

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	2497	100.0%	4.9%	711	100.0%	2.9%	1786	100.0%	6.7%	1244	100.0%	7.2%
Sexe												
Homme	711	28.5%	2.9%	711	100.0%	2.9%	0	0.0%	0.0%	364	29.3%	4.1%
Femme	1786	71.5%	6.7%	0	0.0%	0.0%	1786	100.0%	6.7%	880	70.7%	10.6%
Age												
15 à 24 ans	336	13.5%	4.6%	80	11.2%	2.1%	256	14.4%	7.0%	181	14.6%	5.8%
25 à 34 ans	369	14.8%	4.8%	88	12.4%	2.3%	281	15.7%	7.2%	177	14.2%	5.2%
35 à 49 ans	826	33.1%	6.6%	229	32.2%	3.7%	597	33.4%	9.4%	541	43.5%	8.6%
50 à 59 ans	555	22.2%	6.2%	191	26.9%	4.2%	363	20.4%	8.1%	300	24.1%	8.1%
60 ans et plus	411	16.5%	2.8%	123	17.3%	1.9%	288	16.1%	3.5%	45	3.6%	6.3%
Individu												
Ménagères	1549	62.0%	6.6%	0	0.0%	0.0%	1549	86.7%	6.6%	742	59.6%	10.8%
Personne de référence	1153	46.2%	4.1%	599	84.3%	3.0%	553	31.0%	7.0%	498	40.0%	5.8%
Responsable des achats	1924	77.1%	5.4%	412	58.0%	3.3%	1512	84.7%	6.6%	938	75.4%	8.6%
PCS Individu												
Agriculteurs	28	1.1%	5.2%	12	1.7%	3.3%	16	0.9%	9.2%	7	0.6%	31.9%
Petits patrons	70	2.8%	4.3%	33	4.7%	3.0%	37	2.1%	7.4%	61	4.9%	4.2%
Affaires et Cadres	384	15.4%	7.7%	157	22.1%	5.1%	228	12.7%	11.8%	345	27.7%	7.6%
Professions intermédiaires	537	21.5%	7.9%	138	19.4%	4.0%	398	22.3%	12.2%	442	35.5%	7.8%
Employés	513	20.5%	6.2%	72	10.2%	3.6%	441	24.7%	7.1%	150	12.1%	8.4%
Ouvriers	148	5.9%	2.3%	91	12.8%	1.9%	57	3.2%	3.9%	19	1.5%	4.2%
Retraités	344	13.8%	2.7%	109	15.3%	1.8%	235	13.1%	3.6%	17	1.4%	7.0%
Autres inactifs	473	18.9%	4.7%	98	13.8%	2.8%	375	21.0%	5.7%	203	16.3%	6.5%
PCS Personne de référence												
Agriculteurs	35	1.4%	4.3%	8	1.2%	2.0%	27	1.5%	6.8%	0	0.0%	0.0%
Petits patrons	166	6.7%	6.3%	40	5.6%	3.1%	126	7.1%	9.5%	166	13.3%	6.3%
Affaires et Cadres	586	23.5%	8.2%	183	25.8%	5.0%	403	22.5%	11.7%	586	47.1%	8.2%
Professions intermédiaires	492	19.7%	6.5%	141	19.8%	3.6%	351	19.7%	9.9%	492	39.5%	6.5%
Employés	332	13.3%	6.2%	81	11.4%	3.7%	251	14.1%	7.9%	0	0.0%	0.0%
Ouvriers	271	10.9%	2.9%	85	11.9%	1.7%	186	10.4%	4.2%	0	0.0%	0.0%
Retraités	437	17.5%	3.0%	132	18.6%	2.0%	305	17.1%	3.8%	0	0.0%	0.0%
Autres inactifs	177	7.1%	4.5%	41	5.7%	2.7%	137	7.7%	5.6%	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	432	17.3%	4.5%	96	13.6%	2.3%	335	18.8%	6.1%	140	11.2%	7.5%
2 personnes	751	30.1%	4.2%	238	33.5%	2.7%	513	28.7%	5.6%	282	22.7%	6.9%
3 personnes	526	21.1%	5.7%	148	20.9%	3.2%	378	21.2%	8.2%	290	23.3%	7.5%
4 personnes	516	20.6%	5.6%	166	23.4%	3.7%	349	19.6%	7.5%	346	27.8%	7.2%
5 personnes et +	273	10.9%	5.1%	62	8.8%	2.5%	210	11.8%	7.5%	186	15.0%	7.3%
Présence d'enfants de moins de 15 ans												
Oui	928	37.2%	5.9%	245	34.5%	3.4%	683	38.2%	8.2%	598	48.0%	7.7%
Non	1569	62.8%	4.4%	466	65.5%	2.7%	1103	61.8%	6.0%	646	52.0%	6.8%
Habitat												
Communes rurales	476	19.1%	4.1%	123	17.3%	2.2%	353	19.7%	5.8%	205	16.4%	6.2%
Agglo. - 20 000 hab	406	16.3%	4.6%	107	15.0%	2.5%	299	16.8%	6.4%	163	13.1%	6.2%
Agglo. 20 000 à 100 000 hab	312	12.5%	4.5%	104	14.7%	3.0%	208	11.6%	5.9%	144	11.5%	7.0%
Agglo. + 100 000 hab	827	33.1%	5.4%	265	37.3%	3.6%	562	31.5%	7.0%	439	35.3%	8.3%
Agglo. Paris	475	19.0%	5.6%	112	15.7%	2.8%	364	20.4%	8.2%	294	23.6%	7.5%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	511	20.5%	5.4%	124	17.4%	2.7%	387	21.7%	7.8%	315	25.3%	7.2%
Nord Pas de Calais	112	4.5%	3.5%	40	5.7%	2.7%	72	4.0%	4.3%	54	4.4%	5.9%
Lorraine	92	3.7%	4.8%	29	4.0%	3.1%	63	3.5%	6.4%	43	3.5%	8.1%
Alsace	107	4.3%	7.0%	26	3.6%	3.5%	81	4.5%	10.4%	51	4.1%	10.0%
Franche-Comté	45	1.8%	4.7%	8	1.1%	1.7%	37	2.1%	7.6%	17	1.3%	6.3%
Champagne Ardennes	39	1.5%	3.6%	14	2.0%	2.7%	24	1.4%	4.4%	19	1.5%	6.3%
Picardie	76	3.0%	5.0%	29	4.0%	3.9%	47	2.6%	6.0%	48	3.9%	11.2%
Bourgogne	63	2.5%	4.6%	18	2.6%	2.8%	45	2.5%	6.3%	22	1.8%	5.8%
Haute Normandie	55	2.2%	3.7%	14	2.0%	2.0%	41	2.3%	5.3%	25	2.0%	5.6%
Basse Normandie	45	1.8%	3.7%	7	0.9%	1.1%	38	2.1%	6.1%	23	1.8%	7.1%
Centre	102	4.1%	4.9%	38	5.3%	3.8%	64	3.6%	5.9%	42	3.3%	6.7%
Pays de Loire	123	4.9%	4.2%	42	5.9%	3.0%	81	4.5%	5.4%	58	4.7%	6.8%
Bretagne	98	3.9%	3.7%	25	3.5%	2.0%	73	4.1%	5.3%	39	3.1%	5.0%
Poitou Charentes	63	2.5%	4.3%	24	3.4%	3.4%	39	2.2%	5.1%	25	2.0%	6.3%
Aquitaine	135	5.4%	5.0%	33	4.7%	2.6%	102	5.7%	7.2%	58	4.7%	7.0%
Midi Pyrénées	120	4.8%	5.0%	25	3.5%	2.1%	96	5.4%	7.7%	67	5.4%	8.4%
Limousin	24	1.0%	3.9%	7	0.9%	2.2%	18	1.0%	5.5%	7	0.6%	4.7%
Auvergne	48	1.9%	4.3%	16	2.2%	3.0%	32	1.8%	5.5%	16	1.3%	5.4%
Rhône Alpes	272	10.9%	5.3%	78	10.9%	3.2%	194	10.9%	7.4%	140	11.3%	7.4%
Languedoc Roussillon	120	4.8%	5.4%	42	5.9%	4.0%	77	4.3%	6.7%	54	4.3%	7.8%
Provence Alpes Côte d'Azur. Corse	249	10.0%	5.8%	74	10.3%	3.6%	176	9.8%	7.7%	121	9.7%	8.6%
Habitudes de connexion à Internet												
Tous les jours	1681	67.3%	5.9%	502	70.6%	3.5%	1179	66.0%	8.3%	979	78.7%	7.3%
Presque tous les jours	350	14.0%	5.5%	91	12.8%	3.0%	259	14.5%	7.7%	150	12.0%	6.5%
1 à 2 fois par semaine	170	6.8%	5.3%	40	5.6%	2.9%	130	7.3%	7.2%	65	5.3%	7.1%
1 à 3 fois par mois	41	1.6%	4.7%	13	1.9%	3.4%	28	1.6%	5.7%	6	0.5%	3.7%
Moins souvent	56	2.3%	4.6%	8	1.1%	1.5%	48	2.7%	7.0%	18	1.4%	14.4%
Jamais	6	0.2%	4.3%	0	0.0%	0.0%	6	0.3%	8.1%	2	0.2%	12.3%

	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	81	3.2%	4.0%	23	3.2%	2.8%	58	3.3%	4.7%	10	0.8%	5.8%
De 9 000 à moins de 12 000 euros par an	98	3.9%	2.9%	20	2.8%	1.7%	78	4.4%	3.6%	24	1.9%	8.6%
De 12 000 à moins de 18 000 euros par an	232	9.3%	3.6%	49	6.9%	1.9%	183	10.2%	4.9%	37	3.0%	5.0%
De 18 000 à moins de 24 000 euros par an	294	11.8%	4.1%	58	8.2%	1.7%	236	13.2%	6.2%	92	7.4%	6.1%
De 24 000 à moins de 36 000 euros par an	573	23.0%	5.0%	160	22.4%	2.9%	414	23.2%	7.0%	266	21.4%	7.1%
De 36 000 à moins de 45 000 euros par an	376	15.0%	5.6%	114	16.0%	3.1%	261	14.6%	8.5%	237	19.1%	7.7%
De 45 000 à moins de 65 000 euros par an	429	17.2%	6.8%	163	22.9%	4.6%	267	14.9%	9.7%	282	22.7%	7.7%
De 65 000 à moins de 80 000 euros par an	105	4.2%	6.4%	43	6.0%	4.4%	63	3.5%	9.3%	84	6.7%	7.2%
De 80 000 à moins de 115 000 euros par an	58	2.3%	6.0%	26	3.6%	4.6%	32	1.8%	8.1%	49	3.9%	6.4%
115 000 euros et plus par an	33	1.3%	7.3%	5	0.7%	1.9%	28	1.6%	15.9%	32	2.6%	8.1%
Refus	161	6.4%	5.1%	34	4.8%	2.7%	126	7.1%	6.8%	98	7.9%	8.5%
Ne sait pas	57	2.3%	3.6%	16	2.3%	2.6%	40	2.3%	4.3%	33	2.7%	5.8%