

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	1456	100.0%	2.8%	186	100.0%	0.8%	1270	100.0%	4.8%	510	100.0%	3.0%
Sexe												
Homme	186	12.8%	0.8%	186	100.0%	0.8%	0	0.0%	0.0%	78	15.2%	0.9%
Femme	1270	87.2%	4.8%	0	0.0%	0.0%	1270	100.0%	4.8%	432	84.8%	5.2%
Age												
15 à 24 ans	122	8.4%	1.7%	16	8.5%	0.4%	106	8.4%	2.9%	23	4.5%	0.7%
25 à 34 ans	613	42.1%	8.0%	62	33.1%	1.6%	551	43.4%	14.1%	240	47.1%	7.0%
35 à 49 ans	464	31.8%	3.7%	72	38.7%	1.2%	392	30.8%	6.1%	188	36.9%	3.0%
50 à 59 ans	164	11.3%	1.8%	26	13.7%	0.6%	139	10.9%	3.1%	48	9.4%	1.3%
60 ans et plus	94	6.4%	0.6%	11	5.9%	0.2%	83	6.5%	1.0%	10	2.0%	1.4%
Individu												
Ménagères	1204	82.7%	5.1%	0	0.0%	0.0%	1204	94.8%	5.1%	411	80.6%	6.0%
Personne de référence	411	28.2%	1.5%	174	93.8%	0.9%	236	18.6%	3.0%	107	21.0%	1.2%
Responsable des achats	1276	87.6%	3.6%	107	57.7%	0.8%	1169	92.0%	5.1%	429	84.2%	3.9%
PCS Individu												
Agriculteurs	16	1.1%	2.9%	0	0.0%	0.0%	16	1.2%	9.2%	3	0.6%	12.9%
Petits patrons	24	1.6%	1.5%	5	2.6%	0.4%	19	1.5%	3.7%	19	3.7%	1.3%
Affaires et Cadres	98	6.7%	2.0%	26	14.1%	0.9%	71	5.6%	3.7%	77	15.0%	1.7%
Professions intermédiaires	284	19.5%	4.2%	46	24.6%	1.3%	239	18.8%	7.3%	189	37.0%	3.4%
Employés	502	34.5%	6.1%	26	13.7%	1.3%	477	37.5%	7.6%	112	22.0%	6.3%
Ouvriers	135	9.2%	2.1%	59	31.5%	1.2%	76	6.0%	5.2%	13	2.6%	3.0%
Retraités	77	5.3%	0.6%	11	5.9%	0.2%	66	5.2%	1.0%	9	1.7%	3.6%
Autres inactifs	322	22.1%	3.2%	14	7.6%	0.4%	307	24.2%	4.7%	88	17.3%	2.8%
PCS Personne de référence												
Agriculteurs	24	1.7%	3.0%	1	0.3%	0.2%	24	1.9%	6.0%	0	0.0%	0.0%
Petits patrons	68	4.7%	2.6%	5	2.6%	0.4%	63	5.0%	4.8%	68	13.3%	2.6%
Affaires et Cadres	181	12.5%	2.6%	27	14.6%	0.7%	154	12.1%	4.5%	181	35.6%	2.6%
Professions intermédiaires	261	17.9%	3.5%	46	24.6%	1.2%	215	16.9%	6.1%	261	51.1%	3.5%
Employés	267	18.3%	5.0%	29	15.4%	1.3%	238	18.7%	7.5%	0	0.0%	0.0%
Ouvriers	444	30.5%	4.8%	56	30.2%	1.2%	388	30.6%	8.8%	0	0.0%	0.0%
Retraités	121	8.3%	0.8%	11	5.9%	0.2%	110	8.7%	1.4%	0	0.0%	0.0%
Autres inactifs	90	6.2%	2.3%	12	6.4%	0.8%	78	6.2%	3.2%	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	80	5.5%	0.8%	15	7.9%	0.4%	66	5.2%	1.2%	12	2.3%	0.6%
2 personnes	252	17.3%	1.4%	41	22.2%	0.5%	211	16.6%	2.3%	63	12.3%	1.5%
3 personnes	410	28.2%	4.5%	59	31.9%	1.3%	351	27.6%	7.6%	172	33.7%	4.4%
4 personnes	431	29.6%	4.7%	37	20.1%	0.8%	394	31.0%	8.5%	181	35.5%	3.8%
5 personnes et +	282	19.4%	5.3%	33	17.9%	1.3%	249	19.6%	8.8%	82	16.2%	3.2%
Présence d'enfants de moins de 15 ans												
Oui	1066	73.2%	6.8%	126	67.5%	1.7%	941	74.0%	11.3%	406	79.7%	5.2%
Non	390	26.8%	1.1%	60	32.5%	0.4%	330	26.0%	1.8%	104	20.3%	1.1%
Habitat												
Communes rurales	346	23.8%	3.0%	46	24.8%	0.8%	300	23.6%	4.9%	109	21.3%	3.3%
Agglo. - 20 000 hab	289	19.8%	3.3%	41	22.2%	1.0%	248	19.5%	5.3%	99	19.3%	3.7%
Agglo. 20 000 à 100 000 hab	197	13.5%	2.8%	33	17.8%	1.0%	164	12.9%	4.7%	63	12.4%	3.1%
Agglo. + 100 000 hab	423	29.0%	2.7%	32	17.3%	0.4%	391	30.7%	4.9%	145	28.5%	2.7%
Agglo. Paris	202	13.8%	2.4%	33	17.8%	0.8%	168	13.3%	3.8%	94	18.5%	2.4%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	235	16.1%	2.5%	43	23.2%	1.0%	192	15.1%	3.9%	105	20.6%	2.4%
Nord Pas de Calais	91	6.2%	2.8%	17	9.1%	1.1%	74	5.8%	4.4%	30	5.8%	3.2%
Lorraine	56	3.8%	2.9%	8	4.3%	0.9%	48	3.8%	4.8%	19	3.6%	3.5%
Alsace	55	3.8%	3.6%	4	2.3%	0.6%	51	4.0%	6.5%	14	2.8%	2.8%
Franche-Comté	32	2.2%	3.4%	2	0.9%	0.3%	30	2.4%	6.2%	11	2.2%	4.2%
Champagne Ardennes	36	2.5%	3.4%	5	2.5%	0.9%	32	2.5%	5.7%	9	1.7%	2.9%
Picardie	56	3.9%	3.7%	4	2.2%	0.6%	52	4.1%	6.6%	19	3.8%	4.5%
Bourgogne	36	2.5%	2.6%	3	1.8%	0.5%	32	2.6%	4.6%	12	2.4%	3.1%
Haute Normandie	57	3.9%	3.9%	6	3.3%	0.9%	51	4.0%	6.6%	23	4.5%	5.2%
Basse Normandie	29	2.0%	2.4%	2	0.8%	0.3%	28	2.2%	4.4%	9	1.8%	2.8%
Centre	68	4.7%	3.3%	12	6.6%	1.2%	56	4.4%	5.2%	20	4.0%	3.3%
Pays de Loire	79	5.4%	2.7%	5	2.7%	0.4%	74	5.8%	4.9%	20	3.9%	2.3%
Bretagne	80	5.5%	3.0%	15	8.3%	1.2%	65	5.1%	4.7%	25	4.9%	3.3%
Poitou Charentes	24	1.6%	1.6%	4	2.0%	0.5%	20	1.6%	2.6%	8	1.7%	2.1%
Aquitaine	84	5.8%	3.1%	11	6.0%	0.9%	73	5.7%	5.1%	30	6.0%	3.7%
Midi Pyrénées	61	4.2%	2.5%	10	5.6%	0.9%	51	4.0%	4.1%	25	5.0%	3.2%
Limousin	12	0.8%	1.9%	3	1.7%	1.0%	9	0.7%	2.7%	4	0.7%	2.3%
Auvergne	38	2.6%	3.4%	6	3.1%	1.1%	32	2.6%	5.5%	10	1.9%	3.2%
Rhône Alpes	150	10.3%	2.9%	16	8.6%	0.7%	134	10.5%	5.1%	59	11.6%	3.1%
Languedoc Roussillon	65	4.5%	3.0%	6	3.1%	0.6%	59	4.7%	5.1%	24	4.8%	3.6%
Provence Alpes Côte d'Azur. Corse	113	7.7%	2.6%	3	1.8%	0.2%	109	8.6%	4.8%	32	6.3%	2.3%
Habitudes de connexion à Internet												
Tous les jours	910	62.5%	3.2%	108	57.8%	0.7%	802	63.1%	5.7%	380	74.5%	2.9%
Presque tous les jours	192	13.2%	3.0%	23	12.4%	0.8%	169	13.3%	5.0%	57	11.1%	2.5%
1 à 2 fois par semaine	133	9.1%	4.2%	25	13.3%	1.8%	108	8.5%	6.0%	46	9.0%	5.0%
1 à 3 fois par mois	32	2.2%	3.7%	2	1.3%	0.6%	30	2.3%	6.1%	6	1.2%	3.7%
Moins souvent	57	3.9%	4.7%	7	3.7%	1.3%	50	4.0%	7.3%	8	1.6%	6.5%
Jamais	3	0.2%	2.4%	0	0.0%	0.0%	3	0.3%	4.6%	1	0.1%	4.9%

	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	59	4.0%	2.9%	8	4.5%	1.0%	51	4.0%	4.1%	2	0.4%	1.0%
De 9 000 à moins de 12 000 euros par an	105	7.2%	3.2%	16	8.8%	1.4%	89	7.0%	4.1%	11	2.1%	3.8%
De 12 000 à moins de 18 000 euros par an	183	12.6%	2.9%	17	9.1%	0.6%	166	13.1%	4.5%	31	6.1%	4.2%
De 18 000 à moins de 24 000 euros par an	224	15.4%	3.1%	34	18.5%	1.0%	190	14.9%	5.0%	56	11.0%	3.7%
De 24 000 à moins de 36 000 euros par an	384	26.4%	3.3%	33	17.7%	0.6%	351	27.6%	5.9%	117	23.0%	3.2%
De 36 000 à moins de 45 000 euros par an	236	16.2%	3.5%	28	14.9%	0.8%	208	16.4%	6.8%	120	23.5%	3.9%
De 45 000 à moins de 65 000 euros par an	154	10.6%	2.4%	38	20.4%	1.1%	116	9.1%	4.2%	114	22.4%	3.1%
De 65 000 à moins de 80 000 euros par an	21	1.4%	1.3%	1	0.5%	0.1%	20	1.6%	2.9%	16	3.1%	1.3%
De 80 000 à moins de 115 000 euros par an	4	0.3%	0.5%	0	0.0%	0.0%	4	0.3%	1.1%	4	0.8%	0.5%
115 000 euros et plus par an	7	0.5%	1.7%	0	0.0%	0.0%	7	0.6%	4.3%	7	1.5%	1.9%
Refus	44	3.0%	1.4%	3	1.8%	0.3%	41	3.2%	2.2%	23	4.5%	2.0%
Ne sait pas	35	2.4%	2.2%	7	3.8%	1.1%	28	2.2%	3.0%	8	1.7%	1.5%