

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	862	100.0%	1.7%	123	100.0%	0.5%	738	100.0%	2.8%	415	100.0%	2.4%
Sexe												
Homme	123	14.3%	0.5%	123	100.0%	0.5%	0	0.0%	0.0%	72	17.3%	0.8%
Femme	738	85.7%	2.8%	0	0.0%	0.0%	738	100.0%	2.8%	343	82.7%	4.1%
Age												
15 à 24 ans	352	40.9%	4.8%	28	22.9%	0.8%	324	43.9%	8.9%	162	39.0%	5.2%
25 à 34 ans	165	19.2%	2.2%	22	17.6%	0.6%	143	19.4%	3.7%	82	19.7%	2.4%
35 à 49 ans	187	21.7%	1.5%	32	25.6%	0.5%	155	21.0%	2.4%	100	24.2%	1.6%
50 à 59 ans	99	11.5%	1.1%	22	17.7%	0.5%	77	10.4%	1.7%	64	15.5%	1.7%
60 ans et plus	58	6.8%	0.4%	20	16.3%	0.3%	38	5.2%	0.5%	7	1.7%	1.0%
Individu												
Ménagères	456	52.9%	1.9%	0	0.0%	0.0%	456	61.7%	1.9%	211	50.9%	3.1%
Personne de référence	247	28.6%	0.9%	93	75.1%	0.5%	154	20.9%	2.0%	94	22.7%	1.1%
Responsable des achats	525	60.9%	1.5%	63	51.2%	0.5%	462	62.5%	2.0%	250	60.3%	2.3%
PCS Individu												
Agriculteurs	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Petits patrons	29	3.4%	1.8%	15	11.8%	1.3%	15	2.0%	3.0%	25	6.0%	1.7%
Affaires et Cadres	91	10.5%	1.8%	17	14.1%	0.6%	73	9.9%	3.8%	71	17.2%	1.6%
Professions intermédiaires	109	12.6%	1.6%	22	18.0%	0.6%	86	11.7%	2.6%	91	21.8%	1.6%
Employés	220	25.5%	2.7%	8	6.6%	0.4%	212	28.7%	3.4%	69	16.7%	3.9%
Ouvriers	38	4.4%	0.6%	19	15.3%	0.4%	19	2.6%	1.3%	3	0.8%	0.8%
Retraités	48	5.5%	0.4%	16	13.1%	0.3%	31	4.3%	0.5%	8	1.8%	3.1%
Autres inactifs	328	38.0%	3.2%	26	21.1%	0.7%	302	40.9%	4.6%	148	35.6%	4.7%
PCS Personne de référence												
Agriculteurs	3	0.3%	0.3%	0	0.0%	0.0%	3	0.4%	0.7%	0	0.0%	0.0%
Petits patrons	63	7.3%	2.4%	16	13.1%	1.3%	47	6.4%	3.6%	63	15.3%	2.4%
Affaires et Cadres	169	19.6%	2.4%	26	21.1%	0.7%	143	19.3%	4.1%	169	40.7%	2.4%
Professions intermédiaires	183	21.2%	2.4%	30	24.0%	0.7%	153	20.7%	4.3%	183	44.0%	2.4%
Employés	136	15.8%	2.6%	15	12.1%	0.7%	121	16.4%	3.8%	0	0.0%	0.0%
Ouvriers	138	16.1%	1.5%	16	12.6%	0.3%	123	16.6%	2.8%	0	0.0%	0.0%
Retraités	96	11.1%	0.7%	14	11.4%	0.2%	81	11.0%	1.0%	0	0.0%	0.0%
Autres inactifs	74	8.6%	1.9%	7	5.7%	0.5%	67	9.1%	2.8%	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	105	12.2%	1.1%	20	16.4%	0.5%	85	11.5%	1.5%	33	7.9%	1.8%
2 personnes	215	25.0%	1.2%	39	31.6%	0.4%	176	23.8%	1.9%	86	20.8%	2.1%
3 personnes	180	20.9%	2.0%	27	22.2%	0.6%	153	20.7%	3.3%	98	23.7%	2.5%
4 personnes	231	26.8%	2.5%	29	23.2%	0.6%	203	27.4%	4.4%	137	33.1%	2.9%
5 personnes et +	130	15.1%	2.5%	8	6.6%	0.3%	122	16.6%	4.3%	60	14.5%	2.3%
Présence d'enfants de moins de 15 ans												
Oui	303	35.2%	1.9%	23	18.9%	0.3%	280	37.9%	3.4%	159	38.2%	2.0%
Non	559	64.8%	1.6%	100	81.1%	0.6%	459	62.1%	2.5%	256	61.8%	2.7%
Habitat												
Communes rurales	116	13.5%	1.0%	18	14.7%	0.3%	98	13.3%	1.6%	40	9.7%	1.2%
Agglo. - 20 000 hab	123	14.3%	1.4%	14	11.6%	0.3%	109	14.7%	2.3%	56	13.6%	2.1%
Agglo. 20 000 à 100 000 hab	107	12.4%	1.5%	31	25.1%	0.9%	76	10.3%	2.2%	36	8.7%	1.8%
Agglo. + 100 000 hab	271	31.5%	1.8%	37	30.1%	0.5%	234	31.7%	2.9%	143	34.5%	2.7%
Agglo. Paris	244	28.3%	2.9%	23	18.5%	0.6%	221	30.0%	5.0%	139	33.5%	3.6%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	268	31.1%	2.8%	31	25.0%	0.7%	237	32.1%	4.8%	153	36.8%	3.5%
Nord Pas de Calais	45	5.2%	1.4%	12	9.4%	0.8%	33	4.5%	2.0%	17	4.1%	1.8%
Lorraine	31	3.6%	1.6%	7	5.8%	0.8%	24	3.2%	2.4%	15	3.6%	2.8%
Alsace	13	1.5%	0.8%	0	0.0%	0.0%	13	1.7%	1.6%	7	1.8%	1.5%
Franche-Comté	7	0.8%	0.7%	1	1.0%	0.3%	6	0.8%	1.2%	6	1.4%	2.1%
Champagne Ardennes	17	2.0%	1.6%	3	2.8%	0.7%	14	1.9%	2.4%	9	2.2%	3.1%
Picardie	21	2.4%	1.3%	4	3.5%	0.6%	16	2.2%	2.1%	8	2.0%	1.9%
Bourgogne	11	1.3%	0.8%	1	0.6%	0.1%	10	1.4%	1.4%	5	1.2%	1.3%
Haute Normandie	18	2.1%	1.2%	4	2.9%	0.5%	14	2.0%	1.9%	12	3.0%	2.8%
Basse Normandie	19	2.2%	1.5%	4	3.3%	0.7%	15	2.0%	2.3%	3	0.8%	1.0%
Centre	29	3.3%	1.4%	6	5.1%	0.6%	22	3.0%	2.1%	15	3.7%	2.4%
Pays de Loire	45	5.2%	1.6%	6	4.9%	0.4%	39	5.3%	2.6%	15	3.6%	1.7%
Bretagne	27	3.2%	1.0%	5	3.7%	0.4%	23	3.1%	1.7%	7	1.8%	1.0%
Poitou Charentes	17	2.0%	1.2%	2	1.2%	0.2%	16	2.1%	2.1%	6	1.6%	1.6%
Aquitaine	43	4.9%	1.6%	1	1.2%	0.1%	41	5.6%	2.9%	22	5.3%	2.6%
Midi Pyrénées	41	4.7%	1.7%	7	5.9%	0.6%	34	4.6%	2.7%	21	5.0%	2.6%
Limousin	6	0.7%	0.9%	1	1.1%	0.4%	4	0.6%	1.4%	1	0.3%	0.8%
Auvergne	14	1.6%	1.2%	0	0.3%	0.1%	14	1.8%	2.3%	3	0.7%	0.9%
Rhône Alpes	87	10.2%	1.7%	8	6.8%	0.3%	79	10.7%	3.0%	48	11.5%	2.5%
Languedoc Roussillon	28	3.3%	1.3%	4	3.0%	0.4%	24	3.3%	2.1%	8	1.9%	1.1%
Provence Alpes Côte d'Azur. Corse	76	8.8%	1.8%	15	12.5%	0.8%	61	8.2%	2.7%	33	7.9%	2.3%
Habitudes de connexion à Internet												
Tous les jours	590	68.5%	2.1%	89	72.2%	0.6%	501	67.8%	3.5%	326	78.6%	2.4%
Presque tous les jours	130	15.1%	2.0%	17	14.0%	0.6%	113	15.3%	3.4%	54	13.0%	2.3%
1 à 2 fois par semaine	48	5.6%	1.5%	5	4.1%	0.4%	43	5.9%	2.4%	16	3.9%	1.8%
1 à 3 fois par mois	15	1.7%	1.7%	0	0.0%	0.0%	15	2.0%	3.1%	4	0.9%	2.3%
Moins souvent	28	3.3%	2.3%	0	0.3%	0.1%	28	3.8%	4.0%	11	2.7%	9.1%
Jamais	2	0.3%	1.9%	0	0.0%	0.0%	2	0.3%	3.5%	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	27	3.1%	1.3%	3	2.5%	0.4%	24	3.2%	1.9%	3	0.7%	1.6%
De 9 000 à moins de 12 000 euros par an	52	6.0%	1.6%	4	3.3%	0.3%	48	6.5%	2.2%	4	1.0%	1.6%
De 12 000 à moins de 18 000 euros par an	110	12.7%	1.7%	3	2.3%	0.1%	107	14.5%	2.9%	24	5.9%	3.3%
De 18 000 à moins de 24 000 euros par an	95	11.0%	1.3%	24	19.1%	0.7%	71	9.7%	1.9%	38	9.2%	2.5%
De 24 000 à moins de 36 000 euros par an	156	18.1%	1.4%	20	16.0%	0.4%	137	18.5%	2.3%	74	17.8%	2.0%
De 36 000 à moins de 45 000 euros par an	94	10.9%	1.4%	17	13.6%	0.5%	77	10.4%	2.5%	54	13.1%	1.8%
De 45 000 à moins de 65 000 euros par an	127	14.7%	2.0%	23	18.7%	0.7%	104	14.1%	3.8%	85	20.5%	2.3%
De 65 000 à moins de 80 000 euros par an	44	5.1%	2.7%	11	8.8%	1.1%	33	4.4%	4.8%	34	8.1%	2.9%
De 80 000 à moins de 115 000 euros par an	17	2.0%	1.8%	3	2.1%	0.5%	15	2.0%	3.7%	17	4.1%	2.2%
115 000 euros et plus par an	11	1.3%	2.5%	5	4.0%	1.8%	6	0.8%	3.5%	11	2.7%	2.8%
Refus	67	7.8%	2.1%	9	7.3%	0.7%	58	7.8%	3.1%	42	10.2%	3.7%
Ne sait pas	62	7.2%	4.0%	3	2.3%	0.4%	59	8.1%	6.4%	28	6.7%	4.9%