

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	2940	100.0%	5.6%	1178	100.0%	4.7%	1762	100.0%	6.5%	701	100.0%	4.0%
Sexe												
Homme	1178	40.1%	4.7%	1178	100.0%	4.7%	0	0.0%	0.0%	323	46.1%	3.6%
Femme	1762	59.9%	6.5%	0	0.0%	0.0%	1762	100.0%	6.5%	378	53.9%	4.4%
Age												
15 à 24 ans	307	10.4%	4.2%	145	12.3%	4.0%	162	9.2%	4.5%	125	17.9%	4.1%
25 à 34 ans	407	13.8%	5.4%	170	14.5%	4.6%	237	13.4%	6.1%	121	17.2%	3.8%
35 à 49 ans	755	25.7%	6.0%	305	25.9%	4.9%	450	25.5%	7.1%	273	38.9%	4.3%
50 à 59 ans	601	20.4%	6.7%	241	20.5%	5.3%	360	20.4%	8.0%	147	21.0%	3.9%
60 ans et plus	871	29.6%	5.5%	317	26.9%	4.6%	554	31.4%	6.2%	35	5.0%	3.5%
Individu												
Ménagères	1546	52.6%	6.6%	0	0.0%	0.0%	1546	87.7%	6.6%	305	43.6%	4.4%
Personne de référence	1472	50.1%	5.2%	965	82.0%	4.7%	507	28.8%	6.4%	334	47.7%	3.9%
Responsable des achats	2143	72.9%	6.0%	621	52.7%	4.7%	1523	86.4%	6.7%	443	63.3%	4.0%
PCS Individu												
Agriculteurs	20	0.7%	4.0%	13	1.1%	3.8%	7	0.4%	4.5%	1	0.1%	3.1%
Petits patrons	63	2.1%	3.9%	45	3.8%	3.8%	18	1.0%	4.1%	53	7.6%	3.7%
Affaires et Cadres	159	5.4%	3.2%	90	7.7%	3.2%	69	3.9%	3.3%	133	18.9%	3.0%
Professions intermédiaires	344	11.7%	4.8%	146	12.4%	4.1%	197	11.2%	5.5%	275	39.2%	4.7%
Employés	635	21.6%	7.6%	122	10.4%	5.4%	513	29.1%	8.4%	93	13.2%	5.1%
Ouvriers	458	15.6%	7.2%	336	28.5%	6.6%	122	6.9%	9.6%	7	1.0%	1.9%
Retraités	674	22.9%	5.3%	283	24.0%	4.7%	391	22.2%	5.8%	8	1.2%	3.9%
Autres inactifs	587	20.0%	5.7%	143	12.1%	3.9%	445	25.2%	6.6%	131	18.7%	4.0%
PCS Personne de référence												
Agriculteurs	31	1.1%	4.1%	13	1.1%	3.4%	18	1.0%	5.0%	0	0.0%	0.0%
Petits patrons	108	3.7%	4.1%	43	3.6%	3.1%	66	3.7%	5.3%	108	15.5%	4.1%
Affaires et Cadres	221	7.5%	3.2%	106	9.0%	3.1%	116	6.6%	3.4%	221	31.6%	3.2%
Professions intermédiaires	371	12.6%	4.7%	175	14.8%	4.3%	196	11.1%	5.1%	371	53.0%	4.7%
Employés	352	12.0%	6.5%	122	10.3%	5.1%	230	13.1%	7.5%	0	0.0%	0.0%
Ouvriers	745	25.3%	7.8%	336	28.5%	6.6%	409	23.2%	9.2%	0	0.0%	0.0%
Retraités	880	29.9%	5.9%	312	26.5%	4.7%	568	32.2%	6.9%	0	0.0%	0.0%
Autres inactifs	232	7.9%	5.7%	72	6.1%	4.8%	159	9.0%	6.2%	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	552	18.8%	5.5%	176	15.0%	4.1%	376	21.3%	6.6%	88	12.5%	4.5%
2 personnes	1032	35.1%	5.7%	415	35.2%	4.8%	617	35.0%	6.6%	185	26.5%	4.5%
3 personnes	606	20.6%	6.6%	258	21.9%	5.4%	348	19.8%	7.8%	167	23.8%	4.2%
4 personnes	460	15.6%	5.0%	194	16.5%	4.3%	266	15.1%	5.6%	176	25.2%	3.7%
5 personnes et +	290	9.9%	5.3%	135	11.5%	5.1%	155	8.8%	5.5%	84	12.0%	3.3%
Présence d'enfants de moins de 15 ans												
Oui	848	28.8%	5.4%	367	31.1%	4.9%	481	27.3%	5.8%	282	40.3%	3.7%
Non	2092	71.2%	5.8%	811	68.9%	4.6%	1281	72.7%	6.8%	419	59.7%	4.3%
Habitat												
Communes rurales	680	23.1%	5.7%	259	22.0%	4.5%	421	23.9%	6.7%	137	19.6%	4.3%
Agglo. - 20 000 hab	632	21.5%	7.0%	234	19.8%	5.4%	398	22.6%	8.4%	129	18.4%	5.0%
Agglo. 20 000 à 100 000 hab	444	15.1%	6.4%	195	16.5%	5.8%	249	14.2%	6.9%	97	13.8%	4.8%
Agglo. + 100 000 hab	790	26.9%	5.1%	334	28.4%	4.5%	456	25.9%	5.7%	175	25.0%	3.1%
Agglo. Paris	394	13.4%	4.6%	157	13.3%	3.8%	237	13.5%	5.3%	163	23.2%	4.1%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	458	15.6%	4.8%	193	16.4%	4.2%	265	15.0%	5.3%	187	26.6%	4.3%
Nord Pas de Calais	318	10.8%	9.9%	121	10.3%	7.9%	197	11.2%	11.7%	58	8.3%	5.9%
Lorraine	161	5.5%	8.4%	70	6.0%	7.6%	91	5.2%	9.2%	30	4.3%	5.7%
Alsace	68	2.3%	4.4%	23	2.0%	3.1%	45	2.5%	5.7%	9	1.3%	2.1%
Franche-Comté	64	2.2%	6.7%	20	1.7%	4.4%	44	2.5%	8.9%	13	1.8%	5.0%
Champagne Ardennes	109	3.7%	10.0%	50	4.3%	9.6%	59	3.3%	10.4%	12	1.6%	4.1%
Picardie	115	3.9%	7.5%	51	4.3%	6.9%	64	3.6%	8.0%	28	3.9%	6.3%
Bourgogne	78	2.6%	5.7%	40	3.4%	6.1%	38	2.2%	5.4%	14	2.1%	4.3%
Haute Normandie	117	4.0%	7.9%	48	4.1%	6.7%	69	3.9%	8.9%	22	3.2%	4.9%
Basse Normandie	67	2.3%	5.6%	39	3.3%	6.9%	28	1.6%	4.5%	27	3.9%	7.6%
Centre	147	5.0%	7.0%	58	4.9%	5.7%	90	5.1%	8.2%	33	4.7%	5.0%
Pays de Loire	155	5.3%	5.2%	79	6.7%	5.5%	77	4.3%	5.0%	36	5.1%	4.0%
Bretagne	111	3.8%	4.1%	36	3.0%	2.8%	75	4.2%	5.4%	16	2.3%	2.2%
Poitou Charentes	119	4.1%	8.0%	38	3.3%	5.3%	81	4.6%	10.4%	17	2.4%	4.5%
Aquitaine	103	3.5%	3.7%	45	3.8%	3.4%	59	3.3%	4.0%	13	1.9%	1.6%
Midi Pyrénées	153	5.2%	6.2%	63	5.3%	5.3%	90	5.1%	7.1%	37	5.3%	4.6%
Limousin	40	1.4%	6.6%	20	1.7%	6.9%	20	1.1%	6.2%	7	1.0%	4.4%
Auvergne	70	2.4%	6.1%	35	2.9%	6.3%	35	2.0%	5.9%	11	1.5%	3.5%
Rhône Alpes	218	7.4%	4.2%	63	5.3%	2.5%	155	8.8%	5.7%	55	7.9%	2.9%
Languedoc Roussillon	77	2.6%	3.4%	33	2.8%	3.0%	44	2.5%	3.7%	19	2.7%	2.6%
Provence Alpes Côte d'Azur. Corse	191	6.5%	4.4%	54	4.5%	2.6%	137	7.8%	5.9%	57	8.1%	3.7%
Habitudes de connexion à Internet												
Tous les jours	1988	67.6%	5.4%	875	74.3%	4.8%	1113	63.1%	5.9%	569	81.2%	3.8%
Presque tous les jours	330	11.2%	5.9%	117	9.9%	4.6%	213	12.1%	7.1%	75	10.7%	4.7%
1 à 2 fois par semaine	183	6.2%	6.7%	74	6.3%	6.4%	109	6.2%	6.9%	23	3.3%	4.5%
1 à 3 fois par mois	45	1.5%	8.9%	7	0.6%	3.0%	38	2.2%	13.9%	9	1.3%	10.7%
Moins souvent	69	2.3%	12.2%	22	1.9%	7.7%	47	2.7%	16.8%	18	2.6%	33.8%
Jamais	12	0.4%	16.2%	12	1.0%	22.5%	0	0.0%	0.0%	3	0.4%	35.4%

	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	87	2.9%	5.1%	8	0.7%	1.1%	79	4.5%	8.3%	1	0.2%	0.8%
De 9 000 à moins de 12 000 euros par an	178	6.0%	6.6%	47	4.0%	4.5%	130	7.4%	7.8%	12	1.8%	4.9%
De 12 000 à moins de 18 000 euros par an	378	12.8%	7.0%	122	10.4%	5.4%	256	14.5%	8.2%	30	4.3%	4.4%
De 18 000 à moins de 24 000 euros par an	390	13.3%	5.8%	144	12.2%	4.9%	246	14.0%	6.5%	76	10.9%	5.4%
De 24 000 à moins de 36 000 euros par an	778	26.4%	6.7%	332	28.2%	6.0%	445	25.3%	7.3%	134	19.2%	3.8%
De 36 000 à moins de 45 000 euros par an	380	12.9%	5.2%	177	15.0%	4.7%	203	11.5%	5.6%	112	16.0%	3.9%
De 45 000 à moins de 65 000 euros par an	332	11.3%	4.7%	188	15.9%	4.8%	144	8.2%	4.7%	170	24.2%	4.6%
65 000 euros et plus par an	144	4.9%	3.4%	61	5.1%	2.5%	83	4.7%	4.7%	78	11.1%	2.7%
Refus	231	7.9%	5.5%	82	7.0%	4.7%	149	8.4%	6.0%	66	9.4%	4.4%
Ne sait pas	45	1.5%	4.2%	17	1.5%	3.5%	27	1.6%	4.7%	21	3.1%	5.5%