

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	1130	100.0%	2.2%	695	100.0%	2.8%	435	100.0%	1.6%	370	100.0%	2.1%
Sexe												
Homme	695	61.5%	2.8%	695	100.0%	2.8%	0	0.0%	0.0%	228	61.7%	2.6%
Femme	435	38.5%	1.6%	0	0.0%	0.0%	435	100.0%	1.6%	142	38.3%	1.7%
Age												
15 à 24 ans	86	7.6%	1.2%	50	7.2%	1.4%	36	8.3%	1.0%	33	8.8%	1.1%
25 à 34 ans	97	8.6%	1.3%	60	8.6%	1.6%	37	8.6%	1.0%	30	8.2%	1.0%
35 à 49 ans	247	21.9%	2.0%	161	23.1%	2.6%	86	19.8%	1.4%	156	42.3%	2.5%
50 à 59 ans	239	21.2%	2.7%	158	22.8%	3.5%	81	18.6%	1.8%	112	30.4%	3.0%
60 ans et plus	461	40.8%	2.9%	266	38.3%	3.9%	194	44.7%	2.2%	38	10.4%	3.8%
Individu												
Ménagères	386	34.2%	1.6%	0	0.0%	0.0%	386	88.8%	1.6%	120	32.6%	1.7%
Personne de référence	748	66.2%	2.6%	624	89.8%	3.0%	124	28.5%	1.6%	233	63.0%	2.7%
Responsable des achats	755	66.9%	2.1%	391	56.3%	3.0%	364	83.8%	1.6%	260	70.2%	2.4%
PCS Individu												
Agriculteurs	19	1.7%	3.8%	15	2.1%	4.4%	4	1.0%	2.7%	0	0.0%	0.0%
Petits patrons	43	3.8%	2.7%	27	3.8%	2.3%	16	3.7%	3.7%	38	10.3%	2.6%
Affaires et Cadres	177	15.7%	3.6%	116	16.8%	4.1%	61	14.0%	2.9%	160	43.4%	3.6%
Professions intermédiaires	133	11.7%	1.8%	79	11.3%	2.2%	54	12.4%	1.5%	119	32.1%	2.0%
Employés	85	7.5%	1.0%	39	5.7%	1.7%	46	10.5%	0.7%	6	1.7%	0.3%
Ouvriers	76	6.7%	1.2%	60	8.7%	1.2%	16	3.6%	1.2%	0	0.0%	0.0%
Retraités	403	35.7%	3.1%	245	35.3%	4.0%	158	36.3%	2.3%	7	1.8%	3.3%
Autres inactifs	195	17.2%	1.9%	113	16.3%	3.1%	81	18.7%	1.2%	40	10.7%	1.2%
PCS Personne de référence												
Agriculteurs	18	1.6%	2.3%	15	2.1%	3.7%	3	0.6%	0.8%	0	0.0%	0.0%
Petits patrons	43	3.8%	1.6%	26	3.7%	1.9%	17	3.9%	1.4%	43	11.6%	1.6%
Affaires et Cadres	197	17.4%	2.9%	119	17.1%	3.5%	78	18.0%	2.3%	197	53.3%	2.9%
Professions intermédiaires	130	11.5%	1.6%	83	12.0%	2.0%	46	10.7%	1.2%	130	35.1%	1.6%
Employés	80	7.1%	1.5%	43	6.3%	1.8%	36	8.4%	1.2%	0	0.0%	0.0%
Ouvriers	108	9.6%	1.1%	71	10.2%	1.4%	37	8.5%	0.8%	0	0.0%	0.0%
Retraités	463	40.9%	3.1%	260	37.4%	3.9%	202	46.5%	2.5%	0	0.0%	0.0%
Autres inactifs	92	8.1%	2.3%	77	11.1%	5.1%	15	3.4%	0.6%	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	228	20.2%	2.3%	139	20.0%	3.2%	89	20.5%	1.6%	47	12.6%	2.4%
2 personnes	470	41.6%	2.6%	293	42.2%	3.4%	176	40.5%	1.9%	101	27.3%	2.4%
3 personnes	222	19.7%	2.4%	122	17.6%	2.6%	100	23.0%	2.2%	94	25.3%	2.3%
4 personnes	115	10.2%	1.2%	76	10.9%	1.7%	39	9.0%	0.8%	85	23.1%	1.8%
5 personnes et +	95	8.4%	1.7%	65	9.3%	2.4%	30	6.9%	1.1%	43	11.7%	1.7%
Présence d'enfants de moins de 15 ans												
Oui	251	22.3%	1.6%	152	21.9%	2.1%	99	22.8%	1.2%	157	42.4%	2.0%
Non	878	77.7%	2.4%	543	78.1%	3.1%	336	77.2%	1.8%	213	57.6%	2.2%
Habitat												
Communes rurales	219	19.4%	1.8%	156	22.5%	2.7%	63	14.5%	1.0%	46	12.4%	1.4%
Agglo. - 20 000 hab	149	13.2%	1.6%	78	11.2%	1.8%	71	16.3%	1.5%	35	9.4%	1.3%
Agglo. 20 000 à 100 000 hab	181	16.0%	2.6%	118	17.0%	3.5%	63	14.5%	1.7%	35	9.5%	1.7%
Agglo. + 100 000 hab	321	28.4%	2.1%	192	27.6%	2.6%	129	29.8%	1.6%	126	34.1%	2.2%
Agglo. Paris	259	22.9%	3.0%	151	21.7%	3.7%	108	24.9%	2.4%	128	34.6%	3.2%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	290	25.7%	3.0%	170	24.5%	3.7%	120	27.6%	2.4%	138	37.4%	3.2%
Nord Pas de Calais	37	3.3%	1.2%	25	3.7%	1.7%	12	2.7%	0.7%	11	2.8%	1.1%
Lorraine	33	2.9%	1.7%	20	2.9%	2.2%	13	2.9%	1.3%	9	2.4%	1.7%
Alsace	35	3.1%	2.3%	20	2.9%	2.7%	14	3.3%	1.8%	4	1.2%	1.0%
Franche-Comté	17	1.5%	1.8%	11	1.6%	2.3%	6	1.4%	1.3%	2	0.5%	0.7%
Champagne Ardennes	20	1.8%	1.9%	16	2.3%	3.0%	5	1.1%	0.8%	2	0.4%	0.6%
Picardie	13	1.2%	0.9%	11	1.6%	1.5%	2	0.6%	0.3%	2	0.5%	0.5%
Bourgogne	28	2.5%	2.0%	15	2.2%	2.4%	12	2.8%	1.7%	7	1.9%	2.1%
Haute Normandie	18	1.6%	1.2%	10	1.5%	1.4%	8	1.8%	1.0%	4	1.2%	1.0%
Basse Normandie	16	1.4%	1.3%	8	1.2%	1.5%	7	1.7%	1.2%	6	1.6%	1.7%
Centre	43	3.8%	2.1%	29	4.2%	2.9%	14	3.3%	1.3%	20	5.5%	3.1%
Pays de Loire	46	4.0%	1.5%	30	4.4%	2.1%	15	3.5%	1.0%	14	3.7%	1.5%
Bretagne	55	4.9%	2.1%	33	4.8%	2.6%	22	5.1%	1.6%	8	2.2%	1.1%
Poitou Charentes	47	4.2%	3.1%	20	2.9%	2.8%	27	6.1%	3.4%	7	1.8%	1.8%
Aquitaine	47	4.1%	1.7%	28	4.0%	2.1%	19	4.4%	1.3%	12	3.2%	1.4%
Midi Pyrénées	64	5.7%	2.6%	46	6.6%	3.9%	18	4.1%	1.4%	25	6.6%	3.0%
Limousin	17	1.5%	2.7%	9	1.3%	3.0%	8	1.7%	2.3%	5	1.3%	2.9%
Auvergne	26	2.3%	2.3%	13	1.9%	2.4%	13	2.9%	2.2%	7	1.8%	2.2%
Rhône Alpes	97	8.6%	1.9%	67	9.6%	2.6%	30	6.9%	1.1%	43	11.5%	2.2%
Languedoc Roussillon	51	4.5%	2.2%	25	3.6%	2.3%	26	6.0%	2.2%	14	3.7%	1.9%
Provence Alpes Côte d'Azur. Corse	131	11.6%	3.0%	87	12.5%	4.2%	44	10.1%	1.9%	32	8.5%	2.1%
Habitudes de connexion à Internet												
Tous les jours	869	76.9%	2.3%	546	78.5%	3.0%	323	74.2%	1.7%	333	90.1%	2.2%
Presque tous les jours	97	8.6%	1.7%	44	6.3%	1.7%	53	12.2%	1.8%	25	6.6%	1.6%
1 à 2 fois par semaine	66	5.9%	2.4%	39	5.7%	3.4%	27	6.2%	1.7%	8	2.3%	1.6%
1 à 3 fois par mois	5	0.5%	1.0%	4	0.5%	1.6%	1	0.3%	0.5%	1	0.2%	1.0%
Moins souvent	6	0.6%	1.1%	5	0.7%	1.6%	2	0.4%	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	25	2.2%	1.5%	14	2.0%	1.9%	11	2.6%	1.2%	1	0.2%	0.5%
De 9 000 à moins de 12 000 euros par an	35	3.1%	1.3%	9	1.3%	0.8%	26	6.1%	1.6%	4	1.2%	1.8%
De 12 000 à moins de 18 000 euros par an	118	10.4%	2.2%	83	11.9%	3.7%	35	8.1%	1.1%	7	1.9%	1.0%
De 18 000 à moins de 24 000 euros par an	87	7.7%	1.3%	45	6.5%	1.5%	42	9.5%	1.1%	23	6.3%	1.6%
De 24 000 à moins de 36 000 euros par an	241	21.3%	2.1%	153	22.0%	2.7%	88	20.3%	1.4%	54	14.7%	1.5%
De 36 000 à moins de 45 000 euros par an	151	13.4%	2.0%	97	14.0%	2.6%	53	12.3%	1.5%	64	17.2%	2.2%
De 45 000 à moins de 65 000 euros par an	219	19.4%	3.1%	136	19.5%	3.4%	83	19.1%	2.7%	96	25.9%	2.6%
65 000 euros et plus par an	147	13.0%	3.5%	99	14.3%	4.0%	47	10.9%	2.7%	89	24.0%	3.1%
Refus	97	8.6%	2.3%	52	7.5%	2.9%	45	10.3%	1.8%	29	7.7%	1.9%
Ne sait pas	10	0.9%	1.0%	7	1.0%	1.4%	4	0.8%	0.6%	3	0.8%	0.8%