

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	1066	100.0%	2.1%	152	100.0%	0.6%	914	100.0%	3.4%	406	100.0%	2.4%
Sexe												
Homme	152	14.2%	0.6%	152	100.0%	0.6%	0	0.0%	0.0%	67	16.6%	0.8%
Femme	914	85.8%	3.4%	0	0.0%	0.0%	914	100.0%	3.4%	338	83.4%	4.1%
Age												
15 à 24 ans	86	8.1%	1.2%	5	3.4%	0.1%	81	8.9%	2.2%	25	6.1%	0.8%
25 à 34 ans	475	44.6%	6.2%	66	43.4%	1.8%	409	44.8%	10.5%	193	47.6%	5.7%
35 à 49 ans	354	33.2%	2.8%	53	34.9%	0.8%	301	32.9%	4.7%	148	36.5%	2.4%
50 à 59 ans	94	8.8%	1.0%	16	10.5%	0.4%	78	8.6%	1.7%	34	8.4%	0.9%
60 ans et plus	57	5.3%	0.4%	12	7.8%	0.2%	45	4.9%	0.5%	5	1.3%	0.7%
Individu												
Ménagères	852	79.9%	3.6%	0	0.0%	0.0%	852	93.2%	3.6%	315	77.6%	4.6%
Personne de référence	311	29.2%	1.1%	145	95.7%	0.7%	166	18.1%	2.1%	88	21.7%	1.0%
Responsable des achats	916	85.9%	2.6%	87	57.1%	0.7%	830	90.7%	3.6%	336	82.8%	3.1%
PCS Individu												
Agriculteurs	5	0.5%	1.0%	2	1.0%	0.4%	4	0.4%	2.1%	0	0.0%	0.0%
Petits patrons	14	1.3%	0.9%	0	0.3%	-	14	1.5%	2.7%	14	3.5%	1.0%
Affaires et Cadres	92	8.6%	1.9%	34	22.1%	1.1%	59	6.4%	3.0%	80	19.8%	1.8%
Professions intermédiaires	192	18.0%	2.8%	34	22.2%	1.0%	158	17.3%	4.8%	137	33.7%	2.4%
Employés	425	39.9%	5.1%	23	15.0%	1.1%	402	44.0%	6.4%	121	29.8%	6.8%
Ouvriers	95	9.0%	1.5%	43	28.5%	0.9%	52	5.7%	3.6%	6	1.4%	1.3%
Retraités	41	3.9%	0.3%	13	8.6%	0.2%	28	3.1%	0.4%	0	0.0%	0.0%
Autres inactifs	202	18.9%	2.0%	3	2.2%	0.1%	198	21.7%	3.0%	48	11.8%	1.5%
PCS Personne de référence												
Agriculteurs	23	2.1%	2.8%	2	1.0%	0.4%	21	2.3%	5.4%	0	0.0%	0.0%
Petits patrons	45	4.2%	1.7%	0	0.3%	-	44	4.8%	3.3%	45	11.0%	1.7%
Affaires et Cadres	151	14.1%	2.1%	34	22.1%	0.9%	117	12.8%	3.4%	151	37.2%	2.1%
Professions intermédiaires	210	19.7%	2.8%	33	21.9%	0.8%	177	19.3%	5.0%	210	51.8%	2.8%
Employés	223	21.0%	4.2%	23	15.0%	1.0%	201	21.9%	6.3%	0	0.0%	0.0%
Ouvriers	296	27.8%	3.2%	44	28.9%	0.9%	252	27.6%	5.7%	0	0.0%	0.0%
Retraités	66	6.2%	0.5%	16	10.7%	0.2%	50	5.5%	0.6%	0	0.0%	0.0%
Autres inactifs	52	4.8%	1.3%	0	0.0%	0.0%	52	5.6%	2.1%	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	55	5.1%	0.6%	7	4.9%	0.2%	47	5.1%	0.9%	8	2.0%	0.4%
2 personnes	161	15.1%	0.9%	38	25.0%	0.4%	123	13.4%	1.3%	46	11.4%	1.1%
3 personnes	296	27.8%	3.2%	51	33.9%	1.1%	245	26.7%	5.3%	132	32.6%	3.4%
4 personnes	297	27.8%	3.2%	33	21.9%	0.7%	264	28.8%	5.7%	137	33.8%	2.8%
5 personnes et +	258	24.2%	4.9%	22	14.2%	0.9%	236	25.9%	8.4%	82	20.1%	3.2%
Présence d'enfants de moins de 15 ans												
Oui	793	74.3%	5.1%	98	64.5%	1.3%	695	76.0%	8.3%	323	79.7%	4.1%
Non	274	25.7%	0.8%	54	35.5%	0.3%	220	24.0%	1.2%	82	20.3%	0.9%
Habitat												
Communes rurales	211	19.8%	1.8%	28	18.7%	0.5%	182	19.9%	3.0%	76	18.9%	2.3%
Agglo. - 20 000 hab	176	16.5%	2.0%	22	14.2%	0.5%	154	16.9%	3.3%	59	14.6%	2.2%
Agglo. 20 000 à 100 000 hab	155	14.6%	2.2%	36	24.0%	1.0%	119	13.0%	3.4%	45	11.2%	2.2%
Agglo. + 100 000 hab	316	29.6%	2.1%	41	26.9%	0.6%	275	30.1%	3.4%	126	31.0%	2.4%
Agglo. Paris	208	19.5%	2.5%	25	16.2%	0.6%	184	20.1%	4.1%	99	24.4%	2.5%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	227	21.3%	2.4%	32	20.9%	0.7%	195	21.3%	3.9%	107	26.3%	2.4%
Nord Pas de Calais	53	4.9%	1.6%	11	7.5%	0.8%	41	4.5%	2.5%	17	4.3%	1.9%
Lorraine	32	3.0%	1.6%	5	3.5%	0.6%	26	2.9%	2.7%	12	3.1%	2.3%
Alsace	43	4.1%	2.9%	5	3.3%	0.7%	38	4.2%	4.9%	8	2.1%	1.7%
Franche-Comté	14	1.3%	1.5%	2	1.5%	0.5%	12	1.3%	2.5%	3	0.7%	1.1%
Champagne Ardennes	21	2.0%	1.9%	5	3.2%	0.9%	16	1.7%	2.9%	5	1.3%	1.7%
Picardie	40	3.7%	2.6%	4	2.3%	0.5%	36	3.9%	4.6%	17	4.3%	4.0%
Bourgogne	27	2.5%	2.0%	5	3.4%	0.8%	22	2.4%	3.1%	7	1.7%	1.8%
Haute Normandie	38	3.5%	2.6%	9	6.2%	1.3%	28	3.1%	3.7%	15	3.6%	3.3%
Basse Normandie	29	2.7%	2.4%	4	2.4%	0.6%	26	2.8%	4.1%	8	2.0%	2.6%
Centre	37	3.5%	1.8%	4	2.6%	0.4%	33	3.6%	3.1%	16	4.0%	2.6%
Pays de Loire	55	5.2%	1.9%	7	4.8%	0.5%	48	5.2%	3.2%	16	4.0%	1.9%
Bretagne	60	5.6%	2.3%	9	6.2%	0.7%	51	5.5%	3.7%	19	4.6%	2.4%
Poitou Charentes	24	2.2%	1.6%	2	1.2%	0.3%	22	2.4%	2.9%	8	2.1%	2.1%
Aquitaine	49	4.6%	1.8%	5	3.6%	0.4%	43	4.7%	3.0%	16	4.1%	2.0%
Midi Pyrénées	37	3.4%	1.5%	3	2.2%	0.3%	33	3.7%	2.7%	17	4.3%	2.2%
Limousin	8	0.8%	1.3%	1	0.9%	0.4%	7	0.7%	2.1%	1	0.3%	0.7%
Auvergne	30	2.8%	2.7%	4	2.9%	0.8%	26	2.8%	4.4%	7	1.8%	2.4%
Rhône Alpes	115	10.8%	2.3%	13	8.3%	0.5%	102	11.2%	3.9%	57	14.0%	3.0%
Languedoc Roussillon	33	3.1%	1.5%	5	3.1%	0.4%	29	3.1%	2.5%	15	3.8%	2.2%
Provence Alpes Côte d'Azur. Corse	95	8.9%	2.2%	15	10.1%	0.7%	80	8.7%	3.5%	32	7.8%	2.2%
Habitudes de connexion à Internet												
Tous les jours	670	62.8%	2.3%	111	73.4%	0.8%	558	61.0%	4.0%	298	73.5%	2.2%
Presque tous les jours	152	14.3%	2.4%	19	12.8%	0.6%	133	14.5%	3.9%	53	13.0%	2.3%
1 à 2 fois par semaine	93	8.7%	2.9%	12	8.0%	0.9%	81	8.8%	4.5%	32	7.8%	3.5%
1 à 3 fois par mois	24	2.3%	2.8%	1	0.5%	0.2%	24	2.6%	4.9%	4	1.0%	2.6%
Moins souvent	22	2.1%	1.8%	0	0.0%	0.0%	22	2.4%	3.2%	5	1.3%	4.4%
Jamais	3	0.3%	2.4%	0	0.0%	0.0%	3	0.4%	4.6%	1	0.2%	4.9%

	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	3.7%	1.9%	3	2.3%	0.4%	37	4.0%	3.0%	3	0.6%	1.4%
De 9 000 à moins de 12 000 euros par an	67	6.3%	2.0%	6	4.0%	0.5%	61	6.6%	2.8%	9	2.1%	3.1%
De 12 000 à moins de 18 000 euros par an	121	11.4%	1.9%	11	7.5%	0.4%	110	12.0%	3.0%	19	4.6%	2.5%
De 18 000 à moins de 24 000 euros par an	166	15.5%	2.3%	18	11.5%	0.5%	148	16.2%	3.9%	42	10.4%	2.8%
De 24 000 à moins de 36 000 euros par an	285	26.7%	2.5%	51	33.7%	0.9%	234	25.6%	3.9%	82	20.2%	2.2%
De 36 000 à moins de 45 000 euros par an	186	17.5%	2.8%	38	25.0%	1.0%	148	16.2%	4.8%	111	27.4%	3.6%
De 45 000 à moins de 65 000 euros par an	104	9.8%	1.7%	14	8.9%	0.4%	91	9.9%	3.3%	80	19.8%	2.2%
De 65 000 à moins de 80 000 euros par an	23	2.2%	1.4%	2	1.2%	0.2%	21	2.3%	3.2%	22	5.5%	1.9%
De 80 000 à moins de 115 000 euros par an	12	1.1%	1.3%	4	2.6%	0.7%	8	0.9%	2.1%	8	1.9%	1.0%
115 000 euros et plus par an	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Refus	43	4.0%	1.4%	4	2.6%	0.3%	39	4.3%	2.1%	22	5.4%	1.9%
Ne sait pas	18	1.7%	1.1%	1	0.6%	0.2%	17	1.9%	1.8%	9	2.1%	1.5%