

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	2940	100.0%	5.7%	721	100.0%	2.9%	2219	100.0%	8.3%	870	100.0%	5.0%
Sexe												
Homme	721	24.5%	2.9%	721	100.0%	2.9%	0	0.0%	0.0%	216	24.8%	2.5%
Femme	2219	75.5%	8.3%	0	0.0%	0.0%	2219	100.0%	8.3%	655	75.2%	7.6%
Age												
15 à 24 ans	137	4.7%	1.9%	25	3.5%	0.7%	112	5.0%	3.1%	59	6.8%	1.9%
25 à 34 ans	266	9.0%	3.5%	62	8.6%	1.7%	204	9.2%	5.2%	114	13.0%	3.4%
35 à 49 ans	867	29.5%	6.9%	213	29.6%	3.4%	654	29.5%	10.3%	356	40.9%	5.8%
50 à 59 ans	854	29.0%	9.3%	234	32.4%	5.1%	620	27.9%	13.5%	305	35.0%	8.0%
60 ans et plus	816	27.8%	5.5%	187	25.9%	2.9%	629	28.4%	7.5%	36	4.2%	4.1%
Individu												
Ménagères	2071	70.4%	9.0%	0	0.0%	0.0%	2071	93.4%	9.0%	604	69.4%	8.6%
Personne de référence	1279	43.5%	4.6%	658	91.2%	3.3%	621	28.0%	7.9%	299	34.3%	3.6%
Responsable des achats	2439	83.0%	6.9%	410	56.9%	3.2%	2029	91.4%	8.9%	699	80.3%	6.4%
PCS Individu												
Agriculteurs	13	0.4%	2.5%	6	0.8%	1.5%	7	0.3%	5.5%	1	0.1%	5.2%
Petits patrons	78	2.6%	4.8%	25	3.5%	2.2%	52	2.4%	10.8%	64	7.4%	4.5%
Affaires et Cadres	204	6.9%	4.0%	77	10.6%	2.6%	127	5.7%	6.0%	173	19.8%	3.8%
Professions intermédiaires	390	13.3%	5.7%	100	13.9%	2.9%	290	13.1%	8.4%	286	32.9%	5.1%
Employés	765	26.0%	9.3%	85	11.8%	4.1%	680	30.6%	11.0%	162	18.6%	8.8%
Ouvriers	308	10.5%	4.8%	180	25.0%	3.6%	128	5.8%	9.5%	38	4.4%	9.2%
Retraités	710	24.1%	5.7%	175	24.2%	3.0%	535	24.1%	8.1%	20	2.3%	7.6%
Autres inactifs	473	16.1%	4.6%	73	10.2%	1.9%	399	18.0%	6.2%	126	14.5%	3.9%
PCS Personne de référence												
Agriculteurs	39	1.3%	4.8%	6	0.8%	1.3%	33	1.5%	9.1%	0	0.0%	0.0%
Petits patrons	133	4.5%	5.1%	28	3.9%	2.1%	105	4.7%	8.1%	133	15.3%	5.1%
Affaires et Cadres	335	11.4%	4.7%	81	11.2%	2.3%	254	11.5%	6.9%	335	38.5%	4.7%
Professions intermédiaires	402	13.7%	5.3%	107	14.8%	2.8%	295	13.3%	8.1%	402	46.2%	5.3%
Employés	410	13.9%	7.6%	72	10.0%	3.2%	338	15.2%	10.7%	0	0.0%	0.0%
Ouvriers	538	18.3%	5.7%	177	24.6%	3.5%	361	16.3%	8.3%	0	0.0%	0.0%
Retraités	853	29.0%	5.9%	198	27.4%	3.0%	655	29.5%	8.4%	0	0.0%	0.0%
Autres inactifs	230	7.8%	5.6%	53	7.4%	3.4%	177	8.0%	7.1%	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	528	17.9%	5.3%	115	15.9%	2.7%	413	18.6%	7.2%	75	8.6%	4.1%
2 personnes	1181	40.2%	6.6%	297	41.2%	3.4%	884	39.8%	9.6%	250	28.8%	5.8%
3 personnes	491	16.7%	5.4%	122	16.9%	2.6%	369	16.7%	8.3%	198	22.7%	5.3%
4 personnes	484	16.5%	5.2%	118	16.3%	2.6%	367	16.5%	7.8%	231	26.6%	4.8%
5 personnes et +	256	8.7%	4.8%	70	9.8%	2.7%	186	8.4%	6.9%	116	13.4%	4.3%
Présence d'enfants de moins de 15 ans												
Oui	814	27.7%	5.3%	200	27.7%	2.7%	614	27.7%	7.6%	365	41.9%	4.7%
Non	2126	72.3%	5.9%	521	72.3%	3.0%	1605	72.3%	8.6%	505	58.1%	5.3%
Habitat												
Communes rurales	670	22.8%	5.7%	139	19.2%	2.5%	531	23.9%	8.7%	179	20.6%	5.5%
Agglo. - 20 000 hab	528	18.0%	5.9%	123	17.0%	2.9%	405	18.3%	8.7%	111	12.7%	4.4%
Agglo. 20 000 à 100 000 hab	408	13.9%	5.9%	97	13.5%	3.0%	311	14.0%	8.4%	100	11.5%	5.3%
Agglo. + 100 000 hab	931	31.7%	6.1%	253	35.1%	3.4%	678	30.6%	8.6%	309	35.5%	5.4%
Agglo. Paris	403	13.7%	4.7%	110	15.2%	2.7%	293	13.2%	6.6%	171	19.7%	4.2%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	458	15.6%	4.8%	119	16.5%	2.6%	339	15.3%	6.8%	201	23.0%	4.5%
Nord Pas de Calais	182	6.2%	5.7%	50	7.0%	3.3%	132	5.9%	7.8%	64	7.4%	6.9%
Lorraine	189	6.4%	9.8%	46	6.4%	5.0%	143	6.4%	14.4%	61	7.0%	11.4%
Alsace	108	3.7%	7.1%	35	4.8%	4.7%	74	3.3%	9.4%	17	1.9%	3.6%
Franche-Comté	55	1.9%	5.7%	14	2.0%	3.1%	40	1.8%	8.3%	14	1.6%	5.2%
Champagne Ardennes	62	2.1%	5.7%	12	1.7%	2.3%	50	2.2%	8.9%	18	2.1%	6.2%
Picardie	89	3.0%	5.8%	14	2.0%	1.9%	74	3.4%	9.4%	24	2.8%	5.4%
Bourgogne	72	2.5%	5.3%	14	1.9%	2.1%	59	2.6%	8.3%	21	2.5%	5.8%
Haute Normandie	76	2.6%	5.1%	20	2.8%	2.8%	56	2.5%	7.2%	16	1.8%	3.4%
Basse Normandie	54	1.8%	4.4%	12	1.7%	2.1%	41	1.9%	6.6%	7	0.8%	2.0%
Centre	113	3.8%	5.4%	19	2.7%	1.9%	94	4.2%	8.7%	40	4.6%	6.4%
Pays de Loire	163	5.6%	5.6%	47	6.5%	3.3%	116	5.2%	7.7%	43	4.9%	4.5%
Bretagne	141	4.8%	5.3%	37	5.1%	2.9%	104	4.7%	7.6%	27	3.1%	3.5%
Poitou Charentes	75	2.5%	5.1%	23	3.2%	3.2%	52	2.3%	6.8%	16	1.8%	3.9%
Aquitaine	190	6.5%	7.0%	50	7.0%	3.9%	140	6.3%	9.8%	45	5.2%	5.2%
Midi Pyrénées	121	4.1%	5.0%	31	4.3%	2.6%	90	4.1%	7.2%	32	3.7%	4.0%
Limousin	42	1.4%	6.8%	10	1.4%	3.4%	32	1.5%	10.0%	9	1.1%	6.0%
Auvergne	67	2.3%	6.0%	15	2.1%	2.9%	52	2.3%	8.8%	16	1.9%	5.3%
Rhône Alpes	314	10.7%	6.1%	74	10.2%	3.0%	240	10.8%	9.0%	89	10.2%	4.9%
Languedoc Roussillon	126	4.3%	5.6%	22	3.0%	2.0%	104	4.7%	8.9%	35	4.0%	5.0%
Provence Alpes Côte d'Azur. Corse	243	8.3%	5.6%	57	7.9%	2.8%	186	8.4%	8.2%	75	8.6%	5.3%
Habitudes de connexion à Internet												
Tous les jours	1734	59.0%	5.4%	422	58.4%	2.6%	1313	59.2%	8.1%	701	80.6%	4.9%
Presque tous les jours	364	12.4%	6.2%	92	12.7%	3.3%	272	12.3%	8.8%	92	10.6%	4.6%
1 à 2 fois par semaine	217	7.4%	8.3%	42	5.8%	3.7%	175	7.9%	11.8%	50	5.8%	7.5%
1 à 3 fois par mois	43	1.5%	8.1%	7	0.9%	3.3%	36	1.6%	11.0%	6	0.7%	7.2%
Moins souvent	46	1.6%	5.0%	12	1.7%	3.2%	34	1.5%	6.3%	4	0.5%	5.9%

	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	100	3.4%	5.4%	27	3.8%	3.7%	73	3.3%	6.4%	11	1.3%	6.7%
De 9 000 à moins de 12 000 euros par an	197	6.7%	6.6%	50	7.0%	4.3%	146	6.6%	8.1%	20	2.3%	8.7%
De 12 000 à moins de 18 000 euros par an	371	12.6%	6.3%	97	13.4%	3.9%	274	12.3%	8.0%	49	5.6%	7.5%
De 18 000 à moins de 24 000 euros par an	480	16.3%	7.0%	80	11.1%	2.6%	400	18.0%	10.7%	98	11.2%	6.8%
De 24 000 à moins de 36 000 euros par an	661	22.5%	6.0%	149	20.6%	2.8%	512	23.1%	9.0%	162	18.6%	4.7%
De 36 000 à moins de 45 000 euros par an	417	14.2%	6.0%	123	17.1%	3.4%	294	13.3%	8.9%	172	19.8%	5.7%
De 45 000 à moins de 65 000 euros par an	344	11.7%	5.1%	111	15.4%	3.0%	233	10.5%	7.7%	192	22.1%	5.1%
De 65 000 à moins de 80 000 euros par an	100	3.4%	5.1%	25	3.5%	2.2%	75	3.4%	9.2%	58	6.6%	4.4%
De 80 000 à moins de 115 000 euros par an	38	1.3%	3.1%	16	2.3%	2.2%	21	1.0%	4.4%	28	3.2%	3.1%
115 000 euros et plus par an	28	1.0%	5.4%	12	1.6%	4.0%	16	0.7%	7.2%	23	2.6%	5.0%
Refus	148	5.0%	4.1%	27	3.7%	1.8%	121	5.5%	5.9%	40	4.6%	3.3%
Ne sait pas	56	1.9%	3.0%	4	0.5%	0.5%	53	2.4%	5.0%	18	2.1%	2.4%