

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	2827	100.0%	5.5%	512	100.0%	2.1%	2314	100.0%	8.7%	1109	100.0%	6.4%
Sexe												
Homme	512	18.1%	2.1%	512	100.0%	2.1%	0	0.0%	0.0%	220	19.8%	2.5%
Femme	2314	81.9%	8.7%	0	0.0%	0.0%	2314	100.0%	8.7%	889	80.2%	10.7%
Age												
15 à 24 ans	312	11.0%	4.2%	35	6.9%	0.9%	277	11.9%	7.6%	141	12.7%	4.5%
25 à 34 ans	303	10.7%	4.0%	43	8.5%	1.2%	260	11.2%	6.7%	146	13.2%	4.3%
35 à 49 ans	841	29.8%	6.7%	182	35.6%	2.9%	659	28.5%	10.3%	469	42.3%	7.5%
50 à 59 ans	619	21.9%	6.9%	140	27.3%	3.1%	479	20.7%	10.7%	284	25.6%	7.7%
60 ans et plus	751	26.6%	5.1%	111	21.7%	1.8%	640	27.7%	7.7%	68	6.2%	9.5%
Individu												
Ménagères	2071	73.3%	8.9%	0	0.0%	0.0%	2071	89.5%	8.9%	789	71.1%	11.5%
Personne de référence	1129	39.9%	4.0%	460	89.8%	2.3%	669	28.9%	8.5%	370	33.3%	4.3%
Responsable des achats	2324	82.2%	6.5%	300	58.5%	2.4%	2024	87.5%	8.8%	878	79.1%	8.0%
PCS Individu												
Agriculteurs	18	0.6%	3.3%	6	1.2%	1.7%	12	0.5%	6.8%	2	0.2%	9.4%
Petits patrons	71	2.5%	4.4%	24	4.6%	2.1%	47	2.0%	9.4%	58	5.2%	4.0%
Affaires et Cadres	335	11.8%	6.7%	89	17.4%	2.9%	246	10.6%	12.8%	304	27.4%	6.7%
Professions intermédiaires	429	15.2%	6.3%	91	17.7%	2.6%	338	14.6%	10.3%	354	31.9%	6.3%
Employés	573	20.3%	6.9%	49	9.5%	2.4%	524	22.6%	8.4%	155	14.0%	8.7%
Ouvriers	194	6.9%	3.0%	74	14.4%	1.5%	120	5.2%	8.2%	24	2.1%	5.4%
Retraités	614	21.7%	4.9%	110	21.4%	1.8%	505	21.8%	7.7%	37	3.3%	15.2%
Autres inactifs	594	21.0%	5.9%	70	13.7%	2.0%	523	22.6%	8.0%	175	15.8%	5.6%
PCS Personne de référence												
Agriculteurs	41	1.4%	5.0%	6	1.2%	1.5%	35	1.5%	8.8%	0	0.0%	0.0%
Petits patrons	163	5.8%	6.2%	23	4.6%	1.8%	139	6.0%	10.5%	163	14.7%	6.2%
Affaires et Cadres	495	17.5%	7.0%	97	18.9%	2.6%	398	17.2%	11.6%	495	44.6%	7.0%
Professions intermédiaires	452	16.0%	6.0%	100	19.5%	2.5%	352	15.2%	9.9%	452	40.7%	6.0%
Employés	323	11.4%	6.0%	58	11.3%	2.7%	265	11.5%	8.4%	0	0.0%	0.0%
Ouvriers	382	13.5%	4.1%	71	14.0%	1.5%	310	13.4%	7.0%	0	0.0%	0.0%
Retraités	732	25.9%	5.0%	112	21.9%	1.7%	620	26.8%	7.8%	0	0.0%	0.0%
Autres inactifs	240	8.5%	6.1%	44	8.7%	3.0%	195	8.4%	8.0%	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	482	17.1%	5.0%	67	13.1%	1.6%	415	17.9%	7.6%	108	9.8%	5.8%
2 personnes	999	35.4%	5.6%	180	35.1%	2.0%	819	35.4%	8.9%	259	23.3%	6.3%
3 personnes	516	18.3%	5.6%	97	19.0%	2.1%	419	18.1%	9.1%	268	24.2%	6.9%
4 personnes	532	18.8%	5.8%	113	22.0%	2.5%	419	18.1%	9.1%	301	27.1%	6.2%
5 personnes et +	297	10.5%	5.6%	55	10.7%	2.2%	242	10.5%	8.6%	173	15.6%	6.8%
Présence d'enfants de moins de 15 ans												
Oui	903	32.0%	5.8%	185	36.2%	2.5%	718	31.0%	8.6%	503	45.3%	6.5%
Non	1923	68.0%	5.4%	327	63.8%	1.9%	1597	69.0%	8.7%	607	54.7%	6.4%
Habitat												
Communes rurales	490	17.3%	4.2%	82	16.1%	1.5%	408	17.6%	6.7%	159	14.4%	4.8%
Agglo. - 20 000 hab	468	16.6%	5.3%	93	18.2%	2.2%	375	16.2%	8.0%	154	13.9%	5.8%
Agglo. 20 000 à 100 000 hab	393	13.9%	5.6%	76	14.8%	2.2%	317	13.7%	9.1%	143	12.9%	7.0%
Agglo. + 100 000 hab	884	31.3%	5.8%	153	30.0%	2.1%	731	31.6%	9.1%	338	30.4%	6.4%
Agglo. Paris	591	20.9%	7.0%	107	20.9%	2.7%	484	20.9%	10.9%	315	28.4%	8.1%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	655	23.2%	6.9%	126	24.7%	2.8%	528	22.8%	10.7%	348	31.4%	7.9%
Nord Pas de Calais	128	4.5%	4.0%	27	5.3%	1.8%	101	4.4%	6.0%	38	3.4%	4.1%
Lorraine	102	3.6%	5.3%	17	3.2%	1.8%	85	3.7%	8.6%	36	3.3%	6.8%
Alsace	97	3.4%	6.4%	20	3.9%	2.7%	77	3.3%	9.9%	33	3.0%	6.5%
Franche-Comté	41	1.5%	4.3%	8	1.5%	1.7%	34	1.5%	6.9%	13	1.2%	4.9%
Champagne Ardennes	32	1.1%	2.9%	10	1.9%	1.9%	22	0.9%	3.9%	8	0.7%	2.7%
Picardie	68	2.4%	4.4%	17	3.2%	2.2%	51	2.2%	6.5%	32	2.9%	7.4%
Bourgogne	64	2.3%	4.7%	12	2.4%	1.9%	52	2.2%	7.4%	18	1.6%	4.6%
Haute Normandie	67	2.4%	4.6%	20	4.0%	2.9%	47	2.0%	6.1%	31	2.8%	7.0%
Basse Normandie	47	1.7%	3.9%	9	1.8%	1.6%	38	1.6%	6.1%	17	1.5%	5.3%
Centre	86	3.1%	4.2%	15	2.8%	1.5%	72	3.1%	6.7%	28	2.6%	4.6%
Pays de Loire	111	3.9%	3.8%	25	4.8%	1.8%	87	3.7%	5.8%	40	3.6%	4.7%
Bretagne	146	5.2%	5.5%	21	4.0%	1.6%	125	5.4%	9.1%	53	4.8%	6.9%
Poitou Charentes	89	3.1%	6.0%	10	1.9%	1.4%	79	3.4%	10.3%	18	1.6%	4.6%
Aquitaine	143	5.1%	5.3%	28	5.4%	2.1%	116	5.0%	8.1%	54	4.9%	6.5%
Midi Pyrénées	151	5.3%	6.2%	22	4.3%	1.9%	129	5.6%	10.3%	60	5.4%	7.5%
Limousin	29	1.0%	4.6%	4	0.8%	1.3%	25	1.1%	7.5%	11	1.0%	6.9%
Auvergne	46	1.6%	4.1%	9	1.7%	1.6%	37	1.6%	6.4%	18	1.6%	6.0%
Rhône Alpes	308	10.9%	6.1%	33	6.4%	1.3%	275	11.9%	10.4%	122	11.0%	6.5%
Languedoc Roussillon	132	4.7%	6.0%	20	3.8%	1.9%	112	4.9%	9.7%	40	3.6%	5.9%
Provence Alpes Côte d'Azur. Corse	284	10.0%	6.6%	62	12.0%	3.0%	222	9.6%	9.8%	90	8.1%	6.4%
Habitudes de connexion à Internet												
Tous les jours	1640	58.0%	5.7%	304	59.3%	2.1%	1336	57.7%	9.5%	840	75.7%	6.3%
Presque tous les jours	411	14.5%	6.4%	81	15.9%	2.7%	329	14.2%	9.8%	155	14.0%	6.7%
1 à 2 fois par semaine	182	6.5%	5.7%	28	5.4%	2.0%	155	6.7%	8.5%	56	5.1%	6.1%
1 à 3 fois par mois	60	2.1%	6.8%	6	1.1%	1.4%	54	2.3%	11.1%	9	0.8%	5.8%
Moins souvent	67	2.4%	5.4%	9	1.7%	1.6%	58	2.5%	8.4%	23	2.0%	18.4%
Jamais	14	0.5%	10.9%	2	0.4%	2.9%	13	0.5%	18.0%	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	84	3.0%	4.1%	17	3.4%	2.1%	67	2.9%	5.4%	9	0.8%	5.1%
De 9 000 à moins de 12 000 euros par an	181	6.4%	5.4%	38	7.4%	3.2%	143	6.2%	6.7%	19	1.7%	6.8%
De 12 000 à moins de 18 000 euros par an	308	10.9%	4.8%	54	10.5%	2.0%	255	11.0%	6.8%	34	3.1%	4.7%
De 18 000 à moins de 24 000 euros par an	353	12.5%	4.9%	51	10.1%	1.5%	302	13.0%	7.9%	77	6.9%	5.1%
De 24 000 à moins de 36 000 euros par an	663	23.4%	5.7%	96	18.8%	1.7%	566	24.5%	9.5%	242	21.8%	6.5%
De 36 000 à moins de 45 000 euros par an	350	12.4%	5.2%	64	12.4%	1.8%	287	12.4%	9.3%	184	16.6%	6.0%
De 45 000 à moins de 65 000 euros par an	348	12.3%	5.5%	86	16.7%	2.4%	262	11.3%	9.6%	215	19.4%	5.8%
De 65 000 à moins de 80 000 euros par an	122	4.3%	7.5%	37	7.2%	3.8%	86	3.7%	12.6%	79	7.1%	6.8%
De 80 000 à moins de 115 000 euros par an	84	3.0%	8.8%	29	5.7%	5.2%	55	2.4%	13.9%	76	6.8%	9.9%
115 000 euros et plus par an	33	1.2%	7.4%	5	1.1%	2.0%	28	1.2%	15.9%	29	2.6%	7.2%
Refus	216	7.6%	6.9%	30	5.8%	2.3%	186	8.0%	10.1%	113	10.2%	9.8%
Ne sait pas	84	3.0%	5.3%	5	1.0%	0.8%	79	3.4%	8.4%	33	3.0%	5.8%