

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	2099	100.0%	4.1%	471	100.0%	1.9%	1628	100.0%	6.1%	690	100.0%	4.0%
Sexe												
Homme	471	22.4%	1.9%	471	100.0%	1.9%	0	0.0%	0.0%	160	23.2%	1.8%
Femme	1628	77.6%	6.1%	0	0.0%	0.0%	1628	100.0%	6.1%	530	76.8%	6.4%
Age												
15 à 24 ans	241	11.5%	3.3%	46	9.7%	1.2%	195	12.0%	5.3%	120	17.4%	3.8%
25 à 34 ans	234	11.2%	3.1%	44	9.3%	1.2%	191	11.7%	4.9%	86	12.4%	2.5%
35 à 49 ans	631	30.1%	5.0%	144	30.6%	2.3%	487	29.9%	7.6%	307	44.5%	4.9%
50 à 59 ans	403	19.2%	4.5%	118	25.0%	2.6%	285	17.5%	6.4%	145	21.0%	3.9%
60 ans et plus	590	28.1%	4.0%	120	25.4%	1.9%	470	28.9%	5.7%	32	4.6%	4.4%
Individu												
Ménagères	1432	68.2%	6.1%	0	0.0%	0.0%	1432	88.0%	6.1%	443	64.3%	6.4%
Personne de référence	831	39.6%	3.0%	390	82.8%	1.9%	441	27.1%	5.6%	199	28.9%	2.3%
Responsable des achats	1654	78.8%	4.6%	232	49.2%	1.8%	1422	87.4%	6.2%	498	72.2%	4.6%
PCS Individu												
Agriculteurs	9	0.4%	1.6%	2	0.5%	0.7%	6	0.4%	3.7%	0	0.0%	0.0%
Petits patrons	74	3.5%	4.6%	30	6.3%	2.7%	44	2.7%	8.8%	51	7.4%	3.5%
Affaires et Cadres	157	7.5%	3.1%	50	10.6%	1.6%	107	6.6%	5.6%	133	19.3%	2.9%
Professions intermédiaires	252	12.0%	3.7%	69	14.6%	2.0%	184	11.3%	5.6%	200	29.0%	3.5%
Employés	511	24.3%	6.2%	49	10.3%	2.4%	462	28.4%	7.4%	126	18.2%	7.1%
Ouvriers	179	8.5%	2.8%	91	19.2%	1.8%	88	5.4%	6.0%	16	2.3%	3.7%
Retraités	464	22.1%	3.7%	122	25.8%	2.0%	342	21.0%	5.2%	16	2.3%	6.6%
Autres inactifs	454	21.6%	4.5%	59	12.6%	1.7%	395	24.2%	6.0%	148	21.5%	4.7%
PCS Personne de référence												
Agriculteurs	14	0.7%	1.7%	2	0.5%	0.6%	11	0.7%	2.9%	0	0.0%	0.0%
Petits patrons	106	5.1%	4.1%	25	5.3%	1.9%	81	5.0%	6.1%	106	15.4%	4.1%
Affaires et Cadres	266	12.7%	3.7%	53	11.3%	1.5%	212	13.0%	6.2%	266	38.5%	3.7%
Professions intermédiaires	318	15.1%	4.2%	82	17.3%	2.1%	236	14.5%	6.7%	318	46.1%	4.2%
Employés	266	12.7%	5.0%	60	12.8%	2.8%	206	12.6%	6.5%	0	0.0%	0.0%
Ouvriers	391	18.6%	4.2%	82	17.4%	1.7%	309	19.0%	7.0%	0	0.0%	0.0%
Retraités	581	27.7%	4.0%	133	28.1%	2.0%	448	27.5%	5.6%	0	0.0%	0.0%
Autres inactifs	158	7.5%	4.0%	34	7.2%	2.3%	124	7.6%	5.1%	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	378	18.0%	3.9%	71	15.1%	1.7%	307	18.9%	5.6%	43	6.2%	2.3%
2 personnes	723	34.5%	4.0%	187	39.7%	2.1%	537	33.0%	5.8%	170	24.7%	4.1%
3 personnes	392	18.7%	4.3%	93	19.8%	2.0%	299	18.4%	6.5%	163	23.7%	4.2%
4 personnes	364	17.3%	4.0%	82	17.4%	1.8%	282	17.3%	6.1%	186	27.0%	3.9%
5 personnes et +	241	11.5%	4.6%	38	8.1%	1.5%	203	12.5%	7.2%	128	18.5%	5.0%
Présence d'enfants de moins de 15 ans												
Oui	703	33.5%	4.5%	130	27.5%	1.8%	574	35.2%	6.9%	349	50.6%	4.5%
Non	1396	66.5%	3.9%	342	72.5%	2.0%	1054	64.8%	5.7%	341	49.4%	3.6%
Habitat												
Communes rurales	365	17.4%	3.1%	79	16.8%	1.4%	286	17.6%	4.7%	99	14.4%	3.0%
Agglo. - 20 000 hab	351	16.7%	4.0%	84	17.8%	2.0%	267	16.4%	5.7%	107	15.5%	4.1%
Agglo. 20 000 à 100 000 hab	321	15.3%	4.6%	88	18.7%	2.5%	232	14.3%	6.6%	76	11.1%	3.7%
Agglo. + 100 000 hab	663	31.6%	4.3%	129	27.4%	1.8%	534	32.8%	6.6%	229	33.2%	4.3%
Agglo. Paris	399	19.0%	4.7%	91	19.2%	2.2%	308	18.9%	7.0%	178	25.8%	4.6%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	446	21.2%	4.7%	97	20.6%	2.2%	349	21.4%	7.0%	193	27.9%	4.4%
Nord Pas de Calais	129	6.1%	4.0%	22	4.6%	1.4%	107	6.6%	6.4%	24	3.4%	2.6%
Lorraine	66	3.1%	3.4%	14	3.0%	1.5%	52	3.2%	5.2%	19	2.8%	3.6%
Alsace	60	2.9%	4.0%	21	4.4%	2.8%	40	2.4%	5.1%	23	3.3%	4.5%
Franche-Comté	25	1.2%	2.6%	7	1.4%	1.4%	18	1.1%	3.8%	6	0.9%	2.3%
Champagne Ardennes	58	2.8%	5.4%	22	4.6%	4.1%	37	2.2%	6.5%	13	1.9%	4.5%
Picardie	49	2.3%	3.2%	15	3.1%	2.0%	34	2.1%	4.4%	16	2.3%	3.7%
Bourgogne	40	1.9%	3.0%	13	2.7%	2.0%	27	1.7%	3.9%	10	1.4%	2.5%
Haute Normandie	53	2.5%	3.6%	7	1.4%	1.0%	46	2.9%	6.0%	13	1.8%	2.8%
Basse Normandie	32	1.5%	2.7%	8	1.8%	1.4%	24	1.5%	3.8%	7	1.0%	2.2%
Centre	92	4.4%	4.4%	29	6.2%	2.9%	63	3.9%	5.8%	26	3.7%	4.1%
Pays de Loire	88	4.2%	3.0%	27	5.7%	1.9%	61	3.8%	4.1%	30	4.4%	3.5%
Bretagne	85	4.0%	3.2%	25	5.2%	1.9%	60	3.7%	4.4%	23	3.4%	3.0%
Poitou Charentes	57	2.7%	3.8%	11	2.3%	1.5%	46	2.8%	6.0%	19	2.8%	4.9%
Aquitaine	122	5.8%	4.5%	17	3.6%	1.3%	105	6.5%	7.4%	32	4.7%	3.9%
Midi Pyrénées	103	4.9%	4.3%	16	3.3%	1.4%	88	5.4%	7.0%	28	4.0%	3.4%
Limousin	25	1.2%	4.0%	6	1.2%	1.9%	20	1.2%	6.0%	6	0.9%	4.0%
Auvergne	46	2.2%	4.1%	7	1.4%	1.2%	40	2.4%	6.8%	10	1.4%	3.3%
Rhône Alpes	195	9.3%	3.8%	47	10.0%	1.9%	148	9.1%	5.6%	72	10.5%	3.8%
Languedoc Roussillon	103	4.9%	4.7%	21	4.5%	2.0%	82	5.1%	7.1%	27	3.9%	3.9%
Provence Alpes Côte d'Azur. Corse	223	10.6%	5.2%	42	9.0%	2.1%	181	11.1%	7.9%	92	13.3%	6.6%
Habitudes de connexion à Internet												
Tous les jours	1191	56.7%	4.2%	281	59.7%	1.9%	909	55.9%	6.4%	528	76.5%	4.0%
Presque tous les jours	277	13.2%	4.3%	57	12.1%	1.9%	220	13.5%	6.5%	84	12.1%	3.6%
1 à 2 fois par semaine	150	7.1%	4.7%	26	5.6%	1.9%	123	7.6%	6.8%	38	5.5%	4.1%
1 à 3 fois par mois	24	1.1%	2.7%	6	1.3%	1.5%	18	1.1%	3.7%	7	1.0%	4.2%
Moins souvent	58	2.7%	4.7%	6	1.3%	1.2%	51	3.2%	7.4%	11	1.6%	9.2%
Jamais	5	0.3%	4.1%	1	0.3%	2.0%	4	0.3%	6.0%	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	89	4.2%	4.3%	21	4.4%	2.6%	68	4.2%	5.5%	9	1.4%	5.3%
De 9 000 à moins de 12 000 euros par an	120	5.7%	3.6%	22	4.7%	1.9%	98	6.0%	4.6%	10	1.4%	3.6%
De 12 000 à moins de 18 000 euros par an	272	12.9%	4.2%	36	7.7%	1.4%	235	14.5%	6.3%	25	3.6%	3.4%
De 18 000 à moins de 24 000 euros par an	259	12.3%	3.6%	66	13.9%	1.9%	193	11.9%	5.1%	53	7.7%	3.5%
De 24 000 à moins de 36 000 euros par an	477	22.7%	4.1%	120	25.5%	2.1%	357	21.9%	6.0%	143	20.8%	3.8%
De 36 000 à moins de 45 000 euros par an	301	14.3%	4.5%	75	15.9%	2.1%	226	13.9%	7.3%	132	19.1%	4.3%
De 45 000 à moins de 65 000 euros par an	261	12.4%	4.2%	66	14.1%	1.9%	194	11.9%	7.1%	145	21.1%	3.9%
De 65 000 à moins de 80 000 euros par an	69	3.3%	4.2%	17	3.7%	1.8%	52	3.2%	7.6%	49	7.0%	4.2%
De 80 000 à moins de 115 000 euros par an	34	1.6%	3.6%	5	1.1%	1.0%	29	1.8%	7.3%	25	3.7%	3.3%
115 000 euros et plus par an	15	0.7%	3.4%	12	2.6%	4.5%	3	0.2%	1.8%	14	2.0%	3.5%
Refus	141	6.7%	4.5%	25	5.3%	1.9%	116	7.1%	6.3%	57	8.2%	4.9%
Ne sait pas	61	2.9%	3.9%	4	0.9%	0.6%	57	3.5%	6.1%	27	4.0%	4.8%