

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	1477	100.0%	2.8%	166	100.0%	0.7%	1311	100.0%	4.8%	555	100.0%	3.2%
Sexe												
Homme	166	11.2%	0.7%	166	100.0%	0.7%	0	0.0%	0.0%	72	13.0%	0.8%
Femme	1311	88.8%	4.8%	0	0.0%	0.0%	1311	100.0%	4.8%	483	87.0%	5.7%
Age												
15 à 24 ans	71	4.8%	1.0%	4	2.5%	0.1%	66	5.1%	1.9%	28	5.1%	0.9%
25 à 34 ans	146	9.9%	1.9%	10	6.0%	0.3%	136	10.4%	3.5%	82	14.7%	2.6%
35 à 49 ans	400	27.1%	3.2%	58	34.7%	0.9%	342	26.1%	5.4%	244	43.9%	3.9%
50 à 59 ans	362	24.5%	4.0%	45	27.4%	1.0%	316	24.1%	7.1%	164	29.6%	4.3%
60 ans et plus	499	33.8%	3.2%	49	29.5%	0.7%	450	34.3%	5.1%	37	6.7%	3.7%
Individu												
Ménagères	1221	82.7%	5.2%	0	0.0%	0.0%	1221	93.2%	5.2%	458	82.5%	6.5%
Personne de référence	490	33.2%	1.7%	160	96.2%	0.8%	330	25.2%	4.2%	153	27.5%	1.8%
Responsable des achats	1274	86.3%	3.5%	88	53.3%	0.7%	1186	90.5%	5.2%	461	83.1%	4.2%
PCS Individu												
Agriculteurs	20	1.3%	3.9%	1	0.7%	0.3%	19	1.4%	11.2%	1	0.1%	3.1%
Petits patrons	67	4.5%	4.2%	16	9.9%	1.4%	51	3.9%	11.7%	53	9.5%	3.7%
Affaires et Cadres	158	10.7%	3.2%	21	12.5%	0.7%	138	10.5%	6.6%	141	25.5%	3.2%
Professions intermédiaires	259	17.5%	3.6%	34	20.4%	0.9%	225	17.2%	6.3%	214	38.6%	3.6%
Employés	251	17.0%	3.0%	12	7.4%	0.5%	239	18.2%	3.9%	55	9.9%	3.0%
Ouvriers	80	5.4%	1.3%	18	11.1%	0.4%	62	4.7%	4.9%	9	1.7%	2.7%
Retraités	401	27.2%	3.1%	42	25.1%	0.7%	360	27.4%	5.3%	16	2.8%	7.5%
Autres inactifs	240	16.3%	2.3%	21	12.9%	0.6%	219	16.7%	3.3%	66	12.0%	2.0%
PCS Personne de référence												
Agriculteurs	19	1.3%	2.5%	1	0.7%	0.3%	17	1.3%	4.9%	0	0.0%	0.0%
Petits patrons	82	5.6%	3.1%	16	9.9%	1.2%	66	5.0%	5.3%	82	14.8%	3.1%
Affaires et Cadres	259	17.5%	3.8%	22	13.1%	0.6%	237	18.1%	6.9%	259	46.7%	3.8%
Professions intermédiaires	214	14.5%	2.7%	34	20.4%	0.8%	180	13.7%	4.7%	214	38.5%	2.7%
Employés	137	9.3%	2.5%	15	9.0%	0.6%	122	9.3%	4.0%	0	0.0%	0.0%
Ouvriers	196	13.3%	2.1%	20	12.0%	0.4%	176	13.4%	4.0%	0	0.0%	0.0%
Retraités	476	32.3%	3.2%	42	25.1%	0.6%	435	33.2%	5.3%	0	0.0%	0.0%
Autres inactifs	94	6.4%	2.3%	16	9.7%	1.1%	78	5.9%	3.0%	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	263	17.8%	2.6%	18	10.6%	0.4%	245	18.7%	4.3%	51	9.1%	2.6%
2 personnes	598	40.5%	3.3%	60	36.2%	0.7%	538	41.0%	5.7%	147	26.5%	3.6%
3 personnes	203	13.8%	2.2%	23	13.7%	0.5%	181	13.8%	4.0%	111	19.9%	2.8%
4 personnes	238	16.1%	2.6%	40	24.1%	0.9%	198	15.1%	4.2%	149	26.8%	3.1%
5 personnes et +	175	11.8%	3.2%	25	15.3%	1.0%	149	11.4%	5.3%	98	17.6%	3.8%
Présence d'enfants de moins de 15 ans												
Oui	441	29.8%	2.8%	68	40.8%	0.9%	373	28.4%	4.5%	289	52.0%	3.8%
Non	1036	70.2%	2.9%	98	59.2%	0.6%	938	71.6%	5.0%	266	48.0%	2.7%
Habitat												
Communes rurales	313	21.2%	2.6%	38	23.0%	0.7%	275	21.0%	4.4%	114	20.5%	3.5%
Agglo. - 20 000 hab	252	17.0%	2.8%	30	18.0%	0.7%	222	16.9%	4.7%	90	16.2%	3.5%
Agglo. 20 000 à 100 000 hab	249	16.8%	3.6%	31	18.8%	0.9%	218	16.6%	6.0%	72	13.0%	3.6%
Agglo. + 100 000 hab	420	28.4%	2.7%	35	21.1%	0.5%	385	29.3%	4.8%	163	29.4%	2.9%
Agglo. Paris	244	16.5%	2.8%	32	19.2%	0.8%	212	16.2%	4.7%	116	20.9%	2.9%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	292	19.8%	3.0%	41	24.4%	0.9%	252	19.2%	5.0%	129	23.2%	3.0%
Nord Pas de Calais	91	6.2%	2.8%	6	3.9%	0.4%	84	6.4%	5.0%	18	3.3%	1.8%
Lorraine	52	3.5%	2.7%	3	1.6%	0.3%	49	3.7%	4.9%	14	2.6%	2.7%
Alsace	52	3.5%	3.4%	14	8.4%	1.9%	38	2.9%	4.7%	16	2.9%	3.6%
Franche-Comté	29	2.0%	3.0%	3	1.6%	0.6%	26	2.0%	5.3%	9	1.7%	3.7%
Champagne Ardennes	25	1.7%	2.3%	5	2.9%	0.9%	21	1.6%	3.6%	7	1.3%	2.5%
Picardie	45	3.0%	2.9%	6	3.5%	0.8%	39	3.0%	4.8%	13	2.3%	2.9%
Bourgogne	50	3.4%	3.7%	6	3.4%	0.9%	44	3.4%	6.2%	19	3.4%	5.6%
Haute Normandie	39	2.7%	2.6%	3	1.9%	0.4%	36	2.8%	4.6%	17	3.0%	3.7%
Basse Normandie	46	3.1%	3.8%	9	5.3%	1.6%	37	2.8%	5.9%	16	2.9%	4.5%
Centre	51	3.4%	2.4%	4	2.6%	0.4%	46	3.5%	4.2%	23	4.1%	3.5%
Pays de Loire	66	4.4%	2.2%	7	4.0%	0.5%	59	4.5%	3.8%	22	3.9%	2.4%
Bretagne	74	5.0%	2.8%	7	4.2%	0.5%	67	5.1%	4.8%	32	5.7%	4.5%
Poitou Charentes	41	2.8%	2.7%	3	2.1%	0.5%	37	2.9%	4.8%	19	3.4%	5.1%
Aquitaine	83	5.6%	3.0%	6	3.5%	0.4%	77	5.9%	5.2%	21	3.7%	2.5%
Midi Pyrénées	52	3.5%	2.1%	4	2.2%	0.3%	49	3.7%	3.8%	30	5.3%	3.7%
Limousin	21	1.4%	3.4%	2	1.4%	0.8%	19	1.4%	5.9%	2	0.3%	1.1%
Auvergne	33	2.2%	2.9%	0	0.0%	0.0%	33	2.5%	5.6%	10	1.8%	3.2%
Rhône Alpes	141	9.6%	2.7%	10	5.8%	0.4%	131	10.0%	4.9%	67	12.0%	3.4%
Languedoc Roussillon	62	4.2%	2.7%	7	4.0%	0.6%	55	4.2%	4.6%	28	5.0%	3.8%
Provence Alpes Côte d'Azur. Corse	133	9.0%	3.0%	22	13.1%	1.1%	111	8.5%	4.8%	45	8.0%	2.9%
Habitudes de connection à Internet												
Tous les jours	1089	73.7%	2.9%	127	76.5%	0.7%	962	73.4%	5.1%	469	84.5%	3.1%
Presque tous les jours	210	14.2%	3.8%	19	11.5%	0.8%	191	14.6%	6.3%	68	12.2%	4.3%
1 à 2 fois par semaine	75	5.1%	2.8%	4	2.6%	0.4%	71	5.4%	4.5%	14	2.6%	2.8%
1 à 3 fois par mois	11	0.7%	2.1%	0	0.0%	0.0%	11	0.8%	3.9%	1	0.3%	1.7%
Moins souvent	27	1.9%	4.8%	4	2.6%	1.5%	23	1.8%	8.3%	2	0.4%	4.6%

	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	19	1.3%	1.2%	0	0.0%	0.0%	19	1.5%	2.0%	3	0.5%	1.5%
De 9 000 à moins de 12 000 euros par an	73	4.9%	2.7%	14	8.7%	1.4%	59	4.5%	3.5%	8	1.4%	3.1%
De 12 000 à moins de 18 000 euros par an	134	9.1%	2.5%	7	4.3%	0.3%	127	9.7%	4.0%	10	1.9%	1.5%
De 18 000 à moins de 24 000 euros par an	150	10.2%	2.2%	16	9.4%	0.5%	135	10.3%	3.6%	34	6.1%	2.4%
De 24 000 à moins de 36 000 euros par an	336	22.7%	2.9%	34	20.5%	0.6%	302	23.0%	4.9%	95	17.1%	2.7%
De 36 000 à moins de 45 000 euros par an	224	15.2%	3.0%	23	13.9%	0.6%	201	15.3%	5.6%	91	16.5%	3.2%
De 45 000 à moins de 65 000 euros par an	253	17.2%	3.6%	33	19.9%	0.8%	220	16.8%	7.2%	158	28.5%	4.3%
65 000 euros et plus par an	146	9.9%	3.5%	26	15.6%	1.1%	120	9.2%	6.8%	105	18.9%	3.6%
Refus	130	8.8%	3.1%	12	7.4%	0.7%	117	9.0%	4.8%	46	8.2%	3.1%
Ne sait pas	11	0.7%	1.0%	0	0.3%	0.1%	10	0.8%	1.8%	5	0.9%	1.3%