

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	3156	100.0%	6.2%	786	100.0%	3.2%	2370	100.0%	8.9%	889	100.0%	5.2%
Sexe												
Homme	786	24.9%	3.2%	786	100.0%	3.2%	0	0.0%	0.0%	231	26.0%	2.6%
Femme	2370	75.1%	8.9%	0	0.0%	0.0%	2370	100.0%	8.9%	658	74.0%	7.9%
Age												
15 à 24 ans	177	5.6%	2.4%	33	4.2%	0.9%	144	6.1%	3.9%	57	6.5%	1.8%
25 à 34 ans	319	10.1%	4.2%	53	6.8%	1.4%	266	11.2%	6.8%	125	14.1%	3.7%
35 à 49 ans	911	28.9%	7.2%	204	25.9%	3.3%	707	29.8%	11.1%	372	41.8%	5.9%
50 à 59 ans	795	25.2%	8.8%	219	27.8%	4.9%	576	24.3%	12.9%	276	31.1%	7.5%
60 ans et plus	954	30.2%	6.5%	277	35.3%	4.4%	677	28.6%	8.1%	58	6.5%	8.1%
Individu												
Ménagères	2217	70.2%	9.5%	0	0.0%	0.0%	2217	93.5%	9.5%	610	68.6%	8.9%
Personne de référence	1414	44.8%	5.0%	730	92.9%	3.6%	683	28.8%	8.7%	334	37.6%	3.9%
Responsable des achats	2629	83.3%	7.4%	435	55.4%	3.4%	2194	92.6%	9.6%	715	80.4%	6.5%
PCS Individu												
Agriculteurs	45	1.4%	8.3%	16	2.0%	4.3%	29	1.2%	17.1%	3	0.3%	12.9%
Petits patrons	62	2.0%	3.8%	31	4.0%	2.8%	31	1.3%	6.1%	55	6.2%	3.8%
Affaires et Cadres	212	6.7%	4.2%	65	8.2%	2.1%	147	6.2%	7.6%	173	19.5%	3.8%
Professions intermédiaires	443	14.0%	6.6%	123	15.6%	3.5%	321	13.5%	9.8%	332	37.4%	5.9%
Employés	800	25.3%	9.7%	61	7.8%	3.0%	739	31.2%	11.8%	179	20.2%	10.1%
Ouvriers	299	9.5%	4.7%	159	20.3%	3.2%	139	5.9%	9.5%	21	2.3%	4.7%
Retraités	813	25.8%	6.4%	263	33.5%	4.4%	550	23.2%	8.3%	33	3.7%	13.3%
Autres inactifs	484	15.3%	4.8%	69	8.7%	1.9%	415	17.5%	6.3%	93	10.4%	2.9%
PCS Personne de référence												
Agriculteurs	50	1.6%	6.1%	14	1.8%	3.4%	35	1.5%	9.0%	0	0.0%	0.0%
Petits patrons	121	3.8%	4.6%	31	3.9%	2.4%	90	3.8%	6.8%	121	13.6%	4.6%
Affaires et Cadres	321	10.2%	4.5%	72	9.2%	2.0%	248	10.5%	7.2%	321	36.1%	4.5%
Professions intermédiaires	447	14.2%	5.9%	128	16.3%	3.2%	319	13.5%	9.0%	447	50.3%	5.9%
Employés	412	13.1%	7.7%	59	7.5%	2.7%	353	14.9%	11.2%	0	0.0%	0.0%
Ouvriers	585	18.5%	6.3%	154	19.6%	3.2%	432	18.2%	9.7%	0	0.0%	0.0%
Retraités	989	31.3%	6.8%	276	35.1%	4.1%	713	30.1%	8.9%	0	0.0%	0.0%
Autres inactifs	231	7.3%	5.9%	52	6.6%	3.5%	179	7.6%	7.4%	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	578	18.3%	6.0%	145	18.4%	3.5%	434	18.3%	7.9%	97	10.9%	5.2%
2 personnes	1239	39.3%	6.9%	342	43.5%	3.9%	898	37.9%	9.8%	240	27.0%	5.8%
3 personnes	522	16.5%	5.7%	117	14.9%	2.6%	405	17.1%	8.8%	182	20.4%	4.7%
4 personnes	547	17.3%	6.0%	113	14.4%	2.5%	434	18.3%	9.4%	253	28.5%	5.2%
5 personnes et +	270	8.5%	5.1%	70	8.9%	2.8%	200	8.4%	7.1%	117	13.2%	4.6%
Présence d'enfants de moins de 15 ans												
Oui	924	29.3%	5.9%	191	24.2%	2.6%	734	31.0%	8.8%	380	42.7%	4.9%
Non	2232	70.7%	6.3%	596	75.8%	3.5%	1637	69.0%	8.9%	509	57.3%	5.4%
Habitat												
Communes rurales	764	24.2%	6.6%	217	27.7%	3.9%	547	23.1%	9.0%	186	21.0%	5.6%
Agglo. - 20 000 hab	570	18.0%	6.4%	134	17.0%	3.2%	436	18.4%	9.3%	146	16.4%	5.5%
Agglo. 20 000 à 100 000 hab	452	14.3%	6.5%	126	16.1%	3.6%	326	13.7%	9.3%	98	11.0%	4.8%
Agglo. + 100 000 hab	921	29.2%	6.0%	204	26.0%	2.8%	716	30.2%	8.9%	281	31.7%	5.3%
Agglo. Paris	450	14.3%	5.3%	105	13.3%	2.6%	345	14.6%	7.8%	177	20.0%	4.5%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	511	16.2%	5.4%	114	14.5%	2.5%	397	16.7%	8.0%	201	22.7%	4.6%
Nord Pas de Calais	190	6.0%	5.9%	59	7.5%	3.9%	130	5.5%	7.7%	70	7.9%	7.6%
Lorraine	125	3.9%	6.5%	30	3.9%	3.3%	94	4.0%	9.5%	23	2.6%	4.4%
Alsace	114	3.6%	7.5%	19	2.4%	2.6%	95	4.0%	12.1%	29	3.3%	5.8%
Franche-Comté	81	2.6%	8.5%	25	3.1%	5.3%	57	2.4%	11.6%	24	2.7%	9.0%
Champagne Ardennes	90	2.9%	8.4%	24	3.1%	4.6%	66	2.8%	11.8%	19	2.2%	6.4%
Picardie	87	2.7%	5.7%	32	4.1%	4.3%	55	2.3%	6.9%	19	2.2%	4.5%
Bourgogne	92	2.9%	6.8%	20	2.6%	3.1%	71	3.0%	10.1%	23	2.6%	5.9%
Haute Normandie	88	2.8%	6.0%	22	2.8%	3.1%	67	2.8%	8.6%	14	1.6%	3.2%
Basse Normandie	76	2.4%	6.3%	27	3.4%	4.6%	49	2.1%	7.8%	14	1.6%	4.3%
Centre	109	3.4%	5.2%	31	3.9%	3.0%	78	3.3%	7.2%	35	3.9%	5.6%
Pays de Loire	175	5.5%	6.0%	57	7.3%	4.1%	117	5.0%	7.8%	46	5.1%	5.3%
Bretagne	167	5.3%	6.3%	48	6.1%	3.8%	119	5.0%	8.7%	29	3.3%	3.8%
Poitou Charentes	118	3.7%	8.0%	42	5.3%	5.9%	76	3.2%	9.9%	20	2.2%	5.0%
Aquitaine	147	4.7%	5.4%	23	2.9%	1.8%	125	5.3%	8.8%	43	4.8%	5.2%
Midi Pyrénées	172	5.5%	7.1%	26	3.3%	2.2%	146	6.2%	11.7%	43	4.8%	5.3%
Limousin	34	1.1%	5.5%	13	1.7%	4.4%	21	0.9%	6.4%	8	0.9%	5.0%
Auvergne	82	2.6%	7.4%	18	2.3%	3.4%	64	2.7%	11.0%	18	2.0%	6.0%
Rhône Alpes	339	10.7%	6.7%	81	10.3%	3.3%	258	10.9%	9.8%	105	11.9%	5.6%
Languedoc Roussillon	100	3.2%	4.5%	20	2.5%	1.9%	80	3.4%	6.9%	28	3.2%	4.2%
Provence Alpes Côte d'Azur. Corse	261	8.3%	6.1%	56	7.1%	2.7%	205	8.6%	9.0%	75	8.5%	5.4%
Habitudes de connexion à Internet												
Tous les jours	1568	49.7%	5.5%	368	46.8%	2.5%	1201	50.7%	8.5%	607	68.3%	4.6%
Presque tous les jours	415	13.2%	6.5%	81	10.3%	2.7%	334	14.1%	9.9%	142	15.9%	6.1%
1 à 2 fois par semaine	274	8.7%	8.6%	58	7.4%	4.2%	216	9.1%	11.9%	82	9.2%	8.9%
1 à 3 fois par mois	64	2.0%	7.4%	13	1.7%	3.4%	51	2.2%	10.6%	18	2.0%	11.1%
Moins souvent	100	3.2%	8.2%	32	4.0%	5.9%	69	2.9%	9.9%	12	1.3%	9.4%
Jamais	11	0.4%	8.4%	4	0.5%	6.3%	7	0.3%	10.3%	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	130	4.1%	6.3%	43	5.4%	5.2%	87	3.7%	7.1%	10	1.2%	5.8%
De 9 000 à moins de 12 000 euros par an	211	6.7%	6.4%	37	4.7%	3.2%	174	7.3%	8.1%	12	1.4%	4.4%
De 12 000 à moins de 18 000 euros par an	413	13.1%	6.5%	100	12.7%	3.7%	313	13.2%	8.4%	27	3.0%	3.6%
De 18 000 à moins de 24 000 euros par an	552	17.5%	7.7%	134	17.0%	3.9%	419	17.7%	11.0%	94	10.6%	6.2%
De 24 000 à moins de 36 000 euros par an	753	23.9%	6.5%	175	22.3%	3.1%	578	24.4%	9.7%	235	26.5%	6.3%
De 36 000 à moins de 45 000 euros par an	399	12.6%	6.0%	97	12.4%	2.7%	301	12.7%	9.8%	150	16.9%	4.9%
De 45 000 à moins de 65 000 euros par an	363	11.5%	5.8%	111	14.2%	3.1%	252	10.6%	9.2%	194	21.8%	5.3%
De 65 000 à moins de 80 000 euros par an	89	2.8%	5.4%	29	3.7%	3.0%	60	2.5%	8.9%	60	6.7%	5.1%
De 80 000 à moins de 115 000 euros par an	27	0.9%	2.9%	15	1.9%	2.6%	13	0.5%	3.2%	19	2.2%	2.5%
115 000 euros et plus par an	13	0.4%	2.9%	3	0.4%	1.2%	10	0.4%	5.6%	13	1.5%	3.3%
Refus	156	4.9%	5.0%	32	4.0%	2.4%	124	5.3%	6.7%	59	6.7%	5.1%
Ne sait pas	49	1.5%	3.1%	10	1.3%	1.6%	39	1.6%	4.1%	15	1.6%	2.6%