

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	454	100.0%	0.9%	209	100.0%	0.8%	245	100.0%	0.9%	120	100.0%	0.7%
Sexe												
Homme	209	46.0%	0.8%	209	100.0%	0.8%	0	0.0%	0.0%	75	62.9%	0.9%
Femme	245	54.0%	0.9%	0	0.0%	0.0%	245	100.0%	0.9%	45	37.1%	0.5%
Age												
15 à 24 ans	21	4.6%	0.3%	15	7.3%	0.4%	5	2.2%	0.1%	16	13.0%	0.5%
25 à 34 ans	28	6.3%	0.4%	12	6.0%	0.3%	16	6.5%	0.4%	18	15.2%	0.6%
35 à 49 ans	44	9.8%	0.4%	26	12.3%	0.4%	19	7.6%	0.3%	35	29.2%	0.6%
50 à 59 ans	63	13.9%	0.7%	29	14.1%	0.6%	34	13.7%	0.7%	33	27.5%	0.8%
60 ans et plus	297	65.5%	2.0%	126	60.3%	1.9%	171	70.0%	2.0%	18	15.2%	1.9%
Individu												
Ménagères	225	49.7%	1.0%	0	0.0%	0.0%	225	92.0%	1.0%	38	31.6%	0.5%
Personne de référence	265	58.4%	0.9%	185	88.5%	0.9%	80	32.7%	1.0%	68	57.1%	0.8%
Responsable des achats	339	74.7%	1.0%	111	53.1%	0.9%	228	93.1%	1.0%	78	65.3%	0.7%
PCS Individu												
Agriculteurs	6	1.2%	1.1%	3	1.3%	0.7%	3	1.1%	1.8%	1	0.6%	4.2%
Petits patrons	17	3.9%	1.1%	16	7.8%	1.5%	1	0.5%	0.2%	17	14.4%	1.2%
Affaires et Cadres	44	9.6%	0.9%	24	11.3%	0.8%	20	8.2%	0.9%	34	28.7%	0.7%
Professions intermédiaires	40	8.8%	0.6%	25	12.2%	0.7%	14	5.8%	0.4%	35	29.3%	0.6%
Employés	28	6.3%	0.3%	11	5.5%	0.5%	17	7.0%	0.3%	13	10.5%	0.7%
Ouvriers	11	2.5%	0.2%	10	4.7%	0.2%	1	0.6%	0.1%	0	0.0%	0.0%
Retraités	222	48.9%	1.8%	113	54.3%	1.9%	108	44.3%	1.6%	7	5.5%	2.7%
Autres inactifs	86	18.9%	0.8%	6	3.1%	0.2%	79	32.4%	1.2%	13	11.0%	0.4%
PCS Personne de référence												
Agriculteurs	7	1.5%	0.8%	3	1.3%	0.7%	4	1.7%	1.0%	0	0.0%	0.0%
Petits patrons	23	5.1%	0.9%	21	10.0%	1.6%	2	0.8%	0.2%	23	19.2%	0.9%
Affaires et Cadres	52	11.6%	0.7%	27	12.9%	0.8%	26	10.5%	0.7%	52	43.8%	0.7%
Professions intermédiaires	44	9.8%	0.6%	28	13.2%	0.7%	17	6.9%	0.5%	44	37.1%	0.6%
Employés	15	3.2%	0.3%	4	2.0%	0.2%	11	4.3%	0.3%	0	0.0%	0.0%
Ouvriers	14	3.0%	0.1%	8	4.0%	0.2%	5	2.1%	0.1%	0	0.0%	0.0%
Retraités	267	58.9%	1.9%	114	54.7%	1.7%	153	62.5%	1.9%	0	0.0%	0.0%
Autres inactifs	31	6.9%	0.8%	4	1.9%	0.2%	27	11.2%	1.1%	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	114	25.2%	1.1%	42	20.1%	1.0%	72	29.5%	1.3%	23	19.1%	1.3%
2 personnes	242	53.3%	1.3%	110	52.9%	1.3%	131	53.6%	1.4%	33	27.4%	0.8%
3 personnes	29	6.3%	0.3%	16	7.6%	0.3%	13	5.2%	0.3%	11	9.2%	0.3%
4 personnes	36	8.0%	0.4%	28	13.4%	0.6%	8	3.3%	0.2%	24	20.1%	0.5%
5 personnes et +	33	7.3%	0.6%	12	6.0%	0.5%	21	8.4%	0.7%	29	24.2%	1.1%
Présence d'enfants de moins de 15 ans												
Oui	54	11.9%	0.3%	27	13.0%	0.4%	27	10.9%	0.3%	39	32.9%	0.5%
Non	400	88.1%	1.1%	182	87.0%	1.0%	218	89.1%	1.2%	80	67.1%	0.8%
Habitat												
Communes rurales	77	17.0%	0.7%	40	19.3%	0.7%	37	14.9%	0.6%	11	9.0%	0.3%
Agglo. - 20 000 hab	54	11.9%	0.6%	23	10.9%	0.5%	31	12.7%	0.7%	16	13.6%	0.6%
Agglo. 20 000 à 100 000 hab	45	10.0%	0.7%	28	13.3%	0.8%	18	7.2%	0.5%	10	8.5%	0.6%
Agglo. + 100 000 hab	148	32.6%	1.0%	58	28.0%	0.8%	89	36.5%	1.1%	39	32.9%	0.7%
Agglo. Paris	130	28.6%	1.5%	59	28.4%	1.5%	70	28.7%	1.6%	43	36.1%	1.1%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	142	31.3%	1.5%	68	32.7%	1.5%	74	30.1%	1.5%	45	37.6%	1.0%
Nord Pas de Calais	32	7.1%	1.0%	19	9.1%	1.2%	13	5.4%	0.8%	7	6.2%	0.8%
Lorraine	17	3.7%	0.9%	6	2.8%	0.6%	11	4.4%	1.1%	2	1.6%	0.3%
Alsace	9	2.0%	0.6%	5	2.3%	0.7%	4	1.6%	0.5%	1	1.0%	0.2%
Franche-Comté	5	1.0%	0.5%	1	0.7%	0.3%	3	1.3%	0.7%	0	0.2%	0.1%
Champagne Ardennes	11	2.5%	1.0%	4	1.7%	0.7%	8	3.1%	1.3%	1	0.5%	0.2%
Picardie	5	1.1%	0.3%	0	0.1%	0.0%	5	1.9%	0.6%	0	0.2%	0.1%
Bourgogne	14	3.0%	1.0%	8	3.8%	1.2%	6	2.3%	0.8%	3	2.8%	1.0%
Haute Normandie	7	1.6%	0.5%	5	2.4%	0.7%	2	0.9%	0.3%	5	4.1%	1.0%
Basse Normandie	6	1.3%	0.5%	3	1.3%	0.5%	3	1.2%	0.5%	5	4.2%	1.4%
Centre	25	5.5%	1.2%	9	4.3%	0.9%	16	6.5%	1.5%	11	9.5%	1.9%
Pays de Loire	16	3.4%	0.5%	10	4.7%	0.7%	6	2.3%	0.4%	4	3.2%	0.4%
Bretagne	12	2.6%	0.5%	7	3.4%	0.6%	5	2.0%	0.4%	3	2.3%	0.3%
Poitou Charentes	9	2.1%	0.6%	2	0.8%	0.2%	8	3.1%	1.0%	2	1.8%	0.5%
Aquitaine	11	2.5%	0.4%	7	3.5%	0.6%	4	1.7%	0.3%	2	1.3%	0.2%
Midi Pyrénées	21	4.6%	0.9%	8	3.9%	0.7%	13	5.2%	1.0%	5	4.4%	0.7%
Limousin	4	0.8%	0.6%	2	0.9%	0.6%	2	0.7%	0.5%	1	1.0%	0.8%
Auvergne	9	2.1%	0.8%	1	0.5%	0.2%	8	3.3%	1.4%	2	1.4%	0.6%
Rhône Alpes	67	14.8%	1.3%	27	12.8%	1.1%	40	16.5%	1.5%	12	9.9%	0.6%
Languedoc Roussillon	10	2.2%	0.4%	6	3.0%	0.6%	4	1.6%	0.3%	3	2.5%	0.4%
Provence Alpes Côte d'Azur. Corse	22	4.9%	0.5%	11	5.1%	0.5%	12	4.7%	0.5%	5	4.2%	0.3%
Habitudes de connexion à Internet												
Tous les jours	278	61.3%	0.8%	148	70.9%	0.9%	130	53.1%	0.8%	101	83.9%	0.7%
Presque tous les jours	41	9.1%	0.7%	15	7.2%	0.6%	26	10.8%	0.8%	14	11.7%	0.7%
1 à 2 fois par semaine	26	5.7%	1.0%	8	4.0%	0.7%	18	7.2%	1.3%	3	2.8%	0.5%
1 à 3 fois par mois	8	1.7%	1.5%	4	2.1%	2.1%	3	1.4%	1.1%	0	0.0%	0.0%
Moins souvent	4	1.0%	0.5%	2	0.9%	0.5%	3	1.1%	0.6%	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	5	1.2%	0.3%	3	1.3%	0.3%	3	1.1%	0.3%	0	0.1%	0.1%
De 9 000 à moins de 12 000 euros par an	19	4.1%	0.7%	11	5.4%	1.1%	7	3.0%	0.4%	8	6.8%	3.1%
De 12 000 à moins de 18 000 euros par an	36	7.9%	0.6%	16	7.9%	0.6%	20	8.0%	0.6%	10	8.4%	1.4%
De 18 000 à moins de 24 000 euros par an	43	9.4%	0.6%	23	11.1%	0.8%	19	7.9%	0.6%	8	6.9%	0.6%
De 24 000 à moins de 36 000 euros par an	81	17.9%	0.7%	34	16.3%	0.6%	47	19.3%	0.8%	11	8.8%	0.3%
De 36 000 à moins de 45 000 euros par an	59	13.0%	0.8%	33	16.0%	0.9%	25	10.4%	0.8%	21	17.2%	0.7%
De 45 000 à moins de 65 000 euros par an	88	19.4%	1.3%	44	21.3%	1.2%	43	17.7%	1.3%	33	27.4%	0.9%
De 65 000 à moins de 80 000 euros par an	22	4.9%	1.1%	13	6.1%	1.1%	10	3.9%	1.1%	5	4.0%	0.4%
De 80 000 à moins de 115 000 euros par an	21	4.6%	1.7%	8	3.6%	1.0%	13	5.4%	2.6%	11	9.1%	1.2%
115 000 euros et plus par an	2	0.4%	0.3%	2	0.9%	0.5%	0	0.0%	0.0%	1	1.2%	0.3%
Refus	60	13.1%	1.8%	14	6.5%	1.0%	46	18.8%	2.4%	7	5.9%	0.7%
Ne sait pas	18	4.0%	0.8%	7	3.6%	0.8%	11	4.4%	0.8%	5	4.2%	0.5%