

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	1753	100.0%	3.4%	270	100.0%	1.1%	1483	100.0%	5.5%	684	100.0%	3.9%
Sexe												
Homme	270	15.4%	1.1%	270	100.0%	1.1%	0	0.0%	0.0%	115	16.9%	1.3%
Femme	1483	84.6%	5.5%	0	0.0%	0.0%	1483	100.0%	5.5%	568	83.1%	6.7%
Age												
15 à 24 ans	72	4.1%	1.0%	15	5.4%	0.4%	57	3.9%	1.6%	40	5.8%	1.3%
25 à 34 ans	216	12.3%	2.8%	33	12.3%	0.9%	183	12.3%	4.7%	91	13.2%	2.8%
35 à 49 ans	495	28.3%	4.0%	88	32.5%	1.4%	408	27.5%	6.4%	324	47.3%	5.1%
50 à 59 ans	381	21.7%	4.2%	53	19.6%	1.2%	328	22.1%	7.3%	173	25.3%	4.5%
60 ans et plus	589	33.6%	3.7%	82	30.3%	1.2%	508	34.2%	5.7%	57	8.3%	5.7%
Individu												
Ménagères	1409	80.4%	6.0%	0	0.0%	0.0%	1409	95.0%	6.0%	539	78.9%	7.7%
Personne de référence	660	37.6%	2.3%	252	93.4%	1.2%	408	27.5%	5.2%	223	32.6%	2.6%
Responsable des achats	1474	84.1%	4.1%	135	50.2%	1.0%	1338	90.2%	5.9%	543	79.4%	4.9%
PCS Individu												
Agriculteurs	16	0.9%	3.2%	6	2.1%	1.7%	11	0.7%	6.5%	2	0.2%	6.3%
Petits patrons	83	4.7%	5.1%	16	6.1%	1.4%	66	4.5%	15.3%	48	7.0%	3.3%
Affaires et Cadres	205	11.7%	4.2%	52	19.2%	1.8%	153	10.3%	7.3%	189	27.7%	4.3%
Professions intermédiaires	307	17.5%	4.3%	43	15.9%	1.2%	264	17.8%	7.3%	233	34.0%	4.0%
Employés	292	16.7%	3.5%	16	5.9%	0.7%	276	18.6%	4.5%	71	10.4%	3.9%
Ouvriers	107	6.1%	1.7%	45	16.5%	0.9%	62	4.2%	4.9%	14	2.1%	4.0%
Retraités	437	24.9%	3.4%	70	26.1%	1.2%	367	24.7%	5.4%	16	2.3%	7.7%
Autres inactifs	307	17.5%	3.0%	22	8.3%	0.6%	284	19.2%	4.2%	111	16.2%	3.4%
PCS Personne de référence												
Agriculteurs	26	1.5%	3.4%	7	2.4%	1.7%	19	1.3%	5.4%	0	0.0%	0.0%
Petits patrons	123	7.0%	4.7%	16	6.1%	1.2%	106	7.2%	8.6%	123	17.9%	4.7%
Affaires et Cadres	313	17.9%	4.6%	56	20.9%	1.7%	257	17.3%	7.4%	313	45.8%	4.6%
Professions intermédiaires	248	14.2%	3.1%	43	15.8%	1.0%	206	13.9%	5.4%	248	36.3%	3.1%
Employés	164	9.4%	3.0%	16	5.9%	0.7%	148	10.0%	4.8%	0	0.0%	0.0%
Ouvriers	222	12.7%	2.3%	45	16.7%	0.9%	177	12.0%	4.0%	0	0.0%	0.0%
Retraités	514	29.3%	3.4%	74	27.3%	1.1%	441	29.7%	5.4%	0	0.0%	0.0%
Autres inactifs	143	8.1%	3.5%	13	4.9%	0.9%	129	8.7%	5.1%	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	344	19.6%	3.4%	33	12.2%	0.8%	311	21.0%	5.5%	72	10.6%	3.7%
2 personnes	690	39.3%	3.8%	114	42.4%	1.3%	575	38.8%	6.1%	188	27.5%	4.6%
3 personnes	255	14.5%	2.8%	39	14.3%	0.8%	216	14.6%	4.8%	150	21.9%	3.7%
4 personnes	283	16.1%	3.1%	49	18.2%	1.1%	234	15.8%	4.9%	169	24.7%	3.6%
5 personnes et +	182	10.4%	3.3%	35	12.8%	1.3%	147	9.9%	5.2%	105	15.3%	4.1%
Présence d'enfants de moins de 15 ans												
Oui	562	32.0%	3.6%	102	37.9%	1.4%	459	31.0%	5.5%	332	48.6%	4.3%
Non	1192	68.0%	3.3%	168	62.1%	1.0%	1024	69.0%	5.4%	351	51.4%	3.6%
Habitat												
Communes rurales	364	20.7%	3.0%	52	19.3%	0.9%	312	21.0%	5.0%	124	18.2%	3.9%
Agglo. - 20 000 hab	333	19.0%	3.7%	61	22.4%	1.4%	272	18.4%	5.7%	98	14.3%	3.8%
Agglo. 20 000 à 100 000 hab	250	14.2%	3.6%	41	15.4%	1.2%	208	14.0%	5.7%	96	14.1%	4.7%
Agglo. + 100 000 hab	529	30.2%	3.4%	71	26.3%	1.0%	458	30.9%	5.7%	199	29.1%	3.5%
Agglo. Paris	277	15.8%	3.2%	45	16.5%	1.1%	233	15.7%	5.2%	166	24.3%	4.2%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	309	17.6%	3.2%	49	18.1%	1.1%	260	17.6%	5.2%	173	25.4%	4.0%
Nord Pas de Calais	88	5.0%	2.7%	17	6.2%	1.1%	71	4.8%	4.2%	27	3.9%	2.7%
Lorraine	58	3.3%	3.0%	8	3.1%	0.9%	50	3.3%	5.0%	19	2.7%	3.5%
Alsace	29	1.7%	1.9%	7	2.7%	1.0%	22	1.5%	2.7%	14	2.0%	3.1%
Franche-Comté	35	2.0%	3.7%	5	2.0%	1.2%	30	2.0%	6.0%	13	1.9%	5.2%
Champagne Ardennes	42	2.4%	3.8%	4	1.6%	0.8%	38	2.5%	6.7%	8	1.2%	2.9%
Picardie	40	2.3%	2.6%	4	1.6%	0.6%	36	2.4%	4.5%	11	1.7%	2.6%
Bourgogne	50	2.9%	3.7%	6	2.1%	0.9%	45	3.0%	6.3%	16	2.4%	4.7%
Haute Normandie	52	3.0%	3.5%	2	0.8%	0.3%	50	3.4%	6.5%	19	2.8%	4.2%
Basse Normandie	40	2.3%	3.3%	11	4.1%	2.0%	29	1.9%	4.6%	18	2.6%	5.0%
Centre	55	3.1%	2.6%	6	2.2%	0.6%	49	3.3%	4.5%	27	4.0%	4.1%
Pays de Loire	93	5.3%	3.1%	24	8.8%	1.6%	69	4.7%	4.5%	36	5.3%	4.0%
Bretagne	131	7.5%	4.9%	27	9.9%	2.1%	104	7.0%	7.5%	35	5.1%	4.9%
Poitou Charentes	52	3.0%	3.5%	3	0.9%	0.4%	49	3.3%	6.4%	19	2.8%	5.2%
Aquitaine	85	4.8%	3.0%	12	4.5%	0.9%	73	4.9%	5.0%	28	4.0%	3.3%
Midi Pyrénées	87	5.0%	3.5%	16	6.0%	1.3%	71	4.8%	5.6%	29	4.2%	3.6%
Limousin	22	1.3%	3.6%	3	1.3%	1.2%	19	1.3%	5.8%	2	0.3%	1.4%
Auvergne	41	2.4%	3.6%	7	2.4%	1.2%	35	2.4%	5.9%	15	2.2%	4.8%
Rhône Alpes	155	8.8%	3.0%	22	8.3%	0.9%	133	9.0%	4.9%	65	9.5%	3.4%
Languedoc Roussillon	77	4.4%	3.4%	12	4.3%	1.1%	66	4.4%	5.4%	33	4.8%	4.5%
Provence Alpes Côte d'Azur. Corse	211	12.0%	4.8%	25	9.2%	1.2%	186	12.5%	8.1%	77	11.3%	5.0%
Habitudes de connexion à Internet												
Tous les jours	1307	74.5%	3.5%	212	78.5%	1.2%	1095	73.8%	5.8%	580	84.8%	3.8%
Presque tous les jours	181	10.3%	3.2%	20	7.3%	0.8%	161	10.9%	5.3%	75	11.0%	4.8%
1 à 2 fois par semaine	102	5.8%	3.7%	11	4.2%	1.0%	91	6.1%	5.8%	15	2.2%	2.9%
1 à 3 fois par mois	11	0.6%	2.2%	1	0.4%	0.4%	10	0.7%	3.6%	0	0.0%	0.0%
Moins souvent	37	2.1%	6.5%	5	1.9%	1.8%	32	2.1%	11.3%	13	1.9%	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	33	1.9%	2.0%	2	0.7%	0.3%	31	2.1%	3.3%	1	0.2%	0.8%
De 9 000 à moins de 12 000 euros par an	73	4.1%	2.7%	9	3.2%	0.8%	64	4.3%	3.8%	6	0.9%	2.6%
De 12 000 à moins de 18 000 euros par an	152	8.7%	2.8%	32	11.8%	1.4%	121	8.1%	3.8%	23	3.4%	3.4%
De 18 000 à moins de 24 000 euros par an	208	11.8%	3.1%	47	17.6%	1.6%	160	10.8%	4.3%	67	9.8%	4.7%
De 24 000 à moins de 36 000 euros par an	360	20.6%	3.1%	56	20.7%	1.0%	304	20.5%	5.0%	120	17.6%	3.4%
De 36 000 à moins de 45 000 euros par an	293	16.7%	4.0%	29	10.6%	0.8%	264	17.8%	7.3%	117	17.2%	4.1%
De 45 000 à moins de 65 000 euros par an	266	15.1%	3.8%	43	15.8%	1.1%	223	15.0%	7.3%	155	22.7%	4.2%
65 000 euros et plus par an	177	10.1%	4.2%	35	13.1%	1.4%	142	9.5%	8.0%	133	19.5%	4.6%
Refus	168	9.6%	4.0%	17	6.3%	1.0%	151	10.2%	6.1%	42	6.2%	2.8%
Ne sait pas	23	1.3%	2.2%	0	0.2%	0.1%	23	1.6%	3.9%	17	2.5%	4.4%