

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	1192	100.0%	2.3%	285	100.0%	1.1%	907	100.0%	3.3%	266	100.0%	1.5%
Sexe												
Homme	285	23.9%	1.1%	285	100.0%	1.1%	0	0.0%	0.0%	66	25.0%	0.7%
Femme	907	76.1%	3.3%	0	0.0%	0.0%	907	100.0%	3.3%	199	75.0%	2.3%
Age												
15 à 24 ans	164	13.8%	2.3%	31	11.0%	0.9%	133	14.7%	3.7%	45	16.9%	1.5%
25 à 34 ans	155	13.0%	2.0%	29	10.0%	0.8%	126	13.9%	3.3%	33	12.4%	1.0%
35 à 49 ans	255	21.4%	2.0%	56	19.5%	0.9%	199	21.9%	3.1%	99	37.1%	1.6%
50 à 59 ans	266	22.3%	3.0%	71	24.7%	1.6%	195	21.5%	4.4%	73	27.6%	1.9%
60 ans et plus	353	29.6%	2.2%	99	34.8%	1.4%	253	27.9%	2.9%	16	6.0%	1.6%
Individu												
Ménagères	772	64.8%	3.3%	0	0.0%	0.0%	772	85.2%	3.3%	163	61.2%	2.3%
Personne de référence	513	43.1%	1.8%	242	84.9%	1.2%	271	29.9%	3.4%	101	38.2%	1.2%
Responsable des achats	880	73.8%	2.4%	149	52.3%	1.1%	730	80.6%	3.2%	172	64.7%	1.6%
PCS Individu												
Agriculteurs	13	1.1%	2.5%	7	2.6%	2.2%	5	0.6%	3.2%	0	0.0%	0.0%
Petits patrons	14	1.2%	0.9%	6	2.2%	0.5%	8	0.9%	1.8%	13	4.9%	0.9%
Affaires et Cadres	44	3.7%	0.9%	13	4.6%	0.5%	31	3.4%	1.5%	37	14.1%	0.8%
Professions intermédiaires	155	13.0%	2.1%	39	13.8%	1.1%	116	12.7%	3.2%	108	40.6%	1.8%
Employés	246	20.6%	2.9%	30	10.5%	1.3%	216	23.8%	3.5%	37	13.8%	2.0%
Ouvriers	127	10.6%	2.0%	68	23.9%	1.3%	59	6.5%	4.6%	6	2.3%	1.7%
Retraités	290	24.4%	2.3%	85	29.7%	1.4%	206	22.7%	3.0%	2	0.9%	1.1%
Autres inactifs	304	25.5%	2.9%	36	12.7%	1.0%	267	29.5%	4.0%	63	23.6%	1.9%
PCS Personne de référence												
Agriculteurs	20	1.6%	2.6%	7	2.6%	1.8%	12	1.3%	3.4%	0	0.0%	0.0%
Petits patrons	49	4.1%	1.9%	12	4.2%	0.9%	37	4.1%	3.0%	49	18.6%	1.9%
Affaires et Cadres	63	5.3%	0.9%	16	5.7%	0.5%	47	5.2%	1.4%	63	23.8%	0.9%
Professions intermédiaires	153	12.9%	1.9%	38	13.3%	0.9%	115	12.7%	3.0%	153	57.6%	1.9%
Employés	164	13.7%	3.0%	33	11.5%	1.4%	131	14.4%	4.3%	0	0.0%	0.0%
Ouvriers	252	21.2%	2.7%	69	24.3%	1.4%	183	20.2%	4.1%	0	0.0%	0.0%
Retraités	357	29.9%	2.4%	94	32.9%	1.4%	263	29.0%	3.2%	0	0.0%	0.0%
Autres inactifs	134	11.3%	3.3%	15	5.4%	1.0%	119	13.1%	4.6%	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	262	22.0%	2.6%	64	22.3%	1.5%	199	21.9%	3.5%	34	12.7%	1.7%
2 personnes	377	31.6%	2.1%	79	27.6%	0.9%	298	32.8%	3.2%	73	27.3%	1.8%
3 personnes	181	15.1%	2.0%	42	14.9%	0.9%	138	15.2%	3.1%	53	20.1%	1.3%
4 personnes	223	18.7%	2.4%	58	20.2%	1.3%	166	18.3%	3.5%	59	22.3%	1.2%
5 personnes et +	149	12.5%	2.7%	43	14.9%	1.6%	107	11.8%	3.8%	47	17.6%	1.8%
Présence d'enfants de moins de 15 ans												
Oui	385	32.3%	2.4%	85	29.8%	1.1%	300	33.1%	3.6%	117	43.9%	1.5%
Non	807	67.7%	2.2%	200	70.2%	1.1%	607	66.9%	3.2%	149	56.1%	1.5%
Habitat												
Communes rurales	259	21.8%	2.2%	47	16.4%	0.8%	213	23.5%	3.4%	38	14.3%	1.2%
Agglo. - 20 000 hab	190	16.0%	2.1%	59	20.6%	1.4%	132	14.5%	2.8%	36	13.4%	1.4%
Agglo. 20 000 à 100 000 hab	167	14.0%	2.4%	57	20.2%	1.7%	110	12.1%	3.0%	41	15.2%	2.0%
Agglo. + 100 000 hab	403	33.8%	2.6%	62	21.9%	0.8%	341	37.6%	4.3%	76	28.6%	1.4%
Agglo. Paris	172	14.4%	2.0%	60	21.0%	1.5%	112	12.3%	2.5%	76	28.6%	1.9%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	198	16.6%	2.1%	65	22.8%	1.4%	133	14.7%	2.6%	83	31.1%	1.9%
Nord Pas de Calais	118	9.9%	3.7%	18	6.2%	1.1%	101	11.1%	6.0%	9	3.4%	0.9%
Lorraine	59	4.9%	3.1%	11	4.0%	1.2%	47	5.2%	4.8%	9	3.2%	1.6%
Alsace	51	4.3%	3.3%	19	6.8%	2.6%	32	3.5%	4.0%	7	2.6%	1.6%
Franche-Comté	30	2.5%	3.1%	4	1.6%	1.0%	25	2.8%	5.2%	2	0.9%	1.0%
Champagne Ardennes	39	3.3%	3.6%	9	3.1%	1.7%	30	3.3%	5.4%	10	3.6%	3.4%
Picardie	45	3.8%	2.9%	25	8.9%	3.4%	19	2.1%	2.4%	8	2.8%	1.7%
Bourgogne	43	3.6%	3.2%	17	5.9%	2.6%	26	2.9%	3.7%	16	6.1%	4.8%
Haute Normandie	25	2.1%	1.7%	6	2.1%	0.9%	19	2.1%	2.5%	8	2.9%	1.7%
Basse Normandie	24	2.0%	2.0%	3	1.1%	0.6%	21	2.3%	3.3%	0	0.1%	0.0%
Centre	47	4.0%	2.2%	12	4.3%	1.2%	35	3.8%	3.2%	12	4.6%	1.9%
Pays de Loire	62	5.2%	2.1%	19	6.8%	1.3%	42	4.7%	2.7%	11	4.1%	1.2%
Bretagne	38	3.2%	1.4%	3	0.9%	0.2%	36	3.9%	2.6%	8	3.0%	1.1%
Poitou Charentes	32	2.7%	2.2%	10	3.7%	1.5%	22	2.4%	2.8%	4	1.7%	1.2%
Aquitaine	60	5.0%	2.1%	6	2.2%	0.5%	54	5.9%	3.7%	9	3.4%	1.1%
Midi Pyrénées	50	4.2%	2.0%	12	4.1%	1.0%	39	4.3%	3.0%	16	6.1%	2.0%
Limousin	9	0.7%	1.4%	2	0.7%	0.7%	7	0.8%	2.1%	2	0.8%	1.2%
Auvergne	24	2.0%	2.1%	0	0.0%	0.0%	24	2.6%	4.0%	3	1.3%	1.1%
Rhône Alpes	77	6.5%	1.5%	10	3.6%	0.4%	67	7.4%	2.5%	19	7.1%	1.0%
Languedoc Roussillon	61	5.2%	2.7%	9	3.1%	0.8%	53	5.8%	4.4%	11	4.2%	1.5%
Provence Alpes Côte d'Azur. Corse	99	8.3%	2.3%	23	8.0%	1.1%	76	8.4%	3.3%	19	7.1%	1.2%
Habitudes de connexion à Internet												
Tous les jours	795	66.7%	2.1%	186	65.2%	1.0%	609	67.2%	3.2%	212	79.7%	1.4%
Presque tous les jours	115	9.7%	2.1%	15	5.1%	0.6%	100	11.1%	3.3%	23	8.6%	1.4%
1 à 2 fois par semaine	88	7.4%	3.2%	32	11.1%	2.7%	56	6.2%	3.6%	13	4.9%	2.5%
1 à 3 fois par mois	13	1.1%	2.6%	6	2.0%	2.4%	8	0.8%	2.7%	5	1.8%	5.8%
Moins souvent	33	2.8%	5.9%	6	2.1%	2.1%	27	3.0%	9.7%	13	5.0%	24.7%

	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	56	4.7%	3.3%	6	1.9%	0.8%	51	5.6%	5.3%	2	0.6%	0.9%
De 9 000 à moins de 12 000 euros par an	125	10.5%	4.6%	37	12.9%	3.5%	88	9.7%	5.3%	10	3.9%	4.1%
De 12 000 à moins de 18 000 euros par an	159	13.4%	3.0%	48	16.8%	2.1%	111	12.3%	3.6%	13	4.9%	1.9%
De 18 000 à moins de 24 000 euros par an	195	16.3%	2.9%	38	13.4%	1.3%	157	17.3%	4.2%	38	14.3%	2.7%
De 24 000 à moins de 36 000 euros par an	247	20.7%	2.1%	45	15.7%	0.8%	202	22.3%	3.3%	50	19.0%	1.4%
De 36 000 à moins de 45 000 euros par an	143	12.0%	1.9%	42	14.6%	1.1%	101	11.2%	2.8%	50	19.0%	1.7%
De 45 000 à moins de 65 000 euros par an	82	6.9%	1.2%	29	10.1%	0.7%	54	5.9%	1.7%	39	14.7%	1.1%
65 000 euros et plus par an	41	3.4%	1.0%	14	4.9%	0.6%	27	2.9%	1.5%	22	8.1%	0.7%
Refus	106	8.9%	2.5%	19	6.5%	1.1%	88	9.7%	3.6%	21	7.9%	1.4%
Ne sait pas	37	3.1%	3.4%	9	3.2%	1.9%	28	3.1%	4.7%	20	7.6%	5.2%