

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	314	100.0%	0.6%	158	100.0%	0.6%	157	100.0%	0.6%	69	100.0%	0.4%
Sexe												
Homme	158	50.2%	0.6%	158	100.0%	0.6%	0	0.0%	0.0%	40	57.5%	0.4%
Femme	157	49.8%	0.6%	0	0.0%	0.0%	157	100.0%	0.6%	29	42.5%	0.3%
Age												
15 à 24 ans	37	11.9%	0.5%	16	10.3%	0.4%	21	13.5%	0.6%	6	9.4%	0.2%
25 à 34 ans	43	13.7%	0.6%	27	17.2%	0.7%	16	10.0%	0.4%	19	27.6%	0.6%
35 à 49 ans	71	22.4%	0.6%	41	25.9%	0.7%	30	19.0%	0.5%	20	29.3%	0.3%
50 à 59 ans	62	19.6%	0.7%	23	14.6%	0.5%	39	24.6%	0.8%	18	25.8%	0.5%
60 ans et plus	102	32.4%	0.7%	50	32.0%	0.8%	51	32.9%	0.6%	5	7.9%	0.6%
Individu												
Ménagères	140	44.6%	0.6%	0	0.0%	0.0%	140	89.5%	0.6%	25	36.6%	0.4%
Personne de référence	167	53.1%	0.6%	130	82.2%	0.6%	37	23.7%	0.5%	40	58.7%	0.5%
Responsable des achats	211	67.1%	0.6%	72	46.0%	0.6%	138	88.4%	0.6%	48	70.4%	0.4%
PCS Individu												
Agriculteurs	4	1.1%	0.7%	1	0.4%	0.2%	3	1.9%	2.0%	0	0.0%	0.0%
Petits patrons	11	3.6%	0.7%	11	7.3%	1.0%	0	0.0%	0.0%	10	14.0%	0.7%
Affaires et Cadres	20	6.3%	0.4%	13	8.3%	0.4%	7	4.4%	0.3%	17	25.2%	0.4%
Professions intermédiaires	28	9.0%	0.4%	16	10.0%	0.5%	13	8.0%	0.4%	22	31.8%	0.4%
Employés	56	18.0%	0.7%	9	6.0%	0.4%	47	30.0%	0.8%	8	11.0%	0.4%
Ouvriers	61	19.3%	0.9%	46	29.0%	0.9%	15	9.5%	1.1%	3	4.9%	0.8%
Retraités	93	29.4%	0.7%	45	28.7%	0.8%	47	30.2%	0.7%	0	0.0%	0.0%
Autres inactifs	42	13.2%	0.4%	16	10.4%	0.4%	25	16.1%	0.4%	9	13.1%	0.3%
PCS Personne de référence												
Agriculteurs	6	2.0%	0.8%	2	1.2%	0.5%	4	2.8%	1.1%	0	0.0%	0.0%
Petits patrons	11	3.6%	0.4%	10	6.1%	0.7%	2	1.2%	0.1%	11	16.7%	0.4%
Affaires et Cadres	27	8.6%	0.4%	14	8.8%	0.4%	13	8.4%	0.4%	27	39.4%	0.4%
Professions intermédiaires	30	9.6%	0.4%	16	10.1%	0.4%	14	9.1%	0.4%	30	43.9%	0.4%
Employés	27	8.5%	0.5%	10	6.2%	0.4%	17	10.9%	0.6%	0	0.0%	0.0%
Ouvriers	85	26.9%	0.9%	46	29.4%	0.9%	38	24.5%	0.9%	0	0.0%	0.0%
Retraités	111	35.3%	0.8%	53	33.6%	0.8%	58	37.0%	0.7%	0	0.0%	0.0%
Autres inactifs	17	5.4%	0.4%	7	4.6%	0.5%	10	6.3%	0.4%	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	44	13.9%	0.4%	24	15.0%	0.5%	20	12.9%	0.4%	5	8.0%	0.3%
2 personnes	127	40.3%	0.7%	59	37.6%	0.7%	68	43.1%	0.7%	17	24.1%	0.4%
3 personnes	65	20.8%	0.7%	36	22.6%	0.8%	30	18.9%	0.6%	16	23.6%	0.4%
4 personnes	48	15.2%	0.5%	29	18.1%	0.6%	19	12.4%	0.4%	20	28.9%	0.4%
5 personnes et +	31	9.7%	0.6%	11	6.7%	0.4%	20	12.8%	0.7%	11	15.5%	0.4%
Présence d'enfants de moins de 15 ans												
Oui	86	27.4%	0.6%	42	26.4%	0.6%	45	28.4%	0.5%	32	47.1%	0.4%
Non	228	72.6%	0.6%	116	73.6%	0.7%	112	71.6%	0.6%	36	52.9%	0.4%
Habitat												
Communes rurales	142	45.2%	1.2%	69	43.8%	1.2%	73	46.7%	1.2%	30	44.2%	0.9%
Aggro. - 20 000 hab	61	19.5%	0.7%	33	21.2%	0.8%	28	17.9%	0.6%	12	16.7%	0.4%
Aggro. 20 000 à 100 000 hab	47	15.1%	0.7%	25	16.1%	0.8%	22	14.1%	0.6%	10	14.6%	0.6%
Aggro. + 100 000 hab	60	19.1%	0.4%	26	16.8%	0.4%	33	21.4%	0.4%	16	23.3%	0.3%
Aggro. Paris	3	1.1%	0.0%	3	2.1%	0.1%	0	0.0%	0.0%	1	1.2%	0.0%
Régions INSEE												
Ile de France	3	1.1%	0.0%	3	2.1%	0.1%	0	0.0%	0.0%	1	1.2%	0.0%
Nord Pas de Calais	11	3.6%	0.4%	4	2.4%	0.2%	8	4.8%	0.4%	2	2.7%	0.2%
Picardie	291	92.5%	18.9%	147	93.3%	19.8%	144	91.7%	18.1%	65	94.1%	15.0%
Bourgogne	0	0.1%	0.0%	0	0.0%	0.0%	0	0.2%	0.0%	0	0.0%	0.0%
Haute Normandie	8	2.5%	0.5%	3	1.9%	0.4%	5	3.2%	0.6%	1	1.3%	0.2%
Auvergne	1	0.2%	0.1%	0	0.3%	0.1%	0	0.2%	0.0%	0	0.6%	0.1%
Habitudes de connection à Internet												
Tous les jours	169	53.8%	0.5%	89	56.3%	0.5%	80	51.3%	0.5%	51	73.5%	0.3%
Presque tous les jours	37	11.8%	0.6%	18	11.5%	0.7%	19	12.1%	0.6%	8	11.1%	0.4%
1 à 2 fois par semaine	20	6.4%	0.8%	10	6.2%	0.8%	10	6.5%	0.7%	4	6.0%	0.7%
1 à 3 fois par mois	5	1.6%	1.0%	4	2.8%	2.1%	1	0.4%	0.2%	2	2.3%	2.7%
Moins souvent	7	2.2%	0.8%	4	2.7%	1.2%	3	1.7%	0.6%	2	3.5%	3.0%
Jamais	3	1.1%	2.7%	3	2.2%	3.9%	0	0.0%	0.0%	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	20	6.3%	1.1%	8	5.1%	1.0%	12	7.5%	1.1%	1	0.8%	0.4%
De 9 000 à moins de 12 000 euros par an	10	3.1%	0.3%	3	1.6%	0.2%	7	4.6%	0.4%	0	0.0%	0.0%
De 12 000 à moins de 18 000 euros par an	44	13.9%	0.7%	16	10.2%	0.6%	28	17.7%	0.8%	1	2.1%	0.2%
De 18 000 à moins de 24 000 euros par an	58	18.4%	0.9%	31	19.4%	1.0%	27	17.3%	0.8%	7	10.4%	0.5%
De 24 000 à moins de 36 000 euros par an	63	20.1%	0.6%	28	17.6%	0.5%	35	22.6%	0.6%	18	25.5%	0.5%
De 36 000 à moins de 45 000 euros par an	45	14.3%	0.6%	28	17.9%	0.8%	17	10.8%	0.5%	16	23.1%	0.5%
De 45 000 à moins de 65 000 euros par an	38	12.1%	0.6%	24	15.2%	0.7%	14	8.9%	0.4%	18	26.3%	0.5%
De 65 000 à moins de 80 000 euros par an	4	1.2%	0.2%	3	1.6%	0.2%	1	0.7%	0.1%	3	3.8%	0.2%
De 80 000 à moins de 115 000 euros par an	3	1.0%	0.2%	3	1.8%	0.4%	0	0.2%	0.1%	1	1.1%	0.1%
115 000 euros et plus par an	2	0.6%	0.3%	2	1.2%	0.5%	0	0.0%	0.0%	0	0.4%	0.1%
Refus	19	6.1%	0.6%	10	6.3%	0.7%	9	5.9%	0.5%	4	6.5%	0.4%
Ne sait pas	9	2.9%	0.4%	3	2.1%	0.3%	6	3.7%	0.4%	0	0.0%	0.0%