

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	530	100.0%	1.0%	132	100.0%	0.5%	398	100.0%	1.5%	187	100.0%	1.1%
Sexe												
Homme	132	25.0%	0.5%	132	100.0%	0.5%	0	0.0%	0.0%	44	23.7%	0.5%
Femme	398	75.0%	1.5%	0	0.0%	0.0%	398	100.0%	1.5%	143	76.3%	1.7%
Age												
15 à 24 ans	77	14.5%	1.1%	23	17.6%	0.6%	54	13.5%	1.5%	33	17.6%	1.0%
25 à 34 ans	127	24.0%	1.7%	31	23.3%	0.8%	97	24.3%	2.5%	46	24.7%	1.4%
35 à 49 ans	116	21.9%	0.9%	34	25.7%	0.6%	82	20.6%	1.3%	60	31.8%	1.0%
50 à 59 ans	113	21.4%	1.2%	36	26.8%	0.8%	78	19.6%	1.7%	45	24.2%	1.2%
60 ans et plus	97	18.2%	0.6%	9	6.7%	0.1%	88	22.0%	1.0%	3	1.7%	0.3%
Individu												
Ménagères	342	64.5%	1.5%	0	0.0%	0.0%	342	86.0%	1.5%	118	62.8%	1.7%
Personne de référence	168	31.7%	0.6%	96	72.5%	0.5%	72	18.1%	0.9%	51	27.1%	0.6%
Responsable des achats	431	81.3%	1.2%	85	64.3%	0.7%	346	86.9%	1.5%	144	76.8%	1.3%
PCS Individu												
Agriculteurs	3	0.6%	0.6%	0	0.0%	0.0%	3	0.8%	2.2%	0	0.1%	1.1%
Petits patrons	17	3.2%	1.1%	9	6.6%	0.8%	8	2.1%	1.6%	14	7.6%	1.0%
Affaires et Cadres	36	6.7%	0.7%	10	7.2%	0.3%	26	6.5%	1.2%	28	15.1%	0.6%
Professions intermédiaires	76	14.3%	1.1%	16	12.0%	0.5%	60	15.0%	1.7%	60	31.9%	1.1%
Employés	133	25.0%	1.6%	26	19.9%	1.2%	106	26.7%	1.7%	30	15.8%	1.6%
Ouvriers	59	11.1%	0.9%	35	26.2%	0.7%	24	6.1%	1.8%	2	1.3%	0.6%
Retraités	82	15.5%	0.7%	12	9.4%	0.2%	70	17.6%	1.1%	3	1.6%	1.2%
Autres inactifs	125	23.5%	1.2%	25	18.5%	0.6%	100	25.2%	1.5%	50	26.5%	1.5%
PCS Personne de référence												
Agriculteurs	12	2.2%	1.4%	0	0.0%	0.0%	12	2.9%	2.9%	0	0.0%	0.0%
Petits patrons	29	5.5%	1.1%	9	6.8%	0.7%	20	5.1%	1.5%	29	15.6%	1.1%
Affaires et Cadres	85	16.1%	1.2%	11	8.6%	0.3%	74	18.6%	2.0%	85	45.6%	1.2%
Professions intermédiaires	73	13.7%	1.0%	24	18.1%	0.6%	49	12.2%	1.3%	73	38.8%	1.0%
Employés	70	13.2%	1.3%	22	16.8%	1.0%	48	12.0%	1.5%	0	0.0%	0.0%
Ouvriers	115	21.7%	1.2%	31	23.5%	0.6%	84	21.1%	1.9%	0	0.0%	0.0%
Retraités	98	18.4%	0.7%	22	16.5%	0.3%	76	19.0%	1.0%	0	0.0%	0.0%
Autres inactifs	49	9.2%	1.2%	13	9.8%	0.8%	36	9.1%	1.4%	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	82	15.5%	0.8%	29	21.6%	0.7%	54	13.5%	1.0%	13	6.9%	0.7%
2 personnes	179	33.8%	1.0%	35	26.1%	0.4%	145	36.3%	1.6%	53	28.4%	1.2%
3 personnes	97	18.4%	1.1%	27	20.2%	0.6%	71	17.7%	1.5%	36	19.0%	0.9%
4 personnes	100	18.8%	1.1%	25	18.5%	0.5%	75	18.9%	1.6%	51	27.4%	1.0%
5 personnes et +	72	13.6%	1.3%	18	13.7%	0.7%	54	13.5%	2.0%	34	18.3%	1.3%
Présence d'enfants de moins de 15 ans												
Oui	188	35.5%	1.2%	44	33.1%	0.6%	145	36.4%	1.7%	88	46.9%	1.1%
Non	342	64.5%	0.9%	89	66.9%	0.5%	253	63.6%	1.4%	100	53.1%	1.0%
Habitat												
Communes rurales	96	18.1%	0.8%	25	18.6%	0.4%	71	17.9%	1.1%	24	12.8%	0.7%
Agglo. - 20 000 hab	96	18.1%	1.1%	26	19.5%	0.6%	70	17.6%	1.5%	42	22.4%	1.6%
Agglo. 20 000 à 100 000 hab	80	15.2%	1.2%	20	15.4%	0.6%	60	15.1%	1.7%	19	10.4%	1.1%
Agglo. + 100 000 hab	168	31.7%	1.1%	36	27.3%	0.5%	132	33.2%	1.7%	54	29.1%	1.0%
Agglo. Paris	90	17.0%	1.1%	25	19.2%	0.6%	65	16.2%	1.4%	47	25.3%	1.2%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	107	20.3%	1.1%	33	25.1%	0.7%	74	18.7%	1.5%	60	31.8%	1.4%
Nord Pas de Calais	41	7.7%	1.3%	9	6.4%	0.6%	32	8.1%	1.9%	17	9.2%	1.8%
Lorraine	17	3.2%	0.9%	3	2.6%	0.4%	14	3.5%	1.4%	6	3.4%	1.1%
Alsace	16	2.9%	1.0%	6	4.2%	0.8%	10	2.5%	1.3%	3	1.4%	0.6%
Franche-Comté	10	1.9%	1.1%	5	4.0%	1.1%	5	1.2%	1.0%	4	2.2%	1.5%
Champagne Ardennes	18	3.4%	1.6%	2	1.8%	0.4%	15	3.9%	2.7%	4	2.0%	1.3%
Picardie	8	1.5%	0.5%	0	0.0%	0.0%	8	2.0%	1.0%	2	1.0%	0.4%
Bourgogne	10	1.8%	0.7%	2	1.8%	0.4%	7	1.8%	1.0%	1	0.5%	0.3%
Haute Normandie	23	4.4%	1.6%	5	3.8%	0.7%	18	4.6%	2.3%	4	2.2%	0.9%
Basse Normandie	14	2.7%	1.2%	9	6.6%	1.5%	5	1.4%	0.9%	7	3.7%	1.9%
Centre	14	2.7%	0.7%	4	2.7%	0.4%	11	2.7%	1.0%	6	3.2%	1.0%
Pays de Loire	28	5.2%	0.9%	6	4.8%	0.4%	21	5.3%	1.4%	10	5.6%	1.1%
Bretagne	15	2.8%	0.6%	0	0.0%	0.0%	15	3.8%	1.1%	10	5.5%	1.3%
Poitou Charentes	23	4.4%	1.6%	6	4.4%	0.8%	17	4.4%	2.2%	3	1.9%	0.8%
Aquitaine	39	7.4%	1.4%	15	11.1%	1.1%	25	6.2%	1.7%	9	5.0%	1.1%
Midi Pyrénées	28	5.3%	1.2%	7	5.6%	0.6%	21	5.3%	1.7%	3	1.8%	0.4%
Limousin	11	2.1%	1.8%	4	2.9%	1.3%	7	1.8%	2.3%	1	0.3%	0.4%
Auvergne	11	2.2%	1.0%	5	4.1%	1.0%	6	1.5%	1.0%	2	1.3%	0.8%
Rhône Alpes	36	6.8%	0.7%	2	1.7%	0.1%	34	8.5%	1.3%	17	9.1%	0.9%
Languedoc Roussillon	11	2.1%	0.5%	2	1.7%	0.2%	9	2.3%	0.8%	3	1.4%	0.3%
Provence Alpes Côte d'Azur. Corse	49	9.2%	1.1%	6	4.7%	0.3%	42	10.6%	1.8%	14	7.4%	0.9%
Habitudes de connexion à Internet												
Tous les jours	337	63.6%	1.0%	86	65.1%	0.5%	251	63.1%	1.5%	145	77.3%	1.0%
Presque tous les jours	75	14.1%	1.3%	15	11.6%	0.6%	60	15.0%	1.9%	26	14.0%	1.4%
1 à 2 fois par semaine	40	7.5%	1.6%	9	6.8%	0.8%	31	7.7%	2.2%	15	7.8%	2.3%
1 à 3 fois par mois	4	0.8%	0.8%	0	0.0%	0.0%	4	1.0%	1.3%	2	0.9%	2.7%
Moins souvent	9	1.6%	1.1%	5	4.0%	1.5%	3	0.9%	0.7%	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	17	3.2%	0.9%	3	2.2%	0.4%	14	3.6%	1.3%	2	0.9%	1.2%
De 9 000 à moins de 12 000 euros par an	24	4.5%	0.8%	12	9.3%	1.2%	12	2.9%	0.7%	0	0.2%	0.1%
De 12 000 à moins de 18 000 euros par an	71	13.5%	1.2%	13	9.9%	0.5%	58	14.6%	1.7%	18	9.4%	2.4%
De 18 000 à moins de 24 000 euros par an	69	13.0%	1.0%	16	11.8%	0.5%	53	13.4%	1.5%	14	7.7%	1.1%
De 24 000 à moins de 36 000 euros par an	135	25.5%	1.2%	49	36.8%	0.9%	86	21.7%	1.5%	37	19.9%	1.1%
De 36 000 à moins de 45 000 euros par an	72	13.5%	1.0%	20	15.1%	0.5%	52	13.0%	1.6%	30	16.3%	1.0%
De 45 000 à moins de 65 000 euros par an	62	11.7%	0.9%	9	6.5%	0.2%	54	13.5%	1.6%	43	23.0%	1.1%
De 65 000 à moins de 80 000 euros par an	15	2.8%	0.8%	2	1.2%	0.1%	13	3.3%	1.6%	11	5.8%	0.8%
De 80 000 à moins de 115 000 euros par an	6	1.1%	0.5%	1	0.4%	0.1%	5	1.3%	1.0%	6	3.1%	0.6%
115 000 euros et plus par an	1	0.2%	0.2%	1	0.9%	0.3%	0	0.0%	0.0%	1	0.6%	0.2%
Refus	42	7.9%	1.3%	4	3.2%	0.3%	38	9.5%	1.9%	17	9.2%	1.6%
Ne sait pas	16	3.0%	0.7%	4	2.8%	0.4%	12	3.1%	0.9%	8	4.0%	0.8%