

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	866	100.0%	1.7%	407	100.0%	1.6%	459	100.0%	1.7%	224	100.0%	1.3%
Sexe												
Homme	407	47.0%	1.6%	407	100.0%	1.6%	0	0.0%	0.0%	101	45.2%	1.1%
Femme	459	53.0%	1.7%	0	0.0%	0.0%	459	100.0%	1.7%	123	54.8%	1.4%
Age												
15 à 24 ans	147	17.0%	2.0%	88	21.6%	2.4%	60	13.0%	1.7%	64	28.8%	2.1%
25 à 34 ans	164	18.9%	2.2%	80	19.6%	2.2%	84	18.3%	2.2%	45	20.2%	1.4%
35 à 49 ans	199	23.0%	1.6%	90	22.2%	1.5%	109	23.8%	1.7%	81	36.1%	1.3%
50 à 59 ans	121	14.0%	1.3%	61	14.9%	1.3%	61	13.2%	1.4%	25	11.1%	0.7%
60 ans et plus	234	27.0%	1.5%	88	21.7%	1.3%	145	31.7%	1.6%	9	3.8%	0.8%
Individu												
Ménagères	394	45.5%	1.7%	0	0.0%	0.0%	394	85.8%	1.7%	96	42.7%	1.4%
Personne de référence	415	47.9%	1.5%	306	75.1%	1.5%	109	23.7%	1.4%	78	34.8%	0.9%
Responsable des achats	589	68.0%	1.6%	212	52.1%	1.6%	377	82.2%	1.6%	123	55.2%	1.1%
PCS Individu												
Agriculteurs	7	0.8%	1.4%	2	0.5%	0.7%	5	1.1%	3.0%	0	0.0%	0.0%
Petits patrons	20	2.3%	1.3%	15	3.7%	1.3%	5	1.1%	1.1%	15	6.7%	1.0%
Affaires et Cadres	37	4.2%	0.7%	21	5.3%	0.8%	15	3.3%	0.7%	33	14.9%	0.8%
Professions intermédiaires	87	10.0%	1.2%	42	10.3%	1.2%	45	9.7%	1.2%	63	28.1%	1.1%
Employés	183	21.2%	2.2%	57	13.9%	2.5%	127	27.6%	2.1%	28	12.6%	1.6%
Ouvriers	136	15.7%	2.1%	110	27.0%	2.2%	26	5.6%	2.0%	6	2.9%	1.8%
Retraités	179	20.7%	1.4%	81	19.9%	1.3%	98	21.3%	1.4%	0	0.0%	0.0%
Autres inactifs	217	25.1%	2.1%	79	19.3%	2.2%	139	30.2%	2.1%	78	34.7%	2.4%
PCS Personne de référence												
Agriculteurs	13	1.5%	1.7%	4	1.0%	1.0%	9	2.0%	2.5%	0	0.0%	0.0%
Petits patrons	42	4.8%	1.6%	13	3.3%	1.0%	29	6.2%	2.3%	42	18.7%	1.6%
Affaires et Cadres	52	6.0%	0.8%	35	8.7%	1.0%	16	3.5%	0.5%	52	23.0%	0.8%
Professions intermédiaires	130	15.1%	1.6%	52	12.9%	1.3%	78	17.0%	2.0%	130	58.3%	1.6%
Employés	118	13.6%	2.2%	72	17.6%	3.0%	46	10.1%	1.5%	0	0.0%	0.0%
Ouvriers	215	24.9%	2.3%	107	26.3%	2.1%	108	23.6%	2.4%	0	0.0%	0.0%
Retraités	218	25.2%	1.5%	91	22.5%	1.4%	127	27.6%	1.5%	0	0.0%	0.0%
Autres inactifs	78	9.0%	1.9%	32	7.8%	2.1%	46	10.0%	1.8%	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	147	16.9%	1.5%	60	14.6%	1.4%	87	19.0%	1.5%	18	8.1%	0.9%
2 personnes	257	29.7%	1.4%	123	30.1%	1.4%	134	29.2%	1.4%	24	10.9%	0.6%
3 personnes	157	18.1%	1.7%	69	17.1%	1.5%	87	19.1%	2.0%	56	24.9%	1.4%
4 personnes	141	16.3%	1.5%	65	16.0%	1.4%	76	16.6%	1.6%	63	28.2%	1.3%
5 personnes et +	164	18.9%	3.0%	90	22.1%	3.4%	74	16.1%	2.6%	62	27.8%	2.4%
Présence d'enfants de moins de 15 ans												
Oui	318	36.8%	2.0%	151	37.1%	2.0%	167	36.5%	2.0%	122	54.5%	1.6%
Non	547	63.2%	1.5%	256	62.9%	1.5%	291	63.5%	1.5%	102	45.5%	1.0%
Habitat												
Communes rurales	235	27.2%	2.0%	103	25.4%	1.8%	132	28.8%	2.1%	55	24.5%	1.7%
Agglo. - 20 000 hab	172	19.9%	1.9%	97	23.9%	2.3%	75	16.4%	1.6%	43	19.0%	1.7%
Agglo. 20 000 à 100 000 hab	119	13.8%	1.7%	48	11.7%	1.4%	72	15.7%	2.0%	21	9.4%	1.0%
Agglo. + 100 000 hab	212	24.5%	1.4%	106	26.1%	1.4%	106	23.1%	1.3%	68	30.5%	1.2%
Agglo. Paris	126	14.6%	1.5%	53	12.9%	1.3%	74	16.1%	1.6%	37	16.6%	0.9%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	160	18.5%	1.7%	58	14.2%	1.3%	102	22.3%	2.0%	43	19.1%	1.0%
Nord Pas de Calais	61	7.1%	1.9%	38	9.2%	2.5%	24	5.2%	1.4%	11	5.0%	1.1%
Lorraine	32	3.7%	1.7%	12	3.0%	1.3%	20	4.3%	2.0%	4	1.7%	0.7%
Alsace	11	1.3%	0.7%	9	2.1%	1.2%	3	0.6%	0.3%	6	2.5%	1.3%
Franche-Comté	17	2.0%	1.8%	9	2.3%	2.0%	8	1.7%	1.6%	5	2.1%	1.9%
Champagne Ardennes	21	2.4%	1.9%	6	1.4%	1.0%	16	3.4%	2.8%	8	3.8%	3.0%
Picardie	36	4.1%	2.3%	25	6.1%	3.4%	11	2.4%	1.4%	9	4.1%	2.1%
Bourgogne	28	3.2%	2.0%	14	3.5%	2.2%	13	2.9%	1.9%	5	2.0%	1.3%
Haute Normandie	23	2.6%	1.5%	10	2.5%	1.4%	12	2.7%	1.6%	9	4.2%	2.1%
Basse Normandie	29	3.4%	2.4%	9	2.1%	1.5%	21	4.5%	3.3%	5	2.0%	1.3%
Centre	27	3.1%	1.3%	8	2.1%	0.8%	18	4.0%	1.7%	6	2.5%	0.8%
Pays de Loire	39	4.5%	1.3%	21	5.2%	1.5%	17	3.8%	1.1%	5	2.1%	0.5%
Bretagne	51	5.9%	1.9%	37	9.0%	2.9%	15	3.2%	1.1%	17	7.7%	2.4%
Poitou Charentes	23	2.7%	1.5%	16	4.0%	2.3%	7	1.5%	0.9%	7	3.2%	1.9%
Aquitaine	67	7.7%	2.4%	27	6.6%	2.0%	40	8.7%	2.7%	9	3.8%	1.0%
Midi Pyrénées	33	3.8%	1.3%	21	5.1%	1.7%	12	2.6%	0.9%	4	2.0%	0.6%
Limousin	5	0.6%	0.8%	3	0.8%	1.2%	2	0.3%	0.5%	0	0.2%	0.2%
Auvergne	18	2.1%	1.6%	8	2.1%	1.5%	10	2.1%	1.7%	7	3.2%	2.3%
Rhône Alpes	78	9.1%	1.5%	35	8.6%	1.4%	43	9.5%	1.6%	27	12.1%	1.4%
Languedoc Roussillon	28	3.3%	1.2%	4	1.1%	0.4%	24	5.2%	2.0%	12	5.5%	1.7%
Provence Alpes Côte d'Azur. Corse	78	9.1%	1.8%	36	8.9%	1.8%	42	9.2%	1.8%	25	11.2%	1.6%
Habitudes de connexion à Internet												
Tous les jours	613	70.9%	1.7%	308	75.6%	1.7%	306	66.7%	1.6%	188	84.1%	1.2%
Presque tous les jours	84	9.7%	1.5%	28	6.9%	1.1%	56	12.2%	1.8%	13	5.9%	0.8%
1 à 2 fois par semaine	71	8.2%	2.6%	35	8.7%	3.1%	36	7.8%	2.3%	9	4.0%	1.7%
1 à 3 fois par mois	7	0.8%	1.3%	2	0.4%	0.7%	5	1.1%	1.8%	0	0.0%	0.0%
Moins souvent	25	2.9%	4.4%	11	2.7%	3.8%	14	3.0%	5.0%	13	6.0%	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	36	4.1%	2.1%	19	4.6%	2.5%	17	3.8%	1.8%	3	1.2%	1.5%
De 9 000 à moins de 12 000 euros par an	47	5.4%	1.7%	20	4.8%	1.9%	27	6.0%	1.6%	2	1.0%	0.9%
De 12 000 à moins de 18 000 euros par an	108	12.5%	2.0%	53	13.0%	2.3%	55	12.1%	1.8%	10	4.4%	1.4%
De 18 000 à moins de 24 000 euros par an	121	14.0%	1.8%	56	13.7%	1.9%	66	14.3%	1.7%	30	13.2%	2.1%
De 24 000 à moins de 36 000 euros par an	190	22.0%	1.6%	87	21.4%	1.6%	103	22.5%	1.7%	49	21.7%	1.4%
De 36 000 à moins de 45 000 euros par an	133	15.3%	1.8%	62	15.1%	1.6%	71	15.5%	2.0%	44	19.6%	1.5%
De 45 000 à moins de 65 000 euros par an	61	7.1%	0.9%	30	7.4%	0.8%	31	6.8%	1.0%	22	9.7%	0.6%
65 000 euros et plus par an	36	4.1%	0.8%	19	4.7%	0.8%	17	3.6%	0.9%	15	6.6%	0.5%
Refus	106	12.2%	2.5%	53	13.0%	3.0%	53	11.5%	2.1%	30	13.6%	2.0%
Ne sait pas	28	3.2%	2.6%	10	2.4%	2.0%	18	3.9%	3.1%	20	8.9%	5.1%