%	7.3%	46	2.7%	3.7%	29	1.6%	8.3%
Retraités	772	18.4%	6.0%	443	17.8%	7.3%	329	19.2%	4.9%	21	1.1%	10.3%
Autres inactifs	1097	26.1%	10.6%	590	23.7%	16.3%	507	29.6%	7.6%	476	25.4%	14.5%
PCS Personne de référence												
Agriculteurs	61	1.5%	8.1%	28	1.1%	7.1%	33	1.9%	9.3%	0	0.0%	0.0%
Petits patrons	241	5.7%	9.2%	147	5.9%	10.7%	93	5.5%	7.5%	241	12.9%	9.2%
Affaires et Cadres	823	19.6%	12.0%	464	18.6%	13.6%	359	21.0%	10.4%	823	44.0%	12.0%
Professions intermédiaires	808	19.2%	10.2%	525	21.1%	12.8%	283	16.5%	7.4%	808	43.2%	10.2%
Employés	406	9.7%	7.5%	227	9.1%	9.6%	180	10.5%	5.9%	0	0.0%	0.0%
Ouvriers	603	14.3%	6.3%	399	16.0%	7.9%	204	11.9%	4.6%	0	0.0%	0.0%
Retraités	942	22.4%	6.3%	522	20.9%	7.8%	421	24.6%	5.1%	0	0.0%	0.0%
Autres inactifs	318	7.6%	7.8%	180	7.2%	11.8%	138	8.1%	5.4%	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	632	15.0%	6.3%	355	14.2%	8.2%	278	16.2%	4.9%	194	10.4%	10.0%
2 personnes	1259	30.0%	7.0%	734	29.5%	8.4%	525	30.7%	5.6%	375	20.0%	9.1%
3 personnes	750	17.9%	8.2%	437	17.5%	9.2%	313	18.3%	7.0%	386	20.6%	9.6%
4 personnes	909	21.6%	9.8%	584	23.4%	12.9%	325	19.0%	6.8%	538	28.8%	11.3%
5 personnes et +	652	15.5%	11.9%	382	15.3%	14.4%	270	15.8%	9.5%	378	20.2%	14.7%
Présence d'enfants de moins de 15 ans												
Oui	1472	35.0%	9.3%	868	34.8%	11.7%	604	35.3%	7.2%	855	45.7%	11.1%
Non	2730	65.0%	7.5%	1623	65.2%	9.3%	1107	64.7%	5.9%	1016	54.3%	10.5%
Habitat												
Communes rurales	808	19.2%	6.8%	469	18.8%	8.2%	339	19.8%	5.4%	294	15.7%	9.1%
Agglo. - 20 000 hab	671	16.0%	7.4%	411	16.5%	9.5%	260	15.2%	5.5%	310	16.6%	12.0%
Agglo. 20 000 à 100 000 hab	554	13.2%	7.9%	319	12.8%	9.5%	235	13.7%	6.5%	229	12.2%	11.3%
Agglo. + 100 000 hab	1371	32.6%	8.9%	802	32.2%	10.7%	569	33.3%	7.1%	599	32.0%	10.7%
Agglo. Paris	798	19.0%	9.3%	491	19.7%	12.0%	307	18.0%	6.8%	440	23.5%	11.1%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	884	21.0%	9.2%	537	21.6%	11.7%	347	20.3%	6.9%	488	26.1%	11.2%
Nord Pas de Calais	204	4.8%	6.3%	113	4.5%	7.4%	90	5.3%	5.4%	83	4.4%	8.3%
Lorraine	154	3.7%	8.0%	100	4.0%	10.8%	53	3.1%	5.4%	65	3.5%	12.3%
Alsace	120	2.9%	7.8%	80	3.2%	10.8%	39	2.3%	5.0%	53	2.8%	11.9%
Franche-Comté	78	1.9%	8.2%	44	1.8%	9.6%	34	2.0%	6.9%	32	1.7%	12.5%
Champagne Ardennes	80	1.9%	7.4%	50	2.0%	9.5%	30	1.8%	5.4%	27	1.5%	9.6%
Picardie	103	2.4%	6.7%	69	2.8%	9.4%	33	1.9%	4.2%	49	2.6%	11.0%
Bourgogne	114	2.7%	8.4%	73	2.9%	11.1%	41	2.4%	5.8%	42	2.3%	12.5%
Haute Normandie	83	2.0%	5.5%	44	1.8%	6.2%	39	2.3%	5.0%	42	2.3%	9.4%
Basse Normandie	78	1.9%	6.5%	48	1.9%	8.5%	30	1.8%	4.8%	35	1.9%	9.9%
Centre	176	4.2%	8.4%	85	3.4%	8.4%	91	5.3%	8.4%	77	4.1%	11.6%
Pays de Loire	182	4.3%	6.1%	97	3.9%	6.7%	85	5.0%	5.5%	82	4.4%	9.2%
Bretagne	178	4.2%	6.7%	110	4.4%	8.6%	68	4.0%	4.9%	63	3.4%	8.9%
Poitou Charentes	105	2.5%	7.0%	54	2.2%	7.6%	51	3.0%	6.5%	40	2.2%	10.8%
Aquitaine	218	5.2%	7.8%	118	4.7%	8.8%	100	5.8%	6.8%	84	4.5%	10.1%
Midi Pyrénées	205	4.9%	8.3%	132	5.3%	11.0%	74	4.3%	5.8%	96	5.1%	11.9%
Limousin	57	1.4%	9.3%	26	1.0%	8.8%	31	1.8%	9.7%	23	1.2%	14.4%
Auvergne	73	1.7%	6.5%	41	1.6%	7.5%	33	1.9%	5.5%	33	1.7%	10.6%
Rhône Alpes	463	11.0%	8.9%	290	11.6%	11.5%	173	10.1%	6.4%	209	11.2%	10.8%
Languedoc Roussillon	212	5.1%	9.3%	131	5.2%	12.0%	82	4.8%	6.8%	77	4.1%	10.4%
Provence Alpes Côte d'Azur. Corse	435	10.3%	9.9%	249	10.0%	12.0%	186	10.9%	8.1%	171	9.1%	11.1%
Habitudes de connexion à Internet												
Tous les jours	3326	79.2%	9.0%	2009	80.6%	10.9%	1317	77.0%	7.0%	1630	87.1%	10.8%
Presque tous les jours	505	12.0%	9.1%	262	10.5%	10.3%	243	14.2%	8.0%	181	9.7%	11.4%
1 à 2 fois par semaine	170	4.1%	6.2%	85	3.4%	7.4%	85	5.0%	5.4%	48	2.6%	9.3%
1 à 3 fois par mois	35	0.8%	7.0%	28	1.1%	11.9%	8	0.5%	2.9%	10	0.5%	12.2%
Moins souvent	30	0.7%	5.4%	28	1.1%	9.8%	3	0.1%	0.9%	0	0.0%	0.0%
Jamais	5	0.1%	6.5%	1	0.1%	2.8%	3	0.2%	16.1%	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	125	3.0%	7.4%	65	2.6%	8.9%	60	3.5%	6.3%	8	0.4%	4.7%
De 9 000 à moins de 12 000 euros par an	159	3.8%	5.9%	93	3.7%	8.9%	66	3.9%	4.0%	21	1.1%	8.5%
De 12 000 à moins de 18 000 euros par an	337	8.0%	6.3%	184	7.4%	8.2%	153	8.9%	4.9%	51	2.7%	7.5%
De 18 000 à moins de 24 000 euros par an	455	10.8%	6.8%	226	9.1%	7.7%	229	13.4%	6.1%	154	8.2%	10.8%
De 24 000 à moins de 36 000 euros par an	784	18.7%	6.7%	461	18.5%	8.3%	323	18.9%	5.3%	332	17.7%	9.5%
De 36 000 à moins de 45 000 euros par an	636	15.1%	8.6%	388	15.6%	10.4%	248	14.5%	6.9%	307	16.4%	10.6%
De 45 000 à moins de 65 000 euros par an	713	17.0%	10.2%	466	18.7%	11.8%	247	14.4%	8.0%	436	23.3%	11.7%
65 000 euros et plus par an	474	11.3%	11.2%	311	12.5%	12.6%	164	9.6%	9.2%	357	19.1%	12.4%
Refus	395	9.4%	9.4%	219	8.8%	12.4%	177	10.3%	7.2%	146	7.8%	9.8%
Ne sait pas	123	2.9%	11.5%	78	3.1%	16.2%	44	2.6%	7.6%	60	3.2%	15.4%