

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	3168	100.0%	6.1%	832	100.0%	3.4%	2336	100.0%	8.7%	810	100.0%	4.6%
Sexe												
Homme	832	26.3%	3.4%	832	100.0%	3.4%	0	0.0%	0.0%	179	22.1%	2.0%
Femme	2336	73.7%	8.7%	0	0.0%	0.0%	2336	100.0%	8.7%	631	77.9%	7.3%
Age												
15 à 24 ans	112	3.5%	1.5%	37	4.4%	1.0%	75	3.2%	2.1%	35	4.3%	1.1%
25 à 34 ans	258	8.2%	3.4%	57	6.8%	1.5%	202	8.6%	5.2%	96	11.8%	2.9%
35 à 49 ans	850	26.8%	6.8%	233	28.0%	3.8%	617	26.4%	9.8%	321	39.6%	5.3%
50 à 59 ans	958	30.3%	10.3%	250	30.0%	5.4%	709	30.3%	15.1%	295	36.4%	7.6%
60 ans et plus	989	31.2%	6.6%	256	30.7%	3.9%	733	31.4%	8.7%	63	7.8%	6.4%
Individu												
Ménagères	2220	70.1%	9.6%	0	0.0%	0.0%	2220	95.1%	9.6%	598	73.8%	8.5%
Personne de référence	1487	46.9%	5.3%	753	90.5%	3.7%	734	31.4%	9.5%	275	33.9%	3.3%
Responsable des achats	2659	83.9%	7.5%	460	55.3%	3.6%	2199	94.2%	9.6%	681	84.1%	6.2%
PCS Individu												
Agriculteurs	31	1.0%	6.0%	10	1.2%	2.7%	21	0.9%	14.1%	3	0.4%	17.8%
Petits patrons	64	2.0%	3.9%	15	1.8%	1.4%	48	2.1%	9.3%	51	6.3%	3.6%
Affaires et Cadres	207	6.5%	4.0%	61	7.3%	2.1%	145	6.2%	6.7%	175	21.6%	3.8%
Professions intermédiaires	403	12.7%	5.9%	94	11.3%	2.7%	309	13.2%	8.9%	296	36.5%	5.3%
Employés	790	24.9%	9.5%	102	12.3%	4.7%	688	29.5%	11.2%	142	17.5%	7.7%
Ouvriers	280	8.8%	4.4%	163	19.6%	3.2%	117	5.0%	8.5%	20	2.5%	5.0%
Retraités	852	26.9%	6.8%	253	30.4%	4.3%	599	25.6%	9.0%	30	3.7%	12.0%
Autres inactifs	540	17.1%	5.2%	133	16.0%	3.5%	407	17.4%	6.3%	94	11.5%	2.9%
PCS Personne de référence												
Agriculteurs	63	2.0%	7.7%	9	1.0%	2.1%	54	2.3%	13.6%	0	0.0%	0.0%
Petits patrons	109	3.5%	4.1%	20	2.5%	1.6%	89	3.8%	6.7%	109	13.5%	4.1%
Affaires et Cadres	305	9.6%	4.2%	63	7.6%	1.8%	242	10.4%	6.6%	305	37.6%	4.2%
Professions intermédiaires	396	12.5%	5.2%	96	11.5%	2.4%	300	12.9%	8.2%	396	48.9%	5.2%
Employés	427	13.5%	7.9%	99	11.8%	4.2%	329	14.1%	10.6%	0	0.0%	0.0%
Ouvriers	558	17.6%	5.8%	167	20.1%	3.3%	390	16.7%	8.8%	0	0.0%	0.0%
Retraités	991	31.3%	6.9%	261	31.4%	4.0%	730	31.2%	9.3%	0	0.0%	0.0%
Autres inactifs	319	10.1%	7.8%	117	14.1%	7.3%	202	8.6%	8.1%	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	638	20.2%	6.4%	132	15.9%	3.0%	506	21.7%	9.0%	83	10.2%	4.8%
2 personnes	1274	40.2%	7.1%	363	43.6%	4.2%	911	39.0%	9.9%	248	30.6%	5.7%
3 personnes	470	14.8%	5.2%	113	13.6%	2.5%	356	15.3%	7.8%	185	22.8%	4.8%
4 personnes	516	16.3%	5.5%	126	15.2%	2.8%	390	16.7%	8.2%	210	25.9%	4.3%
5 personnes et +	270	8.5%	5.0%	97	11.7%	3.7%	173	7.4%	6.3%	85	10.5%	3.3%
Présence d'enfants de moins de 15 ans												
Oui	851	26.9%	5.5%	235	28.2%	3.3%	616	26.4%	7.5%	330	40.8%	4.3%
Non	2317	73.1%	6.4%	598	71.8%	3.4%	1719	73.6%	9.2%	480	59.2%	4.9%
Habitat												
Communes rurales	723	22.8%	6.1%	178	21.3%	3.2%	546	23.4%	8.7%	159	19.6%	4.8%
Agglo. - 20 000 hab	572	18.1%	6.4%	124	14.9%	2.9%	448	19.2%	9.5%	140	17.2%	5.4%
Agglo. 20 000 à 100 000 hab	477	15.1%	6.9%	106	12.7%	3.2%	371	15.9%	10.3%	99	12.2%	5.5%
Agglo. + 100 000 hab	911	28.8%	5.9%	272	32.6%	3.6%	640	27.4%	8.1%	267	32.9%	4.7%
Agglo. Paris	485	15.3%	5.7%	153	18.4%	3.8%	332	14.2%	7.4%	146	18.0%	3.7%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	538	17.0%	5.6%	163	19.6%	3.6%	375	16.1%	7.5%	170	21.0%	3.9%
Nord Pas de Calais	195	6.1%	6.1%	64	7.7%	4.2%	131	5.6%	7.7%	62	7.6%	6.5%
Lorraine	126	4.0%	6.6%	43	5.2%	4.6%	83	3.6%	8.4%	33	4.0%	5.9%
Alsace	99	3.1%	6.5%	21	2.5%	2.9%	77	3.3%	9.8%	27	3.3%	5.5%
Franche-Comté	64	2.0%	6.7%	24	2.9%	5.1%	40	1.7%	8.2%	17	2.1%	6.5%
Champagne Ardennes	90	2.8%	8.3%	20	2.4%	3.8%	70	3.0%	12.5%	17	2.2%	6.1%
Picardie	111	3.5%	7.2%	9	1.0%	1.2%	102	4.4%	12.9%	19	2.4%	4.5%
Bourgogne	78	2.5%	5.7%	17	2.1%	2.7%	60	2.6%	8.6%	19	2.4%	5.5%
Haute Normandie	98	3.1%	6.6%	15	1.9%	2.2%	82	3.5%	10.6%	10	1.2%	2.2%
Basse Normandie	104	3.3%	8.6%	29	3.4%	4.9%	76	3.2%	12.0%	20	2.4%	5.6%
Centre	127	4.0%	6.1%	45	5.4%	4.5%	82	3.5%	7.6%	26	3.2%	4.4%
Pays de Loire	153	4.8%	5.2%	42	5.0%	2.9%	111	4.7%	7.3%	37	4.6%	4.0%
Bretagne	144	4.5%	5.4%	30	3.5%	2.3%	114	4.9%	8.3%	16	2.0%	1.9%
Poitou Charentes	78	2.5%	5.3%	14	1.6%	1.9%	65	2.8%	8.4%	21	2.6%	5.0%
Aquitaine	176	5.6%	6.4%	52	6.2%	4.0%	124	5.3%	8.6%	48	6.0%	5.5%
Midi Pyrénées	168	5.3%	6.9%	48	5.8%	4.1%	120	5.1%	9.5%	46	5.7%	5.8%
Limousin	42	1.3%	6.8%	11	1.3%	3.7%	31	1.3%	9.7%	8	1.0%	5.5%
Auvergne	95	3.0%	8.4%	23	2.7%	4.2%	72	3.1%	12.3%	18	2.2%	6.1%
Rhône Alpes	293	9.2%	5.7%	67	8.0%	2.7%	226	9.7%	8.4%	97	11.9%	5.3%
Languedoc Roussillon	133	4.2%	5.9%	32	3.8%	3.0%	102	4.3%	8.5%	33	4.1%	4.5%
Provence Alpes Côte d'Azur. Corse	257	8.1%	5.9%	64	7.7%	3.1%	193	8.3%	8.4%	65	8.1%	4.4%
Habitudes de connexion à Internet												
Tous les jours	1818	57.4%	5.5%	492	59.1%	3.0%	1327	56.8%	8.0%	673	83.0%	4.6%
Presque tous les jours	416	13.1%	7.1%	89	10.6%	3.2%	327	14.0%	10.4%	82	10.1%	4.2%
1 à 2 fois par semaine	200	6.3%	7.8%	60	7.2%	5.1%	140	6.0%	10.1%	33	4.0%	5.2%
1 à 3 fois par mois	58	1.8%	11.1%	14	1.7%	7.0%	43	1.9%	13.8%	1	0.1%	1.3%
Moins souvent	89	2.8%	10.8%	19	2.3%	5.3%	70	3.0%	15.0%	5	0.6%	5.8%
Jamais	2	0.1%	1.8%	0	0.1%	0.6%	2	0.1%	4.6%	2	0.2%	18.6%

	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	92	2.9%	4.9%	29	3.5%	3.7%	63	2.7%	5.9%	5	0.6%	3.7%
De 9 000 à moins de 12 000 euros par an	184	5.8%	6.5%	38	4.5%	3.6%	146	6.2%	8.2%	17	2.0%	6.3%
De 12 000 à moins de 18 000 euros par an	442	14.0%	7.3%	107	12.9%	4.1%	335	14.3%	9.6%	42	5.2%	5.7%
De 18 000 à moins de 24 000 euros par an	465	14.7%	7.1%	119	14.3%	3.9%	346	14.8%	9.8%	68	8.3%	5.0%
De 24 000 à moins de 36 000 euros par an	804	25.4%	7.3%	226	27.2%	4.3%	578	24.7%	10.1%	180	22.3%	5.4%
De 36 000 à moins de 45 000 euros par an	393	12.4%	5.6%	116	14.0%	3.1%	276	11.8%	8.4%	145	17.9%	4.8%
De 45 000 à moins de 65 000 euros par an	354	11.2%	5.1%	92	11.1%	2.6%	261	11.2%	8.0%	176	21.7%	4.6%
De 65 000 à moins de 80 000 euros par an	93	2.9%	4.8%	28	3.3%	2.5%	65	2.8%	7.9%	54	6.7%	4.2%
De 80 000 à moins de 115 000 euros par an	64	2.0%	5.1%	15	1.8%	2.0%	49	2.1%	9.6%	51	6.3%	5.5%
115 000 euros et plus par an	28	0.9%	4.8%	9	1.1%	2.5%	19	0.8%	8.4%	22	2.7%	4.3%
Refus	189	6.0%	5.7%	37	4.4%	2.6%	152	6.5%	7.8%	40	4.9%	3.7%
Ne sait pas	60	1.9%	2.6%	16	1.9%	1.7%	44	1.9%	3.4%	11	1.3%	1.1%