

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	1238	100.0%	2.4%	273	100.0%	1.1%	964	100.0%	3.6%	555	100.0%	3.2%
Sexe												
Homme	273	22.1%	1.1%	273	100.0%	1.1%	0	0.0%	0.0%	116	21.0%	1.3%
Femme	964	77.9%	3.6%	0	0.0%	0.0%	964	100.0%	3.6%	438	79.0%	5.1%
Age												
15 à 24 ans	54	4.4%	0.7%	14	5.3%	0.4%	40	4.1%	1.1%	23	4.2%	0.7%
25 à 34 ans	83	6.7%	1.1%	16	5.8%	0.4%	67	6.9%	1.7%	58	10.5%	1.8%
35 à 49 ans	355	28.7%	2.8%	88	32.2%	1.4%	267	27.7%	4.2%	208	37.4%	3.4%
50 à 59 ans	389	31.4%	4.2%	88	32.1%	1.9%	301	31.2%	6.4%	213	38.3%	5.4%
60 ans et plus	358	28.9%	2.4%	67	24.6%	1.0%	290	30.1%	3.4%	53	9.6%	5.4%
Individu												
Ménagères	905	73.1%	3.9%	0	0.0%	0.0%	905	93.8%	3.9%	416	75.0%	5.9%
Personne de référence	514	41.5%	1.8%	244	89.3%	1.2%	270	28.0%	3.5%	187	33.7%	2.3%
Responsable des achats	1050	84.8%	3.0%	164	60.1%	1.3%	886	91.9%	3.9%	461	83.0%	4.2%
PCS Individu												
Agriculteurs	8	0.6%	1.5%	1	0.3%	0.2%	7	0.7%	4.5%	0	0.0%	0.0%
Petits patrons	44	3.5%	2.7%	19	7.0%	1.7%	25	2.5%	4.7%	37	6.6%	2.5%
Affaires et Cadres	167	13.5%	3.3%	52	18.9%	1.8%	115	11.9%	5.3%	154	27.8%	3.3%
Professions intermédiaires	226	18.3%	3.3%	46	16.7%	1.3%	181	18.8%	5.2%	191	34.4%	3.4%
Employés	231	18.6%	2.8%	28	10.4%	1.3%	202	21.0%	3.3%	63	11.3%	3.4%
Ouvriers	73	5.9%	1.1%	40	14.6%	0.8%	33	3.4%	2.4%	10	1.8%	2.5%
Retraités	275	22.2%	2.2%	60	21.9%	1.0%	215	22.3%	3.2%	21	3.8%	8.4%
Autres inactifs	214	17.3%	2.1%	28	10.3%	0.7%	186	19.3%	2.9%	79	14.3%	2.4%
PCS Personne de référence												
Agriculteurs	10	0.8%	1.3%	1	0.3%	0.2%	10	1.0%	2.4%	0	0.0%	0.0%
Petits patrons	101	8.2%	3.8%	15	5.6%	1.2%	86	8.9%	6.5%	101	18.3%	3.8%
Affaires et Cadres	266	21.5%	3.7%	53	19.5%	1.5%	213	22.1%	5.8%	266	47.9%	3.7%
Professions intermédiaires	188	15.2%	2.5%	48	17.6%	1.2%	139	14.5%	3.8%	188	33.8%	2.5%
Employés	113	9.1%	2.1%	23	8.5%	1.0%	89	9.3%	2.9%	0	0.0%	0.0%
Ouvriers	156	12.6%	1.6%	43	15.7%	0.8%	113	11.7%	2.5%	0	0.0%	0.0%
Retraités	299	24.1%	2.1%	63	23.0%	1.0%	236	24.4%	3.0%	0	0.0%	0.0%
Autres inactifs	105	8.5%	2.6%	27	9.8%	1.7%	78	8.1%	3.1%	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	224	18.1%	2.2%	29	10.5%	0.7%	195	20.2%	3.5%	59	10.7%	3.4%
2 personnes	446	36.0%	2.5%	100	36.5%	1.1%	346	35.9%	3.8%	159	28.7%	3.6%
3 personnes	228	18.4%	2.5%	61	22.2%	1.3%	167	17.3%	3.6%	120	21.6%	3.1%
4 personnes	209	16.9%	2.2%	55	20.1%	1.2%	154	16.0%	3.2%	126	22.8%	2.6%
5 personnes et +	131	10.6%	2.4%	29	10.6%	1.1%	102	10.6%	3.7%	90	16.3%	3.4%
Présence d'enfants de moins de 15 ans												
Oui	364	29.4%	2.4%	85	31.2%	1.2%	279	28.9%	3.4%	238	43.0%	3.1%
Non	874	70.6%	2.4%	188	68.8%	1.1%	686	71.1%	3.7%	316	57.0%	3.3%
Habitat												
Communes rurales	262	21.2%	2.2%	72	26.5%	1.3%	189	19.7%	3.0%	107	19.3%	3.2%
Agglo. - 20 000 hab	170	13.7%	1.9%	43	15.6%	1.0%	127	13.2%	2.7%	64	11.6%	2.5%
Agglo. 20 000 à 100 000 hab	190	15.4%	2.7%	38	13.9%	1.1%	152	15.8%	4.2%	56	10.0%	3.1%
Agglo. + 100 000 hab	386	31.2%	2.5%	80	29.2%	1.1%	307	31.8%	3.9%	218	39.4%	3.8%
Agglo. Paris	229	18.5%	2.7%	41	14.8%	1.0%	189	19.6%	4.2%	109	19.7%	2.7%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	248	20.1%	2.6%	41	14.8%	0.9%	208	21.5%	4.2%	114	20.5%	2.6%
Nord Pas de Calais	36	2.9%	1.1%	11	4.1%	0.7%	25	2.6%	1.5%	19	3.4%	2.0%
Lorraine	35	2.9%	1.8%	17	6.1%	1.8%	19	1.9%	1.9%	13	2.3%	2.3%
Alsace	38	3.1%	2.5%	12	4.3%	1.6%	27	2.8%	3.4%	15	2.6%	3.0%
Franche-Comté	29	2.3%	3.0%	7	2.6%	1.5%	21	2.2%	4.4%	12	2.2%	4.7%
Champagne Ardennes	26	2.1%	2.4%	4	1.5%	0.8%	22	2.3%	3.9%	8	1.4%	2.6%
Picardie	41	3.3%	2.7%	14	5.0%	1.8%	28	2.9%	3.5%	15	2.6%	3.4%
Bourgogne	21	1.7%	1.6%	6	2.3%	1.0%	15	1.5%	2.1%	8	1.5%	2.3%
Haute Normandie	32	2.6%	2.1%	5	1.8%	0.7%	27	2.8%	3.4%	18	3.2%	3.9%
Basse Normandie	32	2.6%	2.6%	10	3.8%	1.8%	22	2.2%	3.4%	9	1.7%	2.6%
Centre	74	6.0%	3.5%	14	5.3%	1.4%	60	6.2%	5.5%	33	5.9%	5.5%
Pays de Loire	62	5.0%	2.1%	23	8.3%	1.6%	39	4.1%	2.6%	36	6.5%	3.8%
Bretagne	103	8.3%	3.9%	34	12.4%	2.6%	69	7.2%	5.0%	48	8.6%	5.7%
Poitou Charentes	36	2.9%	2.4%	8	2.9%	1.1%	28	2.9%	3.7%	16	2.9%	3.8%
Aquitaine	82	6.6%	3.0%	16	5.7%	1.2%	67	6.9%	4.6%	36	6.4%	4.1%
Midi Pyrénées	42	3.4%	1.7%	5	1.8%	0.4%	37	3.9%	3.0%	20	3.6%	2.5%
Limousin	21	1.7%	3.4%	3	1.3%	1.2%	18	1.8%	5.5%	7	1.2%	4.6%
Auvergne	28	2.3%	2.5%	5	2.0%	1.0%	23	2.4%	3.9%	5	0.9%	1.7%
Rhône Alpes	107	8.7%	2.1%	22	8.0%	0.9%	86	8.9%	3.2%	55	9.9%	3.0%
Languedoc Roussillon	40	3.2%	1.8%	4	1.5%	0.4%	36	3.7%	3.0%	15	2.6%	2.0%
Provence Alpes Côte d'Azur. Corse	102	8.2%	2.3%	12	4.5%	0.6%	89	9.3%	3.9%	57	10.2%	3.8%
Habitudes de connexion à Internet												
Tous les jours	854	69.0%	2.6%	193	70.6%	1.2%	661	68.5%	4.0%	449	80.9%	3.1%
Presque tous les jours	160	12.9%	2.7%	23	8.3%	0.8%	137	14.2%	4.4%	62	11.1%	3.2%
1 à 2 fois par semaine	76	6.1%	3.0%	21	7.8%	1.8%	55	5.7%	3.9%	31	5.5%	4.8%
1 à 3 fois par mois	9	0.7%	1.6%	1	0.2%	0.3%	8	0.8%	2.5%	4	0.7%	7.0%
Moins souvent	30	2.4%	3.7%	4	1.3%	1.0%	27	2.8%	5.7%	6	1.0%	7.2%
Jamais	4	0.3%	3.4%	4	1.6%	5.0%	0	0.0%	0.0%	3	0.6%	35.3%

	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	23	1.9%	1.2%	6	2.2%	0.8%	17	1.8%	1.6%	3	0.6%	2.3%
De 9 000 à moins de 12 000 euros par an	44	3.6%	1.6%	4	1.3%	0.3%	41	4.2%	2.3%	9	1.7%	3.6%
De 12 000 à moins de 18 000 euros par an	107	8.6%	1.8%	19	7.1%	0.7%	88	9.1%	2.5%	26	4.6%	3.5%
De 18 000 à moins de 24 000 euros par an	129	10.4%	2.0%	25	9.0%	0.8%	105	10.9%	3.0%	39	7.0%	2.9%
De 24 000 à moins de 36 000 euros par an	249	20.1%	2.3%	53	19.3%	1.0%	197	20.4%	3.4%	97	17.4%	2.9%
De 36 000 à moins de 45 000 euros par an	178	14.4%	2.5%	53	19.3%	1.4%	126	13.0%	3.8%	79	14.2%	2.6%
De 45 000 à moins de 65 000 euros par an	248	20.1%	3.6%	69	25.3%	1.9%	179	18.6%	5.5%	143	25.8%	3.8%
De 65 000 à moins de 80 000 euros par an	81	6.5%	4.1%	20	7.2%	1.8%	61	6.3%	7.3%	51	9.2%	3.9%
De 80 000 à moins de 115 000 euros par an	53	4.2%	4.2%	8	3.1%	1.1%	44	4.6%	8.7%	42	7.5%	4.5%
115 000 euros et plus par an	24	1.9%	4.0%	14	5.0%	3.7%	10	1.0%	4.4%	19	3.5%	3.8%
Refus	75	6.1%	2.2%	2	0.9%	0.2%	73	7.5%	3.7%	28	5.1%	2.6%
Ne sait pas	26	2.1%	1.1%	1	0.4%	0.1%	25	2.5%	1.9%	18	3.3%	2.0%