

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	1694	100.0%	3.3%	1404	100.0%	5.6%	290	100.0%	1.1%	642	100.0%	3.7%
Sexe												
Homme	1404	82.9%	5.6%	1404	100.0%	5.6%	0	0.0%	0.0%	522	81.4%	5.9%
Femme	290	17.1%	1.1%	0	0.0%	0.0%	290	100.0%	1.1%	119	18.6%	1.4%
Age												
15 à 24 ans	184	10.9%	2.5%	147	10.5%	4.0%	37	12.9%	1.0%	61	9.5%	2.0%
25 à 34 ans	250	14.7%	3.3%	213	15.2%	5.7%	37	12.6%	0.9%	103	16.1%	3.2%
35 à 49 ans	505	29.8%	4.0%	397	28.3%	6.4%	108	37.3%	1.7%	269	41.9%	4.2%
50 à 59 ans	343	20.3%	3.8%	296	21.1%	6.5%	48	16.4%	1.1%	148	23.1%	3.9%
60 ans et plus	412	24.3%	2.6%	352	25.0%	5.1%	60	20.8%	0.7%	61	9.5%	6.1%
Individu												
Ménagères	267	15.8%	1.1%	0	0.0%	0.0%	267	92.1%	1.1%	115	18.0%	1.6%
Personne de référence	1260	74.4%	4.4%	1214	86.5%	5.9%	46	15.8%	0.6%	464	72.2%	5.5%
Responsable des achats	975	57.5%	2.7%	739	52.6%	5.6%	236	81.3%	1.0%	328	51.0%	3.0%
PCS Individu												
Agriculteurs	9	0.5%	1.8%	4	0.3%	1.2%	5	1.7%	3.0%	1	0.2%	4.1%
Petits patrons	83	4.9%	5.2%	81	5.7%	6.9%	3	0.9%	0.6%	79	12.3%	5.5%
Affaires et Cadres	219	12.9%	4.5%	192	13.7%	6.8%	27	9.4%	1.3%	207	32.3%	4.7%
Professions intermédiaires	261	15.4%	3.6%	214	15.3%	5.9%	47	16.2%	1.3%	244	38.0%	4.1%
Employés	206	12.2%	2.5%	134	9.5%	5.9%	72	24.9%	1.2%	23	3.6%	1.3%
Ouvriers	358	21.1%	5.7%	335	23.9%	6.6%	23	7.8%	1.8%	14	2.1%	3.9%
Retraités	337	19.9%	2.6%	291	20.7%	4.8%	47	16.1%	0.7%	4	0.6%	2.0%
Autres inactifs	220	13.0%	2.1%	153	10.9%	4.2%	66	22.9%	1.0%	70	10.9%	2.1%
PCS Personne de référence												
Agriculteurs	7	0.4%	1.0%	5	0.3%	1.2%	3	0.9%	0.7%	0	0.0%	0.0%
Petits patrons	123	7.3%	4.7%	86	6.1%	6.2%	37	12.9%	3.0%	123	19.2%	4.7%
Affaires et Cadres	245	14.5%	3.6%	210	15.0%	6.2%	35	12.0%	1.0%	245	38.2%	3.6%
Professions intermédiaires	274	16.2%	3.5%	227	16.1%	5.5%	47	16.2%	1.2%	274	42.6%	3.5%
Employés	177	10.4%	3.3%	136	9.7%	5.7%	41	14.0%	1.3%	0	0.0%	0.0%
Ouvriers	393	23.2%	4.1%	348	24.8%	6.9%	45	15.5%	1.0%	0	0.0%	0.0%
Retraités	394	23.2%	2.6%	323	23.0%	4.8%	71	24.6%	0.9%	0	0.0%	0.0%
Autres inactifs	82	4.8%	2.0%	70	5.0%	4.6%	11	3.9%	0.4%	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	199	11.7%	2.0%	180	12.8%	4.1%	19	6.4%	0.3%	51	7.9%	2.6%
2 personnes	624	36.9%	3.5%	502	35.7%	5.8%	123	42.4%	1.3%	161	25.1%	3.9%
3 personnes	282	16.7%	3.1%	243	17.3%	5.1%	39	13.6%	0.9%	132	20.6%	3.3%
4 personnes	343	20.3%	3.7%	292	20.8%	6.5%	51	17.7%	1.1%	196	30.5%	4.1%
5 personnes et +	245	14.5%	4.5%	188	13.4%	7.1%	58	20.0%	2.0%	102	15.8%	4.0%
Présence d'enfants de moins de 15 ans												
Oui	612	36.1%	3.9%	504	35.9%	6.8%	108	37.4%	1.3%	298	46.5%	3.9%
Non	1082	63.9%	3.0%	901	64.1%	5.1%	181	62.6%	1.0%	343	53.5%	3.5%
Habitat												
Communes rurales	369	21.8%	3.1%	289	20.6%	5.1%	80	27.5%	1.3%	108	16.8%	3.4%
Agglo. - 20 000 hab	323	19.1%	3.6%	276	19.7%	6.4%	47	16.3%	1.0%	121	18.8%	4.7%
Agglo. 20 000 à 100 000 hab	249	14.7%	3.6%	210	14.9%	6.3%	39	13.4%	1.1%	86	13.4%	4.2%
Agglo. + 100 000 hab	463	27.3%	3.0%	399	28.4%	5.3%	64	22.0%	0.8%	172	26.9%	3.1%
Agglo. Paris	291	17.2%	3.4%	230	16.4%	5.6%	60	20.8%	1.3%	155	24.1%	3.9%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	323	19.1%	3.4%	256	18.2%	5.6%	68	23.3%	1.3%	171	26.7%	3.9%
Nord Pas de Calais	93	5.5%	2.9%	85	6.1%	5.6%	8	2.7%	0.5%	26	4.1%	2.6%
Lorraine	85	5.0%	4.4%	73	5.2%	7.9%	12	4.0%	1.2%	23	3.6%	4.3%
Alsace	47	2.8%	3.1%	40	2.9%	5.4%	7	2.3%	0.8%	23	3.6%	5.2%
Franche-Comté	44	2.6%	4.7%	37	2.6%	8.0%	7	2.5%	1.5%	14	2.2%	5.5%
Champagne Ardennes	46	2.7%	4.2%	40	2.9%	7.6%	6	2.0%	1.0%	8	1.2%	2.7%
Picardie	50	2.9%	3.2%	47	3.3%	6.3%	3	1.0%	0.4%	22	3.4%	5.0%
Bourgogne	73	4.3%	5.4%	63	4.5%	9.7%	10	3.4%	1.4%	14	2.1%	4.0%
Haute Normandie	63	3.7%	4.2%	50	3.6%	7.1%	12	4.3%	1.6%	25	3.9%	5.5%
Basse Normandie	28	1.6%	2.3%	26	1.9%	4.7%	1	0.4%	0.2%	11	1.8%	3.2%
Centre	71	4.2%	3.4%	54	3.8%	5.3%	18	6.1%	1.6%	23	3.5%	3.4%
Pays de Loire	98	5.8%	3.3%	75	5.4%	5.2%	22	7.6%	1.4%	32	5.0%	3.6%
Bretagne	66	3.9%	2.5%	55	3.9%	4.3%	10	3.6%	0.7%	24	3.8%	3.4%
Poitou Charentes	39	2.3%	2.6%	36	2.6%	5.0%	3	1.1%	0.4%	9	1.3%	2.3%
Aquitaine	107	6.3%	3.8%	93	6.6%	7.0%	13	4.6%	0.9%	27	4.2%	3.3%
Midi Pyrénées	69	4.1%	2.8%	53	3.8%	4.4%	16	5.5%	1.2%	24	3.7%	3.0%
Limousin	28	1.7%	4.6%	20	1.4%	6.9%	8	2.8%	2.5%	7	1.1%	4.2%
Auvergne	31	1.8%	2.7%	23	1.7%	4.3%	7	2.6%	1.3%	6	0.9%	1.9%
Rhône Alpes	161	9.5%	3.1%	130	9.3%	5.2%	30	10.5%	1.1%	65	10.2%	3.4%
Languedoc Roussillon	72	4.3%	3.2%	56	4.0%	5.1%	17	5.8%	1.4%	39	6.1%	5.4%
Provence Alpes Côte d'Azur. Corse	102	6.0%	2.3%	90	6.4%	4.3%	11	4.0%	0.5%	49	7.6%	3.2%
Habitudes de connexion à Internet												
Tous les jours	1304	77.0%	3.5%	1087	77.4%	5.9%	217	74.9%	1.2%	546	85.1%	3.6%
Presque tous les jours	171	10.1%	3.1%	136	9.7%	5.4%	35	12.1%	1.2%	47	7.3%	2.9%
1 à 2 fois par semaine	69	4.1%	2.5%	48	3.4%	4.1%	21	7.1%	1.3%	22	3.5%	4.3%
1 à 3 fois par mois	21	1.2%	4.1%	20	1.4%	8.5%	1	0.4%	0.4%	5	0.8%	5.9%
Moins souvent	25	1.5%	4.4%	9	0.7%	3.2%	16	5.5%	5.7%	13	2.1%	24.7%
Jamais	13	0.8%	18.3%	13	0.9%	25.3%	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	40	2.4%	2.4%	35	2.5%	4.7%	5	1.8%	0.5%	4	0.7%	2.5%
De 9 000 à moins de 12 000 euros par an	72	4.3%	2.7%	57	4.0%	5.4%	15	5.3%	0.9%	12	1.8%	4.6%
De 12 000 à moins de 18 000 euros par an	149	8.8%	2.8%	123	8.7%	5.5%	26	9.1%	0.8%	7	1.0%	1.0%
De 18 000 à moins de 24 000 euros par an	187	11.1%	2.8%	160	11.4%	5.4%	27	9.4%	0.7%	40	6.2%	2.8%
De 24 000 à moins de 36 000 euros par an	374	22.1%	3.2%	317	22.5%	5.7%	57	19.7%	0.9%	120	18.7%	3.4%
De 36 000 à moins de 45 000 euros par an	269	15.9%	3.6%	217	15.4%	5.8%	52	17.9%	1.4%	112	17.5%	3.9%
De 45 000 à moins de 65 000 euros par an	245	14.5%	3.5%	208	14.8%	5.3%	37	12.7%	1.2%	135	21.1%	3.6%
65 000 euros et plus par an	223	13.2%	5.3%	196	13.9%	8.0%	27	9.5%	1.5%	153	23.9%	5.3%
Refus	101	6.0%	2.4%	74	5.3%	4.2%	27	9.3%	1.1%	40	6.2%	2.7%
Ne sait pas	34	2.0%	3.2%	19	1.3%	3.9%	16	5.4%	2.7%	19	2.9%	4.8%