

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	553	100.0%	1.1%	198	100.0%	0.8%	354	100.0%	1.3%	116	100.0%	0.7%
Sexe												
Homme	198	35.9%	0.8%	198	100.0%	0.8%	0	0.0%	0.0%	46	39.9%	0.5%
Femme	354	64.1%	1.3%	0	0.0%	0.0%	354	100.0%	1.3%	70	60.1%	0.8%
Age												
15 à 24 ans	38	6.8%	0.5%	11	5.3%	0.3%	27	7.6%	0.8%	12	10.0%	0.4%
25 à 34 ans	25	4.5%	0.3%	9	4.3%	0.2%	16	4.5%	0.4%	10	8.5%	0.3%
35 à 49 ans	59	10.7%	0.5%	14	6.9%	0.2%	45	12.8%	0.7%	40	34.4%	0.6%
50 à 59 ans	69	12.4%	0.8%	41	20.9%	0.9%	27	7.7%	0.6%	28	24.3%	0.7%
60 ans et plus	362	65.6%	2.3%	124	62.6%	1.8%	238	67.3%	2.7%	26	22.7%	2.6%
Individu												
Ménagères	323	58.5%	1.4%	0	0.0%	0.0%	323	91.2%	1.4%	60	51.7%	0.9%
Personne de référence	309	55.9%	1.1%	184	92.6%	0.9%	125	35.3%	1.6%	46	39.7%	0.5%
Responsable des achats	404	73.1%	1.1%	98	49.6%	0.7%	305	86.2%	1.3%	64	55.6%	0.6%
PCS Individu												
Agriculteurs	1	0.2%	0.2%	1	0.6%	0.4%	0	0.0%	0.0%	0	0.0%	0.0%
Petits patrons	7	1.2%	0.4%	7	3.4%	0.6%	0	0.0%	0.0%	6	4.8%	0.4%
Affaires et Cadres	30	5.4%	0.6%	17	8.8%	0.6%	12	3.5%	0.6%	29	24.8%	0.7%
Professions intermédiaires	42	7.5%	0.6%	21	10.8%	0.6%	20	5.7%	0.6%	35	30.1%	0.6%
Employés	41	7.5%	0.5%	8	4.1%	0.4%	33	9.4%	0.5%	5	4.5%	0.3%
Ouvriers	15	2.7%	0.2%	15	7.6%	0.3%	0	0.0%	0.0%	0	0.0%	0.0%
Retraités	305	55.2%	2.4%	109	54.8%	1.8%	196	55.4%	2.9%	12	10.7%	6.0%
Autres inactifs	112	20.3%	1.1%	19	9.8%	0.5%	92	26.1%	1.4%	29	25.1%	0.9%
PCS Personne de référence												
Petits patrons	26	4.7%	1.0%	6	2.8%	0.4%	21	5.8%	1.7%	26	22.6%	1.0%
Affaires et Cadres	42	7.6%	0.6%	18	9.1%	0.5%	24	6.8%	0.7%	42	36.5%	0.6%
Professions intermédiaires	47	8.6%	0.6%	23	11.4%	0.6%	25	7.0%	0.6%	47	40.9%	0.6%
Employés	38	7.0%	0.7%	13	6.4%	0.5%	26	7.3%	0.8%	0	0.0%	0.0%
Ouvriers	33	6.0%	0.4%	15	7.8%	0.3%	18	5.0%	0.4%	0	0.0%	0.0%
Retraités	318	57.5%	2.1%	112	56.3%	1.7%	206	58.2%	2.5%	0	0.0%	0.0%
Autres inactifs	47	8.6%	1.2%	12	6.3%	0.8%	35	9.9%	1.4%	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	152	27.4%	1.5%	35	17.5%	0.8%	117	33.0%	2.1%	14	12.4%	0.7%
2 personnes	266	48.1%	1.5%	124	62.4%	1.4%	142	40.2%	1.5%	24	20.8%	0.6%
3 personnes	48	8.6%	0.5%	14	7.1%	0.3%	34	9.5%	0.8%	27	23.2%	0.7%
4 personnes	29	5.2%	0.3%	14	7.3%	0.3%	14	4.1%	0.3%	13	11.6%	0.3%
5 personnes et +	59	10.6%	1.1%	11	5.8%	0.4%	47	13.3%	1.7%	37	32.0%	1.4%
Présence d'enfants de moins de 15 ans												
Oui	80	14.5%	0.5%	18	9.3%	0.2%	62	17.4%	0.7%	47	40.9%	0.6%
Non	472	85.5%	1.3%	180	90.7%	1.0%	293	82.6%	1.6%	68	59.1%	0.7%
Habitat												
Communes rurales	116	21.0%	1.0%	42	21.1%	0.7%	74	20.9%	1.2%	13	11.4%	0.4%
Agglo. - 20 000 hab	90	16.4%	1.0%	40	20.1%	0.9%	51	14.3%	1.1%	8	6.5%	0.3%
Agglo. 20 000 à 100 000 hab	96	17.3%	1.4%	30	14.9%	0.9%	66	18.6%	1.8%	20	17.4%	1.0%
Agglo. + 100 000 hab	169	30.6%	1.1%	59	29.9%	0.8%	110	31.0%	1.4%	47	40.2%	0.8%
Agglo. Paris	81	14.7%	0.9%	28	14.0%	0.7%	54	15.1%	1.2%	28	24.4%	0.7%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	84	15.1%	0.9%	28	14.0%	0.6%	56	15.8%	1.1%	28	24.4%	0.6%
Nord Pas de Calais	49	8.9%	1.5%	24	12.2%	1.6%	25	7.1%	1.5%	7	6.4%	0.7%
Lorraine	24	4.3%	1.2%	4	1.8%	0.4%	20	5.7%	2.0%	5	4.0%	0.9%
Alsace	33	5.9%	2.1%	18	9.0%	2.4%	15	4.2%	1.9%	9	7.4%	1.9%
Franche-Comté	13	2.3%	1.3%	8	3.9%	1.7%	5	1.4%	1.0%	4	3.5%	1.6%
Champagne Ardennes	7	1.3%	0.7%	2	0.9%	0.3%	6	1.6%	1.0%	5	4.3%	1.8%
Picardie	12	2.2%	0.8%	5	2.7%	0.7%	7	2.0%	0.9%	1	0.7%	0.2%
Bourgogne	5	0.9%	0.4%	2	1.1%	0.3%	3	0.7%	0.4%	0	0.0%	0.0%
Haute Normandie	7	1.3%	0.5%	2	1.0%	0.3%	5	1.4%	0.6%	0	0.0%	0.0%
Basse Normandie	14	2.5%	1.2%	10	5.2%	1.8%	3	1.0%	0.6%	1	1.1%	0.4%
Centre	16	2.9%	0.8%	7	3.4%	0.7%	9	2.6%	0.8%	3	2.5%	0.4%
Pays de Loire	66	11.9%	2.2%	18	9.3%	1.3%	48	13.4%	3.1%	15	12.6%	1.6%
Bretagne	58	10.5%	2.2%	13	6.6%	1.0%	45	12.7%	3.2%	1	1.1%	0.2%
Poitou Charentes	5	1.0%	0.4%	1	0.5%	0.1%	4	1.2%	0.6%	0	0.0%	0.0%
Aquitaine	12	2.1%	0.4%	6	3.2%	0.5%	5	1.5%	0.4%	3	2.5%	0.3%
Midi Pyrénées	15	2.7%	0.6%	7	3.4%	0.6%	8	2.3%	0.6%	5	4.1%	0.6%
Limousin	8	1.4%	1.3%	3	1.8%	1.2%	4	1.2%	1.4%	1	1.0%	0.7%
Auvergne	14	2.5%	1.2%	6	3.0%	1.1%	8	2.3%	1.4%	5	4.4%	1.7%
Rhône Alpes	70	12.7%	1.4%	27	13.4%	1.1%	44	12.4%	1.6%	19	16.2%	1.0%
Languedoc Roussillon	11	2.1%	0.5%	2	0.8%	0.2%	10	2.8%	0.8%	2	1.8%	0.3%
Provence Alpes Côte d'Azur. Corse	30	5.5%	0.7%	6	2.8%	0.3%	25	7.0%	1.1%	2	1.9%	0.1%
Habitudes de connexion à Internet												
Tous les jours	298	53.9%	0.8%	123	62.2%	0.7%	175	49.2%	0.9%	82	70.9%	0.5%
Presque tous les jours	66	12.0%	1.2%	23	11.6%	0.9%	43	12.2%	1.4%	17	14.4%	1.1%
1 à 2 fois par semaine	28	5.1%	1.0%	10	4.9%	0.8%	18	5.2%	1.2%	1	0.9%	0.2%
1 à 3 fois par mois	3	0.6%	0.7%	1	0.6%	0.5%	2	0.7%	0.9%	0	0.0%	0.0%
Moins souvent	21	3.8%	3.8%	3	1.3%	0.9%	19	5.3%	6.7%	13	11.5%	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	8	1.5%	0.5%	4	1.9%	0.5%	5	1.3%	0.5%	2	1.3%	0.9%
De 9 000 à moins de 12 000 euros par an	29	5.3%	1.1%	19	9.7%	1.8%	10	2.9%	0.6%	0	0.0%	0.0%
De 12 000 à moins de 18 000 euros par an	97	17.6%	1.8%	23	11.6%	1.0%	74	21.0%	2.4%	3	2.3%	0.4%
De 18 000 à moins de 24 000 euros par an	85	15.4%	1.3%	35	17.7%	1.2%	50	14.1%	1.3%	8	7.0%	0.6%
De 24 000 à moins de 36 000 euros par an	106	19.2%	0.9%	41	20.6%	0.7%	65	18.5%	1.1%	21	18.2%	0.6%
De 36 000 à moins de 45 000 euros par an	59	10.7%	0.8%	22	11.1%	0.6%	37	10.5%	1.0%	15	12.5%	0.5%
De 45 000 à moins de 65 000 euros par an	63	11.4%	0.9%	27	13.4%	0.7%	36	10.2%	1.2%	22	18.9%	0.6%
65 000 euros et plus par an	30	5.5%	0.7%	19	9.8%	0.8%	11	3.1%	0.6%	14	12.4%	0.5%
Refus	55	9.9%	1.3%	8	4.3%	0.5%	46	13.0%	1.9%	17	14.8%	1.1%
Ne sait pas	19	3.5%	1.8%	0	0.0%	0.0%	19	5.4%	3.3%	14	12.5%	3.7%