

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	1433	100.0%	2.8%	336	100.0%	1.4%	1098	100.0%	4.1%	573	100.0%	3.3%
Sexe												
Homme	336	23.4%	1.4%	336	100.0%	1.4%	0	0.0%	0.0%	149	26.0%	1.7%
Femme	1098	76.6%	4.1%	0	0.0%	0.0%	1098	100.0%	4.1%	423	74.0%	5.1%
Age												
15 à 24 ans	544	37.9%	7.4%	74	22.1%	2.0%	470	42.8%	12.9%	238	41.5%	7.6%
25 à 34 ans	234	16.3%	3.1%	49	14.7%	1.3%	185	16.8%	4.7%	84	14.7%	2.5%
35 à 49 ans	322	22.5%	2.6%	88	26.3%	1.4%	234	21.3%	3.7%	153	26.8%	2.4%
50 à 59 ans	159	11.1%	1.8%	71	21.2%	1.6%	88	8.0%	2.0%	75	13.1%	2.0%
60 ans et plus	174	12.1%	1.2%	53	15.7%	0.8%	121	11.0%	1.5%	22	3.9%	3.1%
Individu												
Ménagères	678	47.3%	2.9%	0	0.0%	0.0%	678	61.8%	2.9%	230	40.2%	3.3%
Personne de référence	501	35.0%	1.8%	238	71.1%	1.2%	263	24.0%	3.3%	140	24.5%	1.6%
Responsable des achats	909	63.4%	2.6%	191	57.0%	1.5%	718	65.4%	3.1%	317	55.4%	2.9%
PCS Individu												
Agriculteurs	7	0.5%	1.4%	1	0.2%	0.2%	6	0.6%	3.8%	0	0.0%	0.0%
Petits patrons	55	3.8%	3.4%	36	10.8%	3.2%	19	1.7%	3.7%	47	8.2%	3.2%
Affaires et Cadres	110	7.7%	2.2%	37	11.0%	1.2%	73	6.7%	3.8%	92	16.0%	2.0%
Professions intermédiaires	136	9.5%	2.0%	44	13.0%	1.2%	92	8.4%	2.8%	103	18.0%	1.8%
Employés	299	20.9%	3.6%	28	8.2%	1.4%	272	24.7%	4.3%	76	13.3%	4.3%
Ouvriers	138	9.6%	2.2%	73	21.9%	1.5%	64	5.9%	4.4%	9	1.6%	2.0%
Retraités	137	9.6%	1.1%	48	14.4%	0.8%	89	8.1%	1.3%	9	1.5%	3.5%
Autres inactifs	551	38.5%	5.5%	69	20.5%	1.9%	482	43.9%	7.4%	237	41.3%	7.5%
PCS Personne de référence												
Agriculteurs	18	1.3%	2.2%	2	0.4%	0.4%	17	1.5%	4.2%	0	0.0%	0.0%
Petits patrons	109	7.6%	4.2%	42	12.4%	3.2%	67	6.1%	5.1%	109	19.0%	4.2%
Affaires et Cadres	230	16.1%	3.2%	56	16.8%	1.5%	174	15.8%	5.0%	230	40.2%	3.2%
Professions intermédiaires	234	16.3%	3.1%	51	15.3%	1.3%	183	16.6%	5.2%	234	40.8%	3.1%
Employés	211	14.7%	3.9%	40	12.0%	1.9%	170	15.5%	5.4%	0	0.0%	0.0%
Ouvriers	289	20.2%	3.1%	62	18.4%	1.3%	228	20.7%	5.1%	0	0.0%	0.0%
Retraités	191	13.3%	1.3%	52	15.5%	0.8%	139	12.6%	1.7%	0	0.0%	0.0%
Autres inactifs	152	10.6%	3.9%	31	9.2%	2.1%	121	11.0%	5.0%	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	186	13.0%	1.9%	50	14.9%	1.2%	136	12.4%	2.5%	46	8.0%	2.5%
2 personnes	375	26.1%	2.1%	113	33.5%	1.3%	262	23.9%	2.9%	118	20.7%	2.9%
3 personnes	295	20.6%	3.2%	59	17.7%	1.3%	235	21.4%	5.1%	137	23.9%	3.5%
4 personnes	313	21.8%	3.4%	70	20.8%	1.5%	243	22.1%	5.2%	143	25.0%	3.0%
5 personnes et +	265	18.5%	5.0%	44	13.0%	1.8%	222	20.2%	7.9%	128	22.4%	5.0%
Présence d'enfants de moins de 15 ans												
Oui	538	37.5%	3.4%	96	28.8%	1.3%	441	40.2%	5.3%	230	40.2%	3.0%
Non	895	62.5%	2.5%	239	71.2%	1.4%	656	59.8%	3.6%	343	59.8%	3.6%
Habitat												
Communes rurales	208	14.5%	1.8%	51	15.3%	0.9%	156	14.3%	2.6%	67	11.7%	2.0%
Agglo. - 20 000 hab	238	16.6%	2.7%	51	15.1%	1.2%	187	17.0%	4.0%	86	15.1%	3.3%
Agglo. 20 000 à 100 000 hab	148	10.3%	2.1%	31	9.1%	0.9%	117	10.7%	3.4%	47	8.1%	2.3%
Agglo. + 100 000 hab	479	33.4%	3.1%	97	28.9%	1.3%	382	34.8%	4.8%	194	34.0%	3.7%
Agglo. Paris	361	25.2%	4.3%	106	31.6%	2.6%	255	23.2%	5.8%	178	31.1%	4.6%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	391	27.3%	4.1%	126	37.6%	2.8%	265	24.2%	5.3%	188	32.9%	4.3%
Nord Pas de Calais	97	6.7%	3.0%	16	4.8%	1.1%	80	7.3%	4.8%	20	3.6%	2.2%
Lorraine	36	2.5%	1.9%	4	1.1%	0.4%	32	2.9%	3.2%	14	2.4%	2.6%
Alsace	60	4.2%	3.9%	9	2.6%	1.2%	51	4.6%	6.5%	17	3.0%	3.3%
Franche-Comté	14	1.0%	1.5%	3	1.0%	0.7%	11	1.0%	2.2%	6	1.0%	2.1%
Champagne Ardennes	22	1.5%	2.0%	5	1.6%	1.0%	17	1.5%	3.0%	7	1.3%	2.4%
Picardie	39	2.7%	2.5%	9	2.8%	1.3%	30	2.7%	3.7%	10	1.7%	2.2%
Bourgogne	28	2.0%	2.1%	5	1.5%	0.8%	23	2.1%	3.3%	13	2.3%	3.4%
Haute Normandie	23	1.6%	1.5%	7	2.2%	1.0%	16	1.4%	2.0%	12	2.1%	2.8%
Basse Normandie	11	0.8%	0.9%	1	0.2%	0.1%	10	0.9%	1.6%	8	1.4%	2.5%
Centre	39	2.7%	1.9%	7	2.0%	0.7%	32	2.9%	3.0%	12	2.1%	1.9%
Pays de Loire	77	5.4%	2.7%	14	4.1%	1.0%	63	5.8%	4.2%	27	4.6%	3.1%
Bretagne	48	3.4%	1.8%	6	1.8%	0.5%	42	3.8%	3.1%	26	4.5%	3.3%
Poitou Charentes	32	2.3%	2.2%	9	2.6%	1.2%	24	2.2%	3.1%	7	1.1%	1.6%
Aquitaine	68	4.7%	2.5%	12	3.4%	0.9%	56	5.1%	4.0%	32	5.6%	3.9%
Midi Pyrénées	46	3.2%	1.9%	9	2.5%	0.7%	37	3.4%	3.0%	20	3.5%	2.5%
Limousin	12	0.8%	1.9%	3	0.9%	1.0%	9	0.8%	2.7%	6	1.1%	4.0%
Auvergne	24	1.7%	2.2%	4	1.1%	0.7%	21	1.9%	3.5%	12	2.0%	3.8%
Rhône Alpes	148	10.3%	2.9%	36	10.8%	1.5%	111	10.1%	4.2%	56	9.8%	3.0%
Languedoc Roussillon	68	4.7%	3.1%	11	3.4%	1.1%	56	5.1%	4.8%	21	3.6%	3.0%
Provence Alpes Côte d'Azur. Corse	151	10.5%	3.5%	39	11.8%	1.9%	112	10.2%	4.9%	60	10.4%	4.3%
Habitudes de connexion à Internet												
Tous les jours	925	64.5%	3.2%	208	62.0%	1.4%	717	65.3%	5.1%	452	79.0%	3.4%
Presque tous les jours	216	15.1%	3.4%	36	10.6%	1.2%	180	16.4%	5.4%	64	11.2%	2.8%
1 à 2 fois par semaine	69	4.8%	2.2%	20	6.1%	1.5%	48	4.4%	2.7%	23	4.0%	2.5%
1 à 3 fois par mois	23	1.6%	2.6%	5	1.4%	1.2%	18	1.6%	3.7%	0	0.0%	0.0%
Moins souvent	57	4.0%	4.6%	11	3.3%	2.0%	46	4.2%	6.6%	21	3.6%	16.7%
Jamais	1	-	0.5%	1	0.2%	1.0%	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	63	4.4%	3.1%	14	4.2%	1.7%	49	4.4%	3.9%	5	0.8%	2.5%
De 9 000 à moins de 12 000 euros par an	69	4.8%	2.1%	7	2.2%	0.6%	62	5.6%	2.9%	6	1.1%	2.3%
De 12 000 à moins de 18 000 euros par an	227	15.8%	3.5%	45	13.3%	1.7%	182	16.6%	4.9%	33	5.8%	4.5%
De 18 000 à moins de 24 000 euros par an	161	11.3%	2.2%	46	13.6%	1.3%	116	10.5%	3.0%	57	10.0%	3.8%
De 24 000 à moins de 36 000 euros par an	296	20.7%	2.6%	80	23.9%	1.4%	216	19.7%	3.6%	111	19.5%	3.0%
De 36 000 à moins de 45 000 euros par an	168	11.7%	2.5%	49	14.5%	1.3%	119	10.9%	3.9%	91	15.8%	3.0%
De 45 000 à moins de 65 000 euros par an	141	9.9%	2.3%	30	8.8%	0.8%	112	10.2%	4.1%	89	15.5%	2.4%
De 65 000 à moins de 80 000 euros par an	58	4.1%	3.6%	23	6.7%	2.3%	36	3.3%	5.3%	33	5.8%	2.8%
De 80 000 à moins de 115 000 euros par an	33	2.3%	3.5%	10	2.8%	1.7%	24	2.2%	6.0%	32	5.7%	4.2%
115 000 euros et plus par an	21	1.4%	4.6%	9	2.5%	3.1%	12	1.1%	7.0%	19	3.3%	4.7%
Refus	106	7.4%	3.4%	18	5.3%	1.4%	89	8.1%	4.8%	55	9.7%	4.8%
Ne sait pas	89	6.2%	5.7%	6	1.9%	1.0%	82	7.5%	8.8%	41	7.1%	7.1%