

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	1226	100.0%	2.4%	407	100.0%	1.6%	819	100.0%	3.0%	370	100.0%	2.1%
Sexe												
Homme	407	33.2%	1.6%	407	100.0%	1.6%	0	0.0%	0.0%	109	29.4%	1.2%
Femme	819	66.8%	3.0%	0	0.0%	0.0%	819	100.0%	3.0%	261	70.6%	3.0%
Age												
15 à 24 ans	78	6.3%	1.1%	14	3.4%	0.4%	64	7.8%	1.8%	45	12.2%	1.5%
25 à 34 ans	64	5.2%	0.8%	16	3.9%	0.4%	48	5.8%	1.2%	33	8.9%	1.0%
35 à 49 ans	151	12.3%	1.2%	39	9.5%	0.6%	112	13.7%	1.8%	101	27.3%	1.6%
50 à 59 ans	224	18.3%	2.4%	93	22.9%	2.0%	131	16.0%	2.8%	121	32.8%	3.1%
60 ans et plus	710	57.9%	4.6%	246	60.3%	3.6%	465	56.7%	5.4%	70	18.8%	8.0%
Individu												
Ménagères	737	60.1%	3.1%	0	0.0%	0.0%	737	90.0%	3.1%	213	57.7%	3.0%
Personne de référence	625	51.0%	2.2%	379	93.0%	1.8%	247	30.1%	3.1%	144	38.8%	1.7%
Responsable des achats	953	77.7%	2.6%	215	52.8%	1.6%	739	90.2%	3.2%	265	71.6%	2.4%
PCS Individu												
Agriculteurs	6	0.5%	1.2%	2	0.4%	0.5%	4	0.5%	2.7%	0	0.0%	0.0%
Petits patrons	32	2.6%	2.0%	11	2.8%	1.0%	21	2.5%	4.6%	30	8.2%	2.1%
Affaires et Cadres	136	11.1%	2.8%	60	14.7%	2.1%	76	9.3%	3.7%	125	33.7%	2.8%
Professions intermédiaires	80	6.6%	1.1%	29	7.1%	0.8%	52	6.3%	1.4%	65	17.5%	1.1%
Employés	130	10.6%	1.6%	29	7.2%	1.3%	101	12.3%	1.7%	37	9.9%	2.0%
Ouvriers	35	2.8%	0.6%	30	7.3%	0.6%	5	0.6%	0.4%	0	0.0%	0.0%
Retraités	548	44.7%	4.3%	217	53.3%	3.5%	331	40.4%	5.0%	19	5.1%	9.2%
Autres inactifs	259	21.1%	2.5%	30	7.3%	0.8%	230	28.0%	3.4%	94	25.5%	2.9%
PCS Personne de référence												
Agriculteurs	10	0.9%	1.4%	2	0.5%	0.5%	8	1.0%	2.4%	0	0.0%	0.0%
Petits patrons	54	4.4%	2.1%	12	3.0%	0.9%	42	5.1%	3.3%	54	14.6%	2.1%
Affaires et Cadres	208	16.9%	3.0%	70	17.1%	2.0%	138	16.8%	4.0%	208	56.1%	3.0%
Professions intermédiaires	108	8.8%	1.4%	27	6.5%	0.7%	81	9.9%	2.1%	108	29.2%	1.4%
Employés	94	7.7%	1.7%	28	6.8%	1.2%	67	8.1%	2.2%	0	0.0%	0.0%
Ouvriers	60	4.9%	0.6%	32	7.9%	0.6%	28	3.4%	0.6%	0	0.0%	0.0%
Retraités	614	50.1%	4.1%	220	54.0%	3.3%	394	48.1%	4.8%	0	0.0%	0.0%
Autres inactifs	78	6.4%	1.9%	17	4.1%	1.0%	61	7.5%	2.3%	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	251	20.5%	2.5%	46	11.3%	1.0%	205	25.1%	3.6%	40	10.9%	2.2%
2 personnes	605	49.3%	3.3%	247	60.6%	2.9%	358	43.7%	3.8%	112	30.4%	2.7%
3 personnes	144	11.8%	1.6%	39	9.6%	0.8%	105	12.8%	2.3%	79	21.5%	2.0%
4 personnes	135	11.0%	1.5%	29	7.1%	0.6%	106	12.9%	2.3%	87	23.5%	1.8%
5 personnes et +	92	7.5%	1.7%	46	11.4%	1.7%	45	5.5%	1.6%	51	13.7%	2.0%
Présence d'enfants de moins de 15 ans												
Oui	193	15.7%	1.2%	65	16.0%	0.9%	128	15.6%	1.6%	121	32.7%	1.6%
Non	1033	84.3%	2.8%	342	84.0%	1.9%	691	84.4%	3.7%	249	67.3%	2.6%
Habitat												
Communes rurales	161	13.1%	1.3%	46	11.2%	0.8%	115	14.1%	1.8%	49	13.2%	1.5%
Agglo. - 20 000 hab	148	12.0%	1.6%	53	13.1%	1.3%	95	11.5%	2.0%	34	9.2%	1.3%
Agglo. 20 000 à 100 000 hab	118	9.7%	1.7%	27	6.7%	0.8%	91	11.1%	2.5%	22	6.0%	1.2%
Agglo. + 100 000 hab	392	32.0%	2.5%	143	35.2%	1.9%	249	30.4%	3.1%	119	32.2%	2.1%
Agglo. Paris	407	33.2%	4.8%	138	33.9%	3.4%	269	32.9%	6.0%	146	39.4%	3.7%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	428	34.9%	4.5%	143	35.1%	3.1%	285	34.8%	5.7%	155	41.9%	3.6%
Nord Pas de Calais	49	4.0%	1.5%	20	5.0%	1.3%	28	3.4%	1.7%	16	4.4%	1.7%
Lorraine	19	1.6%	1.0%	7	1.6%	0.7%	13	1.5%	1.3%	2	0.6%	0.4%
Alsace	23	1.9%	1.5%	13	3.1%	1.7%	11	1.3%	1.3%	5	1.3%	1.0%
Franche-Comté	13	1.1%	1.4%	4	0.9%	0.8%	10	1.2%	1.9%	4	1.0%	1.4%
Champagne Ardennes	20	1.6%	1.8%	6	1.6%	1.2%	13	1.6%	2.3%	9	2.4%	3.0%
Picardie	24	2.0%	1.6%	8	2.0%	1.1%	16	2.0%	2.0%	3	0.9%	0.8%
Bourgogne	24	2.0%	1.8%	12	3.0%	1.9%	12	1.5%	1.7%	5	1.4%	1.5%
Haute Normandie	16	1.3%	1.0%	0	0.0%	0.0%	16	1.9%	2.0%	4	1.1%	0.9%
Basse Normandie	20	1.6%	1.6%	4	1.0%	0.7%	16	2.0%	2.5%	6	1.5%	1.8%
Centre	33	2.7%	1.6%	8	2.0%	0.8%	25	3.1%	2.3%	12	3.2%	1.8%
Pays de Loire	54	4.4%	1.8%	16	4.0%	1.1%	37	4.5%	2.4%	20	5.5%	2.2%
Bretagne	37	3.0%	1.4%	11	2.6%	0.8%	26	3.2%	1.9%	13	3.5%	1.7%
Poitou Charentes	23	1.9%	1.6%	8	2.0%	1.2%	15	1.8%	1.9%	1	0.3%	0.3%
Aquitaine	58	4.7%	2.1%	28	6.8%	2.1%	30	3.7%	2.1%	17	4.7%	2.1%
Midi Pyrénées	84	6.8%	3.4%	18	4.4%	1.5%	66	8.1%	5.2%	8	2.2%	1.0%
Limousin	13	1.1%	2.1%	3	0.7%	0.9%	10	1.3%	3.2%	2	0.4%	0.9%
Auvergne	16	1.3%	1.4%	1	0.3%	0.3%	15	1.8%	2.5%	5	1.3%	1.4%
Rhône Alpes	106	8.6%	2.0%	45	11.1%	1.8%	61	7.4%	2.2%	27	7.4%	1.4%
Languedoc Roussillon	58	4.7%	2.5%	18	4.3%	1.6%	40	4.9%	3.3%	17	4.5%	2.4%
Provence Alpes Côte d'Azur. Corse	109	8.9%	2.5%	34	8.4%	1.6%	74	9.1%	3.2%	38	10.4%	2.6%
Habitudes de connexion à Internet												
Tous les jours	860	70.2%	2.5%	297	73.0%	1.7%	563	68.7%	3.2%	320	86.5%	2.2%
Presque tous les jours	153	12.4%	2.6%	37	9.1%	1.4%	116	14.1%	3.6%	41	11.2%	2.2%
1 à 2 fois par semaine	75	6.1%	2.9%	24	5.9%	2.2%	51	6.2%	3.4%	5	1.3%	0.9%
1 à 3 fois par mois	9	0.7%	1.9%	1	0.3%	0.5%	8	1.0%	2.8%	0	0.0%	0.0%
Moins souvent	8	0.6%	1.0%	0	0.0%	0.0%	8	0.9%	2.1%	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	23	1.9%	1.3%	7	1.6%	0.9%	17	2.1%	1.6%	5	1.3%	2.4%
De 9 000 à moins de 12 000 euros par an	40	3.2%	1.3%	5	1.2%	0.4%	35	4.3%	1.9%	6	1.5%	2.4%
De 12 000 à moins de 18 000 euros par an	66	5.4%	1.2%	27	6.7%	1.1%	39	4.7%	1.2%	8	2.2%	1.3%
De 18 000 à moins de 24 000 euros par an	125	10.2%	1.8%	27	6.7%	0.9%	98	11.9%	2.6%	35	9.4%	2.6%
De 24 000 à moins de 36 000 euros par an	211	17.2%	1.8%	51	12.4%	0.9%	160	19.5%	2.7%	45	12.0%	1.3%
De 36 000 à moins de 45 000 euros par an	149	12.2%	2.1%	40	9.7%	1.1%	110	13.4%	3.2%	38	10.2%	1.3%
De 45 000 à moins de 65 000 euros par an	271	22.1%	3.7%	118	29.0%	2.9%	152	18.6%	4.7%	92	24.8%	2.3%
65 000 euros et plus par an	199	16.3%	5.0%	96	23.6%	4.2%	103	12.6%	6.1%	103	27.8%	3.8%
Refus	108	8.8%	3.2%	28	7.0%	2.0%	80	9.7%	4.1%	30	8.2%	2.7%
Ne sait pas	34	2.8%	2.1%	8	2.0%	1.1%	26	3.1%	2.8%	10	2.6%	1.6%