

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	1809	100.0%	3.5%	1048	100.0%	4.3%	761	100.0%	2.8%	781	100.0%	4.5%
Sexe												
Homme	1048	57.9%	4.3%	1048	100.0%	4.3%	0	0.0%	0.0%	463	59.3%	5.2%
Femme	761	42.1%	2.8%	0	0.0%	0.0%	761	100.0%	2.8%	318	40.7%	3.8%
Age												
15 à 24 ans	327	18.1%	4.4%	216	20.6%	5.8%	111	14.6%	3.0%	139	17.8%	4.4%
25 à 34 ans	308	17.0%	4.0%	179	17.1%	4.8%	129	17.0%	3.3%	137	17.6%	4.0%
35 à 49 ans	474	26.2%	3.8%	267	25.4%	4.3%	207	27.3%	3.3%	273	34.9%	4.3%
50 à 59 ans	350	19.3%	3.9%	204	19.5%	4.5%	146	19.2%	3.3%	193	24.7%	5.2%
60 ans et plus	350	19.4%	2.4%	183	17.4%	2.9%	168	22.0%	2.0%	38	4.9%	5.4%
Individu												
Ménagères	655	36.2%	2.8%	0	0.0%	0.0%	655	86.0%	2.8%	274	35.1%	4.0%
Personne de référence	988	54.6%	3.5%	779	74.3%	3.9%	209	27.5%	2.7%	408	52.3%	4.8%
Responsable des achats	1228	67.9%	3.4%	573	54.6%	4.5%	655	86.1%	2.9%	484	62.0%	4.4%
PCS Individu												
Agriculteurs	11	0.6%	2.0%	5	0.5%	1.4%	5	0.7%	3.3%	0	0.0%	0.0%
Petits patrons	67	3.7%	4.1%	49	4.7%	4.4%	18	2.4%	3.6%	58	7.5%	4.0%
Affaires et Cadres	262	14.5%	5.3%	163	15.5%	5.3%	100	13.1%	5.2%	242	31.0%	5.3%
Professions intermédiaires	288	15.9%	4.3%	159	15.1%	4.5%	129	17.0%	4.0%	252	32.3%	4.5%
Employés	238	13.2%	2.9%	97	9.2%	4.8%	141	18.6%	2.3%	38	4.9%	2.1%
Ouvriers	226	12.5%	3.5%	184	17.5%	3.7%	42	5.5%	2.8%	19	2.4%	4.3%
Retraités	302	16.7%	2.4%	155	14.8%	2.6%	147	19.3%	2.2%	12	1.6%	5.0%
Autres inactifs	416	23.0%	4.1%	237	22.6%	6.7%	179	23.5%	2.7%	159	20.4%	5.1%
PCS Personne de référence												
Agriculteurs	14	0.8%	1.7%	6	0.6%	1.4%	8	1.0%	1.9%	0	0.0%	0.0%
Petits patrons	91	5.0%	3.5%	56	5.4%	4.4%	34	4.5%	2.6%	91	11.6%	3.5%
Affaires et Cadres	358	19.8%	5.0%	210	20.0%	5.7%	147	19.4%	4.3%	358	45.8%	5.0%
Professions intermédiaires	332	18.4%	4.4%	196	18.7%	4.9%	136	17.9%	3.8%	332	42.6%	4.4%
Employés	210	11.6%	3.9%	133	12.6%	6.1%	77	10.2%	2.4%	0	0.0%	0.0%
Ouvriers	282	15.6%	3.0%	175	16.7%	3.6%	108	14.1%	2.4%	0	0.0%	0.0%
Retraités	370	20.5%	2.5%	180	17.1%	2.7%	190	25.0%	2.4%	0	0.0%	0.0%
Autres inactifs	153	8.4%	3.9%	92	8.8%	6.2%	60	7.9%	2.5%	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	318	17.6%	3.3%	182	17.3%	4.4%	137	18.0%	2.5%	91	11.7%	4.9%
2 personnes	595	32.9%	3.3%	324	30.9%	3.7%	272	35.7%	3.0%	206	26.4%	5.0%
3 personnes	349	19.3%	3.8%	212	20.2%	4.6%	137	18.0%	3.0%	165	21.2%	4.3%
4 personnes	338	18.7%	3.7%	213	20.3%	4.7%	125	16.4%	2.7%	205	26.3%	4.3%
5 personnes et +	209	11.6%	3.9%	119	11.3%	4.8%	90	11.9%	3.2%	112	14.4%	4.4%
Présence d'enfants de moins de 15 ans												
Oui	563	31.1%	3.6%	322	30.7%	4.4%	241	31.6%	2.9%	308	39.5%	4.0%
Non	1246	68.9%	3.5%	726	69.3%	4.2%	520	68.4%	2.8%	472	60.5%	5.0%
Habitat												
Communes rurales	302	16.7%	2.6%	155	14.8%	2.8%	147	19.3%	2.4%	128	16.4%	3.9%
Agglo. - 20 000 hab	302	16.7%	3.4%	172	16.4%	4.1%	130	17.0%	2.8%	126	16.1%	4.8%
Agglo. 20 000 à 100 000 hab	265	14.7%	3.8%	162	15.5%	4.7%	103	13.6%	2.9%	122	15.6%	5.9%
Agglo. + 100 000 hab	602	33.3%	3.9%	362	34.5%	4.9%	240	31.6%	3.0%	237	30.3%	4.5%
Agglo. Paris	338	18.7%	4.0%	197	18.8%	4.9%	141	18.5%	3.2%	168	21.5%	4.3%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	383	21.2%	4.0%	228	21.8%	5.1%	155	20.4%	3.1%	202	25.9%	4.6%
Nord Pas de Calais	68	3.8%	2.1%	47	4.4%	3.1%	22	2.9%	1.3%	26	3.3%	2.8%
Lorraine	60	3.3%	3.1%	37	3.5%	3.9%	23	3.0%	2.3%	29	3.7%	5.4%
Alsace	47	2.6%	3.1%	35	3.3%	4.7%	12	1.6%	1.5%	20	2.6%	3.9%
Franche-Comté	30	1.6%	3.1%	20	1.9%	4.2%	10	1.3%	2.1%	16	2.0%	6.0%
Champagne Ardennes	27	1.5%	2.5%	22	2.1%	4.1%	6	0.8%	1.0%	8	1.0%	2.7%
Picardie	41	2.2%	2.6%	24	2.3%	3.2%	16	2.2%	2.1%	15	1.9%	3.5%
Bourgogne	36	2.0%	2.6%	15	1.4%	2.3%	21	2.7%	2.9%	9	1.1%	2.2%
Haute Normandie	39	2.2%	2.7%	16	1.6%	2.3%	23	3.0%	3.0%	22	2.9%	5.0%
Basse Normandie	17	0.9%	1.4%	6	0.6%	1.1%	11	1.4%	1.7%	2	0.3%	0.7%
Centre	67	3.7%	3.2%	38	3.6%	3.8%	29	3.8%	2.7%	22	2.9%	3.6%
Pays de Loire	90	5.0%	3.1%	62	5.9%	4.4%	28	3.7%	1.9%	36	4.6%	4.2%
Bretagne	59	3.2%	2.2%	30	2.8%	2.3%	29	3.8%	2.1%	26	3.4%	3.4%
Poitou Charentes	45	2.5%	3.0%	25	2.4%	3.5%	20	2.6%	2.6%	21	2.7%	5.2%
Aquitaine	104	5.7%	3.8%	42	4.0%	3.3%	62	8.1%	4.3%	46	5.9%	5.5%
Midi Pyrénées	102	5.6%	4.2%	62	5.9%	5.3%	40	5.2%	3.2%	43	5.5%	5.4%
Limousin	22	1.2%	3.4%	13	1.3%	4.4%	8	1.1%	2.6%	7	0.9%	4.7%
Auvergne	35	2.0%	3.2%	24	2.3%	4.5%	11	1.5%	1.9%	18	2.3%	6.0%
Rhône Alpes	208	11.5%	4.1%	119	11.4%	4.9%	89	11.7%	3.4%	92	11.8%	4.8%
Languedoc Roussillon	105	5.8%	4.8%	60	5.7%	5.8%	45	5.9%	3.9%	33	4.2%	4.8%
Provence Alpes Côte d'Azur. Corse	225	12.4%	5.2%	124	11.8%	6.1%	101	13.3%	4.5%	87	11.1%	6.2%
Habitudes de connexion à Internet												
Tous les jours	1204	66.5%	4.2%	697	66.5%	4.8%	506	66.5%	3.6%	599	76.8%	4.5%
Presque tous les jours	272	15.0%	4.3%	155	14.8%	5.1%	117	15.3%	3.5%	114	14.6%	4.9%
1 à 2 fois par semaine	120	6.6%	3.8%	67	6.4%	4.9%	53	7.0%	2.9%	40	5.1%	4.3%
1 à 3 fois par mois	21	1.2%	2.4%	11	1.1%	2.9%	9	1.2%	2.0%	3	0.4%	1.7%
Moins souvent	18	1.0%	1.5%	7	0.7%	1.4%	11	1.4%	1.6%	8	1.1%	6.8%
Jamais	8	0.4%	5.7%	1	0.1%	1.0%	7	0.9%	10.0%	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	63	3.5%	3.1%	42	4.0%	5.1%	21	2.8%	1.7%	10	1.3%	5.7%
De 9 000 à moins de 12 000 euros par an	80	4.4%	2.4%	39	3.7%	3.3%	41	5.3%	1.9%	9	1.1%	3.2%
De 12 000 à moins de 18 000 euros par an	174	9.6%	2.7%	98	9.3%	3.7%	76	10.0%	2.0%	25	3.3%	3.5%
De 18 000 à moins de 24 000 euros par an	230	12.7%	3.2%	127	12.1%	3.7%	104	13.6%	2.7%	78	10.0%	5.2%
De 24 000 à moins de 36 000 euros par an	433	23.9%	3.7%	231	22.1%	4.1%	201	26.5%	3.4%	168	21.5%	4.5%
De 36 000 à moins de 45 000 euros par an	220	12.1%	3.3%	143	13.7%	4.0%	76	10.0%	2.5%	116	14.8%	3.8%
De 45 000 à moins de 65 000 euros par an	283	15.6%	4.5%	166	15.9%	4.7%	116	15.3%	4.2%	176	22.5%	4.8%
De 65 000 à moins de 80 000 euros par an	85	4.7%	5.2%	58	5.5%	6.0%	28	3.6%	4.1%	53	6.7%	4.5%
De 80 000 à moins de 115 000 euros par an	62	3.4%	6.5%	42	4.0%	7.5%	20	2.6%	5.0%	52	6.6%	6.8%
115 000 euros et plus par an	30	1.7%	6.7%	24	2.2%	8.5%	7	0.9%	3.8%	25	3.2%	6.4%
Refus	99	5.5%	3.2%	47	4.5%	3.7%	52	6.8%	2.8%	49	6.2%	4.2%
Ne sait pas	51	2.8%	3.2%	32	3.0%	5.0%	19	2.5%	2.0%	21	2.6%	3.6%