

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	1187	100.0%	2.3%	315	100.0%	1.3%	872	100.0%	3.2%	277	100.0%	1.6%
Sexe												
Homme	315	26.6%	1.3%	315	100.0%	1.3%	0	0.0%	0.0%	57	20.7%	0.7%
Femme	872	73.4%	3.2%	0	0.0%	0.0%	872	100.0%	3.2%	220	79.3%	2.6%
Age												
15 à 24 ans	139	11.7%	1.9%	32	10.1%	0.9%	107	12.3%	3.0%	44	16.0%	1.5%
25 à 34 ans	142	11.9%	1.9%	21	6.7%	0.6%	120	13.8%	3.1%	35	12.6%	1.1%
35 à 49 ans	253	21.3%	2.0%	60	19.0%	1.0%	193	22.1%	3.1%	94	33.9%	1.5%
50 à 59 ans	301	25.3%	3.2%	95	30.0%	2.1%	206	23.6%	4.4%	86	31.0%	2.2%
60 ans et plus	354	29.8%	2.3%	108	34.2%	1.6%	246	28.2%	2.8%	18	6.4%	2.0%
Individu												
Ménagères	759	63.9%	3.2%	0	0.0%	0.0%	759	87.1%	3.2%	178	64.1%	2.5%
Personne de référence	549	46.2%	1.9%	273	86.5%	1.3%	276	31.7%	3.5%	90	32.4%	1.1%
Responsable des achats	932	78.5%	2.6%	185	58.7%	1.4%	747	85.7%	3.3%	199	71.9%	1.8%
PCS Individu												
Agriculteurs	12	1.0%	2.5%	6	1.9%	1.7%	6	0.7%	4.0%	0	0.0%	0.0%
Petits patrons	13	1.1%	0.8%	2	0.7%	0.2%	11	1.2%	2.4%	10	3.7%	0.7%
Affaires et Cadres	45	3.8%	0.9%	11	3.4%	0.4%	35	4.0%	1.7%	34	12.4%	0.8%
Professions intermédiaires	139	11.7%	1.9%	37	11.7%	1.1%	102	11.7%	2.8%	102	36.7%	1.7%
Employés	288	24.2%	3.5%	49	15.4%	2.2%	239	27.4%	3.9%	53	19.2%	2.9%
Ouvriers	112	9.4%	1.8%	70	22.1%	1.4%	42	4.8%	3.2%	4	1.3%	1.0%
Retraités	291	24.5%	2.3%	95	30.3%	1.6%	195	22.4%	3.0%	5	1.7%	2.2%
Autres inactifs	287	24.2%	2.8%	46	14.6%	1.2%	241	27.6%	3.6%	70	25.1%	2.1%
PCS Personne de référence												
Agriculteurs	14	1.2%	1.8%	6	1.9%	1.5%	8	0.9%	2.3%	0	0.0%	0.0%
Petits patrons	42	3.5%	1.6%	4	1.2%	0.3%	38	4.4%	3.0%	42	15.1%	1.6%
Affaires et Cadres	78	6.6%	1.1%	15	4.9%	0.4%	63	7.2%	1.8%	78	28.2%	1.1%
Professions intermédiaires	157	13.2%	2.0%	38	12.1%	0.9%	119	13.7%	3.1%	157	56.7%	2.0%
Employés	159	13.4%	2.9%	51	16.1%	2.1%	108	12.4%	3.5%	0	0.0%	0.0%
Ouvriers	260	21.9%	2.7%	74	23.5%	1.5%	186	21.4%	4.2%	0	0.0%	0.0%
Retraités	349	29.4%	2.4%	99	31.3%	1.5%	251	28.8%	3.1%	0	0.0%	0.0%
Autres inactifs	128	10.8%	3.0%	29	9.1%	1.8%	99	11.4%	3.8%	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	223	18.8%	2.2%	47	14.7%	1.1%	177	20.3%	3.1%	21	7.7%	1.2%
2 personnes	446	37.5%	2.5%	117	37.2%	1.4%	328	37.6%	3.5%	85	30.5%	2.0%
3 personnes	187	15.8%	2.0%	46	14.7%	1.0%	141	16.2%	3.1%	65	23.3%	1.7%
4 personnes	173	14.5%	1.9%	42	13.3%	0.9%	131	15.0%	2.8%	58	21.0%	1.2%
5 personnes et +	159	13.4%	2.9%	63	20.0%	2.3%	95	10.9%	3.4%	48	17.4%	1.9%
Présence d'enfants de moins de 15 ans												
Oui	351	29.5%	2.2%	105	33.3%	1.4%	245	28.1%	3.0%	113	40.8%	1.5%
Non	837	70.5%	2.3%	210	66.7%	1.2%	627	71.9%	3.3%	164	59.2%	1.7%
Habitat												
Communes rurales	303	25.5%	2.5%	65	20.6%	1.1%	238	27.3%	3.8%	47	17.0%	1.4%
Agglo. - 20 000 hab	174	14.7%	1.9%	46	14.7%	1.1%	128	14.6%	2.6%	43	15.5%	1.7%
Agglo. 20 000 à 100 000 hab	167	14.1%	2.4%	57	18.2%	1.7%	110	12.6%	3.1%	38	13.6%	2.0%
Agglo. + 100 000 hab	345	29.1%	2.2%	65	20.6%	0.9%	280	32.1%	3.5%	80	28.9%	1.4%
Agglo. Paris	198	16.7%	2.3%	82	25.9%	2.0%	117	13.4%	2.6%	69	24.9%	1.7%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	211	17.8%	2.2%	87	27.4%	1.9%	125	14.3%	2.5%	75	27.0%	1.7%
Nord Pas de Calais	104	8.7%	3.2%	20	6.4%	1.3%	84	9.6%	4.9%	18	6.4%	1.8%
Lorraine	43	3.6%	2.3%	1	0.2%	0.1%	43	4.9%	4.3%	6	2.1%	1.1%
Alsace	64	5.4%	4.1%	22	7.0%	3.0%	42	4.8%	5.2%	8	2.8%	1.6%
Franche-Comté	26	2.2%	2.7%	5	1.7%	1.1%	20	2.3%	4.1%	5	1.7%	1.7%
Champagne Ardennes	57	4.8%	5.2%	9	2.9%	1.7%	48	5.5%	8.4%	15	5.5%	5.1%
Picardie	48	4.0%	3.1%	20	6.3%	2.7%	28	3.2%	3.5%	8	3.0%	2.0%
Bourgogne	45	3.8%	3.3%	18	5.6%	2.7%	27	3.1%	3.8%	12	4.3%	3.5%
Haute Normandie	37	3.1%	2.5%	11	3.6%	1.6%	26	3.0%	3.3%	6	2.1%	1.3%
Basse Normandie	19	1.6%	1.6%	0	0.1%	0.1%	19	2.2%	3.0%	1	0.5%	0.4%
Centre	42	3.5%	2.0%	7	2.3%	0.7%	35	4.0%	3.2%	15	5.2%	2.2%
Pays de Loire	40	3.4%	1.3%	16	5.0%	1.1%	24	2.8%	1.6%	8	2.8%	0.8%
Bretagne	60	5.1%	2.2%	16	4.9%	1.2%	45	5.1%	3.2%	10	3.5%	1.3%
Poitou Charentes	52	4.4%	3.5%	18	5.6%	2.5%	35	4.0%	4.5%	6	2.0%	1.5%
Aquitaine	56	4.8%	2.0%	15	4.7%	1.1%	42	4.8%	2.9%	7	2.5%	0.8%
Midi Pyrénées	53	4.5%	2.2%	10	3.2%	0.8%	43	5.0%	3.4%	13	4.8%	1.7%
Limousin	22	1.9%	3.6%	8	2.6%	2.7%	14	1.6%	4.5%	3	1.2%	2.1%
Auvergne	16	1.3%	1.4%	1	0.3%	0.2%	15	1.7%	2.5%	1	0.3%	0.3%
Rhône Alpes	76	6.4%	1.5%	16	4.9%	0.6%	61	7.0%	2.2%	29	10.4%	1.5%
Languedoc Roussillon	36	3.0%	1.5%	5	1.4%	0.4%	31	3.6%	2.6%	14	5.1%	2.0%
Provence Alpes Côte d'Azur. Corse	80	6.7%	1.8%	12	3.8%	0.6%	68	7.7%	2.9%	19	6.7%	1.3%
Habitudes de connexion à Internet												
Tous les jours	702	59.1%	2.0%	173	54.9%	1.0%	529	60.6%	3.0%	211	76.1%	1.4%
Presque tous les jours	122	10.3%	2.1%	21	6.5%	0.8%	101	11.6%	3.2%	33	12.1%	1.8%
1 à 2 fois par semaine	107	9.0%	4.2%	43	13.6%	4.0%	64	7.4%	4.3%	20	7.3%	3.8%
1 à 3 fois par mois	18	1.5%	3.6%	5	1.5%	2.5%	13	1.5%	4.4%	3	1.2%	5.1%
Moins souvent	27	2.3%	3.7%	4	1.3%	1.1%	23	2.6%	6.3%	9	3.3%	19.5%
Jamais	1	0.1%	0.9%	0	0.0%	0.0%	1	0.1%	2.0%	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	78	6.5%	4.2%	9	2.9%	1.2%	69	7.9%	6.4%	6	2.2%	3.2%
De 9 000 à moins de 12 000 euros par an	110	9.2%	3.7%	30	9.7%	2.7%	79	9.1%	4.3%	8	2.8%	3.2%
De 12 000 à moins de 18 000 euros par an	174	14.7%	3.1%	50	15.9%	2.1%	124	14.2%	4.0%	20	7.3%	3.2%
De 18 000 à moins de 24 000 euros par an	170	14.3%	2.5%	41	13.0%	1.4%	129	14.8%	3.4%	21	7.5%	1.5%
De 24 000 à moins de 36 000 euros par an	245	20.6%	2.1%	68	21.7%	1.3%	176	20.2%	2.9%	55	19.8%	1.6%
De 36 000 à moins de 45 000 euros par an	129	10.9%	1.8%	46	14.6%	1.2%	83	9.5%	2.4%	49	17.6%	1.7%
De 45 000 à moins de 65 000 euros par an	124	10.4%	1.7%	34	10.9%	0.8%	89	10.2%	2.7%	64	23.0%	1.6%
65 000 euros et plus par an	42	3.5%	1.1%	11	3.5%	0.5%	31	3.5%	1.8%	21	7.7%	0.8%
Refus	69	5.8%	2.0%	16	5.0%	1.1%	53	6.1%	2.8%	13	4.6%	1.1%
Ne sait pas	48	4.0%	2.9%	9	2.8%	1.2%	39	4.4%	4.2%	20	7.4%	3.5%