

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	872	100.0%	1.7%	112	100.0%	0.5%	760	100.0%	2.8%	306	100.0%	1.8%
Sexe												
Homme	112	12.8%	0.5%	112	100.0%	0.5%	0	0.0%	0.0%	50	16.3%	0.6%
Femme	760	87.2%	2.8%	0	0.0%	0.0%	760	100.0%	2.8%	256	83.7%	3.1%
Age												
15 à 24 ans	73	8.4%	1.0%	4	4.0%	0.1%	69	9.0%	1.9%	20	6.4%	0.6%
25 à 34 ans	421	48.2%	5.5%	51	45.3%	1.4%	370	48.7%	9.5%	159	51.9%	4.7%
35 à 49 ans	289	33.2%	2.3%	41	36.3%	0.7%	249	32.7%	3.9%	108	35.3%	1.7%
50 à 59 ans	51	5.9%	0.6%	12	10.3%	0.3%	40	5.3%	0.9%	16	5.4%	0.4%
60 ans et plus	38	4.3%	0.3%	5	4.1%	0.1%	33	4.4%	0.4%	3	1.0%	0.4%
Individu												
Ménagères	711	81.5%	3.0%	0	0.0%	0.0%	711	93.5%	3.0%	237	77.4%	3.4%
Personne de référence	243	27.9%	0.9%	108	96.0%	0.5%	136	17.9%	1.7%	63	20.5%	0.7%
Responsable des achats	757	86.8%	2.1%	62	55.5%	0.5%	695	91.4%	3.0%	253	82.6%	2.3%
PCS Individu												
Agriculteurs	4	0.5%	0.8%	1	0.7%	0.2%	4	0.5%	2.1%	0	0.0%	0.0%
Petits patrons	12	1.3%	0.7%	0	0.3%	-	11	1.5%	2.3%	12	3.8%	0.8%
Affaires et Cadres	70	8.0%	1.4%	23	20.5%	0.8%	47	6.2%	2.4%	60	19.6%	1.3%
Professions intermédiaires	153	17.5%	2.3%	26	23.6%	0.8%	126	16.6%	3.9%	104	34.0%	1.8%
Employés	351	40.2%	4.2%	21	19.0%	1.1%	330	43.3%	5.3%	85	27.8%	4.8%
Ouvriers	78	9.0%	1.2%	33	29.7%	0.7%	45	5.9%	3.1%	6	1.9%	1.3%
Retraités	25	2.9%	0.2%	4	3.9%	0.1%	21	2.7%	0.3%	0	0.0%	0.0%
Autres inactifs	179	20.5%	1.8%	3	2.3%	0.1%	176	23.2%	2.7%	39	12.9%	1.3%
PCS Personne de référence												
Agriculteurs	19	2.2%	2.4%	1	0.7%	0.2%	18	2.4%	4.7%	0	0.0%	0.0%
Petits patrons	38	4.4%	1.5%	0	0.3%	-	38	4.9%	2.8%	38	12.4%	1.5%
Affaires et Cadres	101	11.6%	1.4%	23	20.5%	0.6%	78	10.3%	2.3%	101	33.1%	1.4%
Professions intermédiaires	166	19.1%	2.2%	26	23.6%	0.7%	140	18.4%	3.9%	166	54.4%	2.2%
Employés	195	22.4%	3.7%	21	19.0%	1.0%	174	22.9%	5.5%	0	0.0%	0.0%
Ouvriers	259	29.7%	2.8%	34	30.3%	0.7%	225	29.6%	5.1%	0	0.0%	0.0%
Retraités	42	4.8%	0.3%	6	5.5%	0.1%	36	4.7%	0.5%	0	0.0%	0.0%
Autres inactifs	51	5.8%	1.3%	0	0.0%	0.0%	51	6.7%	2.1%	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	41	4.7%	0.4%	5	4.3%	0.1%	36	4.8%	0.7%	4	1.3%	0.2%
2 personnes	115	13.2%	0.6%	25	22.0%	0.3%	90	11.9%	1.0%	27	9.0%	0.7%
3 personnes	238	27.3%	2.6%	42	37.2%	0.9%	196	25.8%	4.3%	99	32.4%	2.5%
4 personnes	249	28.5%	2.7%	21	18.9%	0.5%	228	30.0%	4.9%	104	33.9%	2.2%
5 personnes et +	229	26.3%	4.3%	20	17.6%	0.8%	210	27.6%	7.4%	71	23.4%	2.8%
Présence d'enfants de moins de 15 ans												
Oui	691	79.2%	4.4%	76	68.0%	1.0%	614	80.8%	7.4%	260	85.1%	3.3%
Non	182	20.8%	0.5%	36	32.0%	0.2%	146	19.2%	0.8%	45	14.9%	0.5%
Habitat												
Communes rurales	180	20.6%	1.6%	22	19.9%	0.4%	158	20.7%	2.6%	56	18.5%	1.7%
Agglo. - 20 000 hab	152	17.5%	1.7%	11	10.1%	0.3%	141	18.6%	3.0%	54	17.8%	2.1%
Agglo. 20 000 à 100 000 hab	120	13.8%	1.7%	35	31.1%	1.0%	86	11.3%	2.4%	30	10.0%	1.5%
Agglo. + 100 000 hab	256	29.3%	1.7%	29	26.3%	0.4%	226	29.8%	2.8%	94	30.6%	1.8%
Agglo. Paris	164	18.8%	1.9%	14	12.6%	0.3%	150	19.7%	3.4%	71	23.1%	1.8%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	178	20.4%	1.9%	19	17.0%	0.4%	159	20.9%	3.2%	74	24.2%	1.7%
Nord Pas de Calais	44	5.1%	1.4%	11	10.2%	0.8%	33	4.3%	2.0%	11	3.6%	1.2%
Lorraine	27	3.1%	1.4%	5	4.7%	0.6%	22	2.9%	2.2%	8	2.6%	1.5%
Alsace	38	4.4%	2.5%	3	2.6%	0.4%	35	4.7%	4.5%	6	1.8%	1.1%
Franche-Comté	13	1.5%	1.3%	2	1.5%	0.4%	11	1.5%	2.3%	2	0.6%	0.7%
Champagne Ardennes	16	1.8%	1.5%	4	3.4%	0.7%	12	1.6%	2.2%	5	1.7%	1.7%
Picardie	33	3.8%	2.2%	4	3.1%	0.5%	30	3.9%	3.8%	11	3.6%	2.6%
Bourgogne	22	2.5%	1.6%	2	2.1%	0.4%	19	2.6%	2.8%	6	1.9%	1.5%
Haute Normandie	31	3.5%	2.1%	9	8.4%	1.3%	22	2.8%	2.8%	9	2.9%	2.0%
Basse Normandie	27	3.1%	2.2%	1	1.2%	0.2%	26	3.4%	4.1%	7	2.4%	2.3%
Centre	36	4.1%	1.7%	4	3.5%	0.4%	32	4.2%	2.9%	16	5.3%	2.6%
Pays de Loire	48	5.5%	1.7%	7	6.6%	0.5%	41	5.4%	2.7%	13	4.3%	1.5%
Bretagne	51	5.9%	1.9%	8	7.2%	0.6%	43	5.7%	3.2%	16	5.4%	2.1%
Poitou Charentes	17	2.0%	1.2%	2	1.6%	0.3%	16	2.0%	2.0%	7	2.2%	1.7%
Aquitaine	32	3.6%	1.2%	2	2.0%	0.2%	29	3.9%	2.1%	13	4.1%	1.5%
Midi Pyrénées	28	3.2%	1.2%	2	1.8%	0.2%	26	3.4%	2.1%	13	4.4%	1.7%
Limousin	6	0.7%	1.0%	1	0.6%	0.2%	5	0.7%	1.7%	0	0.1%	0.3%
Auvergne	26	2.9%	2.3%	4	3.9%	0.8%	21	2.8%	3.6%	5	1.6%	1.6%
Rhône Alpes	89	10.2%	1.8%	10	8.5%	0.4%	80	10.5%	3.0%	44	14.5%	2.3%
Languedoc Roussillon	33	3.8%	1.5%	5	4.2%	0.4%	29	3.8%	2.5%	15	5.0%	2.2%
Provence Alpes Côte d'Azur. Corse	77	8.8%	1.8%	7	6.0%	0.3%	70	9.2%	3.1%	24	7.7%	1.7%
Habitudes de connexion à Internet												
Tous les jours	554	63.5%	1.9%	81	72.2%	0.6%	473	62.3%	3.4%	228	74.6%	1.7%
Presque tous les jours	125	14.4%	2.0%	14	12.4%	0.5%	111	14.7%	3.3%	41	13.5%	1.8%
1 à 2 fois par semaine	81	9.2%	2.5%	10	8.8%	0.7%	71	9.3%	3.9%	26	8.6%	2.8%
1 à 3 fois par mois	20	2.3%	2.2%	1	0.7%	0.2%	19	2.5%	3.9%	4	1.4%	2.6%
Moins souvent	6	0.7%	0.5%	0	0.0%	0.0%	6	0.8%	0.8%	1	0.2%	0.5%
Jamais	1	0.1%	0.6%	0	0.0%	0.0%	1	0.1%	1.1%	1	0.2%	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	35	4.0%	1.7%	3	3.1%	0.4%	31	4.1%	2.5%	3	0.8%	1.4%
De 9 000 à moins de 12 000 euros par an	58	6.7%	1.7%	6	5.5%	0.5%	52	6.8%	2.4%	9	2.8%	3.1%
De 12 000 à moins de 18 000 euros par an	111	12.8%	1.7%	8	6.9%	0.3%	104	13.6%	2.8%	18	6.0%	2.5%
De 18 000 à moins de 24 000 euros par an	145	16.6%	2.0%	18	15.6%	0.5%	127	16.7%	3.3%	34	11.1%	2.3%
De 24 000 à moins de 36 000 euros par an	226	26.0%	2.0%	34	30.0%	0.6%	193	25.4%	3.2%	58	19.1%	1.6%
De 36 000 à moins de 45 000 euros par an	157	18.0%	2.3%	27	24.4%	0.8%	130	17.0%	4.2%	89	29.1%	2.9%
De 45 000 à moins de 65 000 euros par an	80	9.2%	1.3%	8	7.6%	0.2%	72	9.4%	2.6%	58	19.1%	1.6%
De 65 000 à moins de 80 000 euros par an	11	1.2%	0.6%	2	1.7%	0.2%	9	1.1%	1.3%	10	3.2%	0.8%
De 80 000 à moins de 115 000 euros par an	9	1.1%	1.0%	1	0.9%	0.2%	8	1.1%	2.1%	6	2.0%	0.8%
115 000 euros et plus par an	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Refus	31	3.5%	1.0%	4	3.5%	0.3%	27	3.5%	1.5%	14	4.7%	1.2%
Ne sait pas	9	1.0%	0.6%	1	0.9%	0.2%	8	1.0%	0.8%	6	2.1%	1.1%