

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	2718	100.0%	5.3%	1686	100.0%	6.8%	1031	100.0%	3.8%	1191	100.0%	6.8%
Sexe												
Homme	1686	62.1%	6.8%	1686	100.0%	6.8%	0	0.0%	0.0%	724	60.8%	8.2%
Femme	1031	37.9%	3.8%	0	0.0%	0.0%	1031	100.0%	3.8%	467	39.2%	5.4%
Age												
15 à 24 ans	430	15.8%	5.9%	281	16.7%	7.6%	149	14.4%	4.1%	229	19.2%	7.3%
25 à 34 ans	383	14.1%	5.0%	244	14.4%	6.5%	139	13.5%	3.6%	209	17.6%	6.3%
35 à 49 ans	679	25.0%	5.4%	425	25.2%	6.9%	254	24.6%	4.0%	413	34.7%	6.7%
50 à 59 ans	515	18.9%	5.6%	306	18.1%	6.7%	209	20.3%	4.5%	270	22.7%	7.1%
60 ans et plus	711	26.2%	4.7%	431	25.5%	6.5%	280	27.2%	3.3%	70	5.9%	7.2%
Individu												
Ménagères	874	32.2%	3.8%	0	0.0%	0.0%	874	84.7%	3.8%	370	31.1%	5.3%
Personne de référence	1579	58.1%	5.6%	1314	77.9%	6.5%	265	25.7%	3.4%	634	53.3%	7.7%
Responsable des achats	1750	64.4%	4.9%	906	53.7%	7.0%	844	81.9%	3.7%	694	58.3%	6.4%
PCS Individu												
Agriculteurs	25	0.9%	4.7%	13	0.8%	3.5%	12	1.1%	7.5%	0	0.0%	0.0%
Petits patrons	88	3.2%	5.4%	66	3.9%	5.8%	22	2.1%	4.4%	80	6.7%	5.5%
Affaires et Cadres	404	14.9%	7.9%	274	16.2%	9.2%	130	12.6%	6.1%	375	31.5%	8.1%
Professions intermédiaires	460	16.9%	6.7%	258	15.3%	7.8%	201	19.5%	5.6%	399	33.5%	7.2%
Employés	339	12.5%	4.1%	163	9.7%	7.5%	176	17.0%	2.9%	76	6.4%	4.2%
Ouvriers	253	9.3%	3.9%	216	12.8%	4.3%	37	3.6%	2.8%	13	1.1%	3.1%
Retraités	593	21.8%	4.7%	371	22.0%	6.2%	222	21.5%	3.4%	7	0.6%	2.8%
Autres inactifs	557	20.5%	5.4%	325	19.3%	8.7%	232	22.5%	3.5%	240	20.1%	7.2%
PCS Personne de référence												
Agriculteurs	36	1.3%	4.4%	16	1.0%	4.0%	20	1.9%	4.8%	0	0.0%	0.0%
Petits patrons	136	5.0%	5.2%	76	4.5%	5.8%	60	5.8%	4.6%	136	11.4%	5.2%
Affaires et Cadres	567	20.9%	7.8%	349	20.7%	9.5%	218	21.1%	6.1%	567	47.6%	7.8%
Professions intermédiaires	487	17.9%	6.4%	298	17.7%	7.8%	189	18.3%	5.1%	487	40.9%	6.4%
Employés	263	9.7%	4.9%	164	9.7%	7.1%	99	9.6%	3.2%	0	0.0%	0.0%
Ouvriers	334	12.3%	3.5%	234	13.9%	4.6%	100	9.7%	2.3%	0	0.0%	0.0%
Retraités	687	25.3%	4.8%	403	23.9%	6.1%	283	27.5%	3.6%	0	0.0%	0.0%
Autres inactifs	208	7.7%	5.1%	145	8.6%	9.4%	63	6.1%	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	475	17.5%	4.7%	290	17.2%	6.5%	185	17.9%	3.4%	140	11.8%	8.1%
2 personnes	932	34.3%	5.2%	548	32.5%	6.3%	384	37.2%	4.1%	277	23.2%	6.5%
3 personnes	442	16.3%	4.8%	291	17.2%	6.5%	151	14.6%	3.3%	251	21.1%	6.4%
4 personnes	536	19.7%	5.7%	343	20.4%	7.4%	192	18.7%	4.1%	328	27.5%	6.6%
5 personnes et +	333	12.3%	6.2%	214	12.7%	8.6%	119	11.5%	4.1%	195	16.4%	7.7%
Présence d'enfants de moins de 15 ans												
Oui	867	31.9%	5.6%	534	31.6%	7.5%	334	32.4%	4.0%	528	44.3%	6.8%
Non	1850	68.1%	5.1%	1153	68.4%	6.5%	698	67.6%	3.7%	663	55.7%	6.8%
Habitat												
Communes rurales	518	19.1%	4.4%	334	19.8%	5.9%	185	17.9%	3.0%	197	16.5%	6.0%
Agglo. - 20 000 hab	416	15.3%	4.6%	263	15.6%	6.3%	153	14.8%	3.2%	177	14.8%	6.7%
Agglo. 20 000 à 100 000 hab	350	12.9%	5.0%	221	13.1%	6.5%	129	12.5%	3.6%	133	11.2%	7.5%
Agglo. + 100 000 hab	870	32.0%	5.6%	555	32.9%	7.4%	315	30.6%	4.0%	405	34.0%	7.1%
Agglo. Paris	564	20.7%	6.6%	315	18.7%	7.7%	249	24.2%	5.6%	279	23.4%	6.9%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	628	23.1%	6.6%	348	20.7%	7.7%	280	27.1%	5.6%	307	25.8%	7.0%
Nord Pas de Calais	114	4.2%	3.6%	84	5.0%	5.5%	30	2.9%	1.8%	56	4.7%	5.7%
Lorraine	127	4.7%	6.6%	89	5.3%	9.6%	37	3.6%	3.8%	33	2.8%	6.1%
Alsace	91	3.3%	6.0%	64	3.8%	8.6%	27	2.6%	3.4%	43	3.6%	8.6%
Franche-Comté	44	1.6%	4.6%	28	1.7%	6.1%	15	1.5%	3.1%	16	1.4%	6.1%
Champagne Ardennes	49	1.8%	4.5%	32	1.9%	6.1%	18	1.7%	3.1%	14	1.2%	4.7%
Picardie	81	3.0%	5.3%	36	2.1%	4.9%	45	4.3%	5.6%	36	3.0%	8.5%
Bourgogne	75	2.8%	5.6%	33	2.0%	5.1%	42	4.1%	6.0%	28	2.3%	8.2%
Haute Normandie	63	2.3%	4.2%	49	2.9%	7.0%	14	1.3%	1.8%	37	3.1%	8.0%
Basse Normandie	56	2.1%	4.7%	38	2.3%	6.6%	18	1.8%	2.9%	18	1.5%	5.6%
Centre	112	4.1%	5.3%	71	4.2%	7.1%	40	3.9%	3.7%	50	4.2%	8.4%
Pays de Loire	103	3.8%	3.5%	67	4.0%	4.7%	36	3.5%	2.3%	55	4.6%	6.0%
Bretagne	109	4.0%	4.1%	85	5.0%	6.6%	25	2.4%	1.8%	47	3.9%	5.8%
Poitou Charentes	66	2.4%	4.4%	43	2.6%	6.1%	22	2.2%	2.9%	17	1.4%	4.3%
Aquitaine	134	4.9%	4.9%	91	5.4%	6.9%	44	4.2%	3.0%	59	5.0%	6.9%
Midi Pyrénées	131	4.8%	5.4%	86	5.1%	7.3%	44	4.3%	3.5%	48	4.0%	6.0%
Limousin	30	1.1%	4.8%	17	1.0%	5.8%	12	1.2%	3.9%	13	1.1%	8.0%
Auvergne	39	1.4%	3.5%	23	1.4%	4.2%	16	1.6%	2.8%	9	0.8%	3.0%
Rhône Alpes	278	10.2%	5.4%	173	10.2%	6.9%	106	10.3%	3.9%	139	11.7%	7.4%
Languedoc Roussillon	130	4.8%	5.7%	77	4.5%	7.1%	53	5.2%	4.5%	53	4.5%	7.6%
Provence Alpes Côte d'Azur. Corse	258	9.5%	5.9%	151	8.9%	7.3%	107	10.4%	4.7%	111	9.4%	7.5%
Habitudes de connexion à Internet												
Tous les jours	2028	74.6%	6.0%	1253	74.3%	7.4%	774	75.1%	4.6%	1011	84.9%	6.9%
Presque tous les jours	337	12.4%	5.8%	204	12.1%	7.6%	133	12.9%	4.3%	141	11.9%	7.3%
1 à 2 fois par semaine	95	3.5%	3.8%	63	3.7%	5.8%	32	3.1%	2.3%	23	1.9%	4.3%
1 à 3 fois par mois	32	1.2%	6.4%	22	1.3%	10.7%	10	1.0%	3.4%	4	0.3%	6.5%
Moins souvent	20	0.7%	2.8%	13	0.8%	3.8%	7	0.7%	1.9%	4	0.3%	6.5%

	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	100	3.7%	5.3%	66	3.9%	8.3%	35	3.4%	3.1%	16	1.3%	8.4%
De 9 000 à moins de 12 000 euros par an	87	3.2%	3.0%	55	3.3%	5.0%	32	3.1%	1.7%	12	1.0%	4.8%
De 12 000 à moins de 18 000 euros par an	232	8.5%	3.9%	161	9.6%	6.1%	71	6.9%	2.2%	40	3.4%	5.8%
De 18 000 à moins de 24 000 euros par an	271	10.0%	4.1%	174	10.3%	5.7%	97	9.4%	2.7%	79	6.7%	5.8%
De 24 000 à moins de 36 000 euros par an	610	22.5%	5.6%	349	20.7%	6.7%	261	25.3%	4.5%	250	21.0%	7.5%
De 36 000 à moins de 45 000 euros par an	400	14.7%	5.7%	253	15.0%	6.9%	147	14.3%	4.4%	185	15.6%	6.3%
De 45 000 à moins de 65 000 euros par an	461	17.0%	6.4%	300	17.8%	7.7%	161	15.7%	4.9%	261	21.9%	6.5%
De 65 000 à moins de 80 000 euros par an	160	5.9%	8.1%	111	6.6%	10.2%	48	4.7%	5.6%	102	8.6%	7.8%
De 80 000 à moins de 115 000 euros par an	96	3.5%	7.8%	54	3.2%	7.4%	42	4.1%	8.3%	74	6.2%	7.9%
115 000 euros et plus par an	39	1.5%	6.7%	31	1.8%	8.7%	8	0.8%	3.6%	33	2.8%	7.0%
Refus	150	5.5%	4.8%	75	4.4%	5.7%	75	7.3%	4.2%	64	5.4%	6.4%
Ne sait pas	110	4.0%	4.7%	57	3.4%	5.8%	53	5.2%	3.9%	74	6.3%	8.1%