

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	1195	100.0%	2.3%	283	100.0%	1.1%	912	100.0%	3.4%	451	100.0%	2.6%
Sexe												
Homme	283	23.7%	1.1%	283	100.0%	1.1%	0	0.0%	0.0%	107	23.6%	1.2%
Femme	912	76.3%	3.4%	0	0.0%	0.0%	912	100.0%	3.4%	345	76.4%	4.0%
Age												
15 à 24 ans	62	5.2%	0.9%	18	6.3%	0.5%	45	4.9%	1.2%	18	4.1%	0.6%
25 à 34 ans	146	12.2%	1.9%	44	15.7%	1.2%	102	11.1%	2.6%	71	15.7%	2.2%
35 à 49 ans	344	28.8%	2.8%	81	28.6%	1.3%	263	28.9%	4.2%	176	38.9%	2.9%
50 à 59 ans	323	27.0%	3.5%	81	28.5%	1.7%	242	26.6%	5.2%	147	32.6%	3.8%
60 ans et plus	319	26.7%	2.1%	59	20.9%	0.9%	260	28.5%	3.1%	39	8.6%	3.9%
Individu												
Ménagères	858	71.8%	3.7%	0	0.0%	0.0%	858	94.1%	3.7%	326	72.2%	4.6%
Personne de référence	468	39.2%	1.7%	251	88.9%	1.2%	217	23.8%	2.8%	141	31.3%	1.7%
Responsable des achats	991	83.0%	2.8%	158	56.0%	1.2%	833	91.3%	3.6%	381	84.4%	3.5%
PCS Individu												
Agriculteurs	18	1.5%	3.4%	8	2.8%	2.2%	10	1.1%	6.6%	0	0.0%	0.0%
Petits patrons	43	3.6%	2.6%	20	7.0%	1.8%	23	2.5%	4.4%	35	7.8%	2.4%
Affaires et Cadres	127	10.6%	2.5%	42	15.0%	1.4%	84	9.3%	3.9%	108	23.9%	2.3%
Professions intermédiaires	197	16.5%	2.9%	43	15.1%	1.2%	154	16.9%	4.4%	151	33.4%	2.7%
Employés	246	20.6%	3.0%	40	14.3%	1.9%	205	22.5%	3.3%	65	14.5%	3.6%
Ouvriers	109	9.1%	1.7%	54	19.0%	1.1%	55	6.0%	4.0%	20	4.5%	5.0%
Retraités	251	21.0%	2.0%	49	17.2%	0.8%	203	22.2%	3.1%	15	3.4%	6.1%
Autres inactifs	205	17.2%	2.0%	27	9.7%	0.7%	178	19.5%	2.7%	57	12.5%	1.7%
PCS Personne de référence												
Agriculteurs	32	2.7%	3.9%	10	3.5%	2.4%	22	2.4%	5.6%	0	0.0%	0.0%
Petits patrons	81	6.8%	3.1%	16	5.6%	1.2%	65	7.2%	4.9%	81	18.0%	3.1%
Affaires et Cadres	190	15.9%	2.6%	45	15.8%	1.2%	145	15.9%	4.0%	190	42.1%	2.6%
Professions intermédiaires	180	15.1%	2.4%	46	16.3%	1.2%	134	14.7%	3.7%	180	39.9%	2.4%
Employés	143	11.9%	2.6%	28	9.9%	1.2%	115	12.6%	3.7%	0	0.0%	0.0%
Ouvriers	204	17.1%	2.1%	62	22.0%	1.2%	142	15.6%	3.2%	0	0.0%	0.0%
Retraités	273	22.9%	1.9%	53	18.8%	0.8%	220	24.1%	2.8%	0	0.0%	0.0%
Autres inactifs	92	7.7%	2.2%	23	8.2%	1.4%	69	7.5%	2.7%	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	204	17.0%	2.0%	39	13.7%	0.9%	165	18.1%	2.9%	32	7.1%	1.8%
2 personnes	450	37.7%	2.5%	99	35.0%	1.1%	351	38.5%	3.8%	140	30.9%	3.2%
3 personnes	201	16.8%	2.2%	60	21.1%	1.3%	141	15.5%	3.1%	97	21.4%	2.5%
4 personnes	198	16.5%	2.1%	51	17.9%	1.1%	147	16.1%	3.1%	106	23.6%	2.2%
5 personnes et +	143	11.9%	2.7%	35	12.2%	1.3%	108	11.8%	3.9%	77	17.0%	2.9%
Présence d'enfants de moins de 15 ans												
Oui	397	33.2%	2.6%	98	34.7%	1.4%	299	32.7%	3.6%	224	49.7%	2.9%
Non	798	66.8%	2.2%	184	65.3%	1.0%	613	67.3%	3.3%	227	50.3%	2.3%
Habitat												
Communes rurales	340	28.5%	2.9%	97	34.2%	1.7%	244	26.7%	3.9%	105	23.3%	3.2%
Agglo. - 20 000 hab	175	14.7%	1.9%	38	13.4%	0.9%	137	15.1%	2.9%	70	15.4%	2.7%
Agglo. 20 000 à 100 000 hab	160	13.4%	2.3%	21	7.6%	0.6%	139	15.2%	3.8%	41	9.1%	2.3%
Agglo. + 100 000 hab	372	31.1%	2.4%	93	32.9%	1.2%	279	30.6%	3.5%	167	37.0%	2.9%
Agglo. Paris	147	12.3%	1.7%	34	11.9%	0.8%	113	12.4%	2.5%	69	15.2%	1.7%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	166	13.9%	1.7%	35	12.5%	0.8%	131	14.4%	2.6%	73	16.1%	1.7%
Nord Pas de Calais	61	5.1%	1.9%	16	5.6%	1.0%	45	5.0%	2.7%	19	4.3%	2.0%
Lorraine	34	2.9%	1.8%	12	4.4%	1.3%	22	2.4%	2.2%	12	2.6%	2.1%
Alsace	23	1.9%	1.5%	4	1.5%	0.6%	19	2.1%	2.4%	10	2.2%	2.0%
Franche-Comté	30	2.5%	3.1%	6	2.2%	1.3%	23	2.6%	4.8%	9	2.0%	3.4%
Champagne Ardennes	38	3.2%	3.5%	11	3.9%	2.1%	27	3.0%	4.9%	12	2.7%	4.3%
Picardie	30	2.5%	2.0%	3	1.0%	0.4%	28	3.0%	3.5%	8	1.9%	1.9%
Bourgogne	28	2.4%	2.1%	6	2.2%	0.9%	22	2.4%	3.1%	5	1.1%	1.4%
Haute Normandie	45	3.8%	3.0%	11	4.1%	1.6%	33	3.7%	4.3%	12	2.7%	2.6%
Basse Normandie	32	2.7%	2.6%	13	4.5%	2.2%	19	2.1%	3.0%	11	2.4%	3.0%
Centre	63	5.3%	3.0%	17	6.0%	1.7%	46	5.1%	4.3%	15	3.4%	2.6%
Pays de Loire	65	5.4%	2.2%	14	4.9%	1.0%	51	5.6%	3.3%	30	6.6%	3.1%
Bretagne	92	7.7%	3.5%	23	8.0%	1.8%	69	7.6%	5.0%	36	8.0%	4.4%
Poitou Charentes	43	3.6%	2.9%	6	2.0%	0.8%	38	4.1%	4.9%	11	2.5%	2.7%
Aquitaine	72	6.0%	2.6%	19	6.8%	1.5%	53	5.8%	3.7%	19	4.3%	2.2%
Midi Pyrénées	70	5.9%	2.9%	20	7.0%	1.7%	51	5.5%	4.0%	30	6.7%	3.8%
Limousin	15	1.3%	2.4%	1	0.5%	0.5%	14	1.5%	4.2%	4	1.0%	2.9%
Auvergne	24	2.0%	2.1%	5	1.8%	0.9%	19	2.1%	3.2%	7	1.6%	2.5%
Rhône Alpes	108	9.1%	2.1%	23	8.0%	0.9%	86	9.4%	3.2%	65	14.3%	3.5%
Languedoc Roussillon	56	4.7%	2.5%	14	5.0%	1.3%	42	4.6%	3.5%	22	4.8%	2.9%
Provence Alpes Côte d'Azur. Corse	98	8.2%	2.3%	23	8.1%	1.1%	75	8.2%	3.3%	41	9.0%	2.7%
Habitudes de connexion à Internet												
Tous les jours	812	68.0%	2.5%	203	71.7%	1.2%	609	66.8%	3.7%	364	80.7%	2.5%
Presque tous les jours	129	10.8%	2.2%	20	6.9%	0.7%	109	12.0%	3.5%	50	11.1%	2.6%
1 à 2 fois par semaine	70	5.8%	2.7%	24	8.5%	2.1%	45	5.0%	3.3%	27	5.9%	4.2%
1 à 3 fois par mois	15	1.2%	2.8%	4	1.4%	2.0%	11	1.2%	3.4%	3	0.8%	5.9%
Moins souvent	13	1.1%	1.6%	3	1.0%	0.8%	11	1.2%	2.3%	3	0.6%	3.1%
Jamais	4	0.3%	3.1%	4	1.4%	4.5%	0	0.0%	0.0%	3	0.8%	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	41	3.4%	2.2%	6	2.2%	0.8%	35	3.8%	3.3%	1	0.2%	0.8%
De 9 000 à moins de 12 000 euros par an	33	2.8%	1.2%	8	2.8%	0.7%	25	2.8%	1.4%	4	0.9%	1.6%
De 12 000 à moins de 18 000 euros par an	156	13.1%	2.6%	28	9.8%	1.1%	128	14.1%	3.7%	17	3.8%	2.3%
De 18 000 à moins de 24 000 euros par an	137	11.5%	2.1%	40	14.3%	1.3%	97	10.6%	2.7%	38	8.4%	2.8%
De 24 000 à moins de 36 000 euros par an	260	21.7%	2.4%	45	15.8%	0.8%	215	23.6%	3.8%	87	19.2%	2.6%
De 36 000 à moins de 45 000 euros par an	136	11.4%	1.9%	36	12.9%	1.0%	99	10.9%	3.0%	64	14.2%	2.1%
De 45 000 à moins de 65 000 euros par an	206	17.3%	3.0%	52	18.4%	1.4%	154	16.9%	4.7%	117	25.9%	3.1%
De 65 000 à moins de 80 000 euros par an	60	5.0%	3.1%	32	11.4%	2.9%	28	3.1%	3.4%	40	8.9%	3.1%
De 80 000 à moins de 115 000 euros par an	50	4.2%	4.0%	14	4.8%	1.8%	37	4.0%	7.2%	39	8.7%	4.3%
115 000 euros et plus par an	10	0.9%	1.7%	5	1.9%	1.5%	5	0.6%	2.2%	10	2.3%	2.0%
Refus	69	5.8%	2.1%	10	3.6%	0.7%	59	6.5%	3.0%	25	5.5%	2.3%
Ne sait pas	36	3.0%	1.6%	6	2.2%	0.7%	29	3.2%	2.2%	9	2.1%	1.0%