

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	1520	100.0%	3.0%	200	100.0%	0.8%	1320	100.0%	4.9%	720	100.0%	4.2%
Sexe												
Homme	200	13.2%	0.8%	200	100.0%	0.8%	0	0.0%	0.0%	98	13.6%	1.1%
Femme	1320	86.8%	4.9%	0	0.0%	0.0%	1320	100.0%	4.9%	622	86.4%	7.5%
Age												
15 à 24 ans	594	39.1%	8.1%	30	15.0%	0.8%	564	42.7%	15.4%	278	38.7%	8.9%
25 à 34 ans	403	26.5%	5.3%	53	26.5%	1.4%	350	26.5%	9.0%	194	26.9%	5.7%
35 à 49 ans	303	19.9%	2.4%	55	27.3%	0.9%	249	18.8%	3.9%	161	22.4%	2.6%
50 à 59 ans	145	9.5%	1.6%	46	22.8%	1.0%	99	7.5%	2.2%	77	10.6%	2.1%
60 ans et plus	75	4.9%	0.5%	17	8.5%	0.3%	58	4.4%	0.7%	11	1.5%	1.5%
Individu												
Ménagères	831	54.7%	3.6%	0	0.0%	0.0%	831	63.0%	3.6%	377	52.3%	5.5%
Personne de référence	466	30.6%	1.7%	157	78.6%	0.8%	308	23.4%	3.9%	169	23.4%	2.0%
Responsable des achats	982	64.6%	2.8%	129	64.6%	1.0%	853	64.7%	3.7%	445	61.8%	4.1%
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	45	2.9%	2.7%	19	9.3%	1.7%	26	2.0%	5.2%	36	5.1%	2.5%
Affaires et Cadres	126	8.3%	2.5%	24	12.0%	0.8%	102	7.8%	5.3%	103	14.3%	2.3%
Professions intermédiaires	235	15.5%	3.5%	41	20.5%	1.2%	194	14.7%	5.9%	192	26.7%	3.4%
Employés	410	27.0%	5.0%	25	12.4%	1.2%	385	29.2%	6.2%	133	18.5%	7.5%
Ouvriers	82	5.4%	1.3%	31	15.4%	0.6%	51	3.9%	3.5%	13	1.9%	3.0%
Retraités	54	3.6%	0.4%	17	8.4%	0.3%	38	2.8%	0.6%	4	0.5%	1.6%
Autres inactifs	567	37.3%	5.6%	44	22.0%	1.2%	523	39.6%	8.0%	239	33.1%	7.6%
PCS Personne de référence												
Agriculteurs	9	0.6%	1.2%	0	0.0%	0.0%	9	0.7%	2.4%	0	0.0%	0.0%
Petits patrons	127	8.3%	4.8%	21	10.7%	1.7%	105	8.0%	8.0%	127	17.6%	4.8%
Affaires et Cadres	287	18.9%	4.0%	39	19.5%	1.1%	248	18.8%	7.2%	287	39.8%	4.0%
Professions intermédiaires	306	20.2%	4.1%	38	18.9%	1.0%	269	20.4%	7.6%	306	42.6%	4.1%
Employés	248	16.3%	4.6%	32	16.0%	1.5%	216	16.4%	6.8%	0	0.0%	0.0%
Ouvriers	246	16.2%	2.6%	21	10.4%	0.4%	225	17.0%	5.1%	0	0.0%	0.0%
Retraités	108	7.1%	0.7%	23	11.3%	0.3%	86	6.5%	1.1%	0	0.0%	0.0%
Autres inactifs	188	12.4%	4.8%	26	13.2%	1.8%	162	12.3%	6.6%	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	196	12.9%	2.0%	31	15.5%	0.7%	165	12.5%	3.0%	70	9.7%	3.8%
2 personnes	381	25.1%	2.1%	60	30.0%	0.7%	321	24.3%	3.5%	151	21.0%	3.7%
3 personnes	333	21.9%	3.6%	50	25.1%	1.1%	283	21.4%	6.2%	174	24.2%	4.5%
4 personnes	331	21.8%	3.6%	28	14.2%	0.6%	302	22.9%	6.5%	177	24.5%	3.7%
5 personnes et +	279	18.3%	5.3%	30	15.1%	1.2%	249	18.8%	8.8%	148	20.6%	5.8%
Présence d'enfants de moins de 15 ans												
Oui	557	36.7%	3.6%	56	28.1%	0.8%	501	37.9%	6.0%	264	36.6%	3.4%
Non	963	63.3%	2.7%	144	71.9%	0.8%	819	62.1%	4.5%	456	63.4%	4.8%
Habitat												
Communes rurales	171	11.3%	1.5%	28	14.1%	0.5%	143	10.9%	2.4%	69	9.6%	2.1%
Agglo. - 20 000 hab	196	12.9%	2.2%	33	16.6%	0.8%	163	12.3%	3.5%	76	10.5%	2.9%
Agglo. 20 000 à 100 000 hab	156	10.3%	2.2%	23	11.4%	0.7%	134	10.1%	3.8%	63	8.8%	3.1%
Agglo. + 100 000 hab	539	35.4%	3.5%	61	30.5%	0.8%	478	36.2%	5.9%	263	36.5%	5.0%
Agglo. Paris	457	30.1%	5.4%	55	27.4%	1.4%	402	30.5%	9.1%	249	34.6%	6.4%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	481	31.7%	5.1%	64	31.8%	1.4%	418	31.7%	8.4%	265	36.7%	6.0%
Nord Pas de Calais	54	3.6%	1.7%	3	1.7%	0.2%	51	3.9%	3.0%	15	2.1%	1.6%
Lorraine	53	3.5%	2.8%	8	3.9%	0.8%	46	3.5%	4.6%	20	2.7%	3.7%
Alsace	42	2.8%	2.8%	6	3.1%	0.8%	36	2.7%	4.6%	15	2.0%	2.9%
Franche-Comté	22	1.4%	2.3%	2	0.9%	0.4%	20	1.5%	4.0%	12	1.7%	4.6%
Champagne Ardennes	26	1.7%	2.4%	7	3.5%	1.4%	19	1.4%	3.4%	9	1.2%	3.0%
Picardie	44	2.9%	2.9%	6	2.8%	0.7%	39	2.9%	4.9%	16	2.2%	3.7%
Bourgogne	26	1.7%	2.0%	0	0.0%	0.0%	26	2.0%	3.8%	11	1.6%	2.9%
Haute Normandie	42	2.8%	2.9%	4	2.1%	0.6%	38	2.9%	4.9%	22	3.1%	5.0%
Basse Normandie	16	1.1%	1.3%	3	1.6%	0.6%	13	1.0%	2.1%	3	0.4%	1.0%
Centre	35	2.3%	1.7%	7	3.6%	0.7%	28	2.1%	2.6%	22	3.1%	3.6%
Pays de Loire	60	3.9%	2.1%	8	4.2%	0.6%	52	3.9%	3.4%	21	2.9%	2.5%
Bretagne	46	3.0%	1.8%	8	4.2%	0.7%	38	2.9%	2.8%	28	3.9%	3.6%
Poitou Charentes	36	2.3%	2.4%	6	3.0%	0.9%	30	2.2%	3.8%	9	1.3%	2.4%
Aquitaine	76	5.0%	2.8%	8	4.1%	0.6%	68	5.1%	4.8%	46	6.4%	5.6%
Midi Pyrénées	72	4.7%	3.0%	5	2.4%	0.4%	67	5.1%	5.4%	33	4.6%	4.1%
Limousin	5	0.4%	0.9%	1	0.7%	0.5%	4	0.3%	1.2%	3	0.5%	2.2%
Auvergne	24	1.6%	2.2%	4	2.0%	0.7%	21	1.6%	3.5%	5	0.6%	1.5%
Rhône Alpes	122	8.1%	2.4%	13	6.6%	0.5%	109	8.3%	4.1%	63	8.8%	3.3%
Languedoc Roussillon	60	4.0%	2.7%	7	3.4%	0.6%	53	4.0%	4.6%	20	2.8%	2.9%
Provence Alpes Côte d'Azur. Corse	175	11.5%	4.1%	29	14.4%	1.4%	146	11.1%	6.4%	81	11.3%	5.8%
Habitudes de connexion à Internet												
Tous les jours	1046	68.8%	3.7%	142	71.0%	1.0%	904	68.5%	6.4%	560	77.8%	4.2%
Presque tous les jours	248	16.3%	3.9%	21	10.7%	0.7%	226	17.1%	6.7%	97	13.5%	4.2%
1 à 2 fois par semaine	66	4.3%	2.1%	14	6.9%	1.0%	52	3.9%	2.9%	21	2.9%	2.3%
1 à 3 fois par mois	24	1.6%	2.8%	2	1.1%	0.5%	22	1.7%	4.6%	8	1.0%	4.6%
Moins souvent	33	2.2%	2.7%	1	0.3%	0.1%	33	2.5%	4.7%	21	2.9%	16.8%
Jamais	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	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	74	4.8%	3.6%	14	7.2%	1.7%	59	4.5%	4.8%	8	1.1%	4.2%
De 9 000 à moins de 12 000 euros par an	101	6.6%	3.0%	10	4.9%	0.8%	91	6.9%	4.3%	13	1.8%	4.7%
De 12 000 à moins de 18 000 euros par an	204	13.5%	3.2%	21	10.4%	0.8%	184	13.9%	4.9%	62	8.7%	8.5%
De 18 000 à moins de 24 000 euros par an	174	11.4%	2.4%	17	8.5%	0.5%	157	11.9%	4.1%	55	7.7%	3.7%
De 24 000 à moins de 36 000 euros par an	290	19.1%	2.5%	56	28.1%	1.0%	234	17.7%	3.9%	119	16.5%	3.2%
De 36 000 à moins de 45 000 euros par an	209	13.7%	3.1%	32	16.2%	0.9%	176	13.4%	5.7%	137	19.0%	4.5%
De 45 000 à moins de 65 000 euros par an	185	12.2%	2.9%	20	10.0%	0.6%	165	12.5%	6.0%	142	19.7%	3.9%
De 65 000 à moins de 80 000 euros par an	53	3.5%	3.2%	6	3.2%	0.7%	47	3.5%	6.9%	43	6.0%	3.7%
De 80 000 à moins de 115 000 euros par an	26	1.7%	2.7%	3	1.4%	0.5%	23	1.7%	5.8%	22	3.0%	2.9%
115 000 euros et plus par an	16	1.0%	3.5%	0	0.2%	0.1%	15	1.2%	8.7%	16	2.2%	3.9%
Refus	95	6.2%	3.0%	11	5.4%	0.8%	84	6.4%	4.5%	51	7.1%	4.4%
Ne sait pas	94	6.2%	6.0%	9	4.6%	1.5%	85	6.5%	9.1%	52	7.3%	9.1%