

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	793	100.0%	1.5%	199	100.0%	0.8%	594	100.0%	2.2%	240	100.0%	1.4%
Sexe												
Homme	199	25.1%	0.8%	199	100.0%	0.8%	0	0.0%	0.0%	57	23.8%	0.6%
Femme	594	74.9%	2.2%	0	0.0%	0.0%	594	100.0%	2.2%	183	76.2%	2.2%
Age												
15 à 24 ans	101	12.8%	1.4%	11	5.7%	0.3%	90	15.1%	2.5%	32	13.3%	1.0%
25 à 34 ans	88	11.1%	1.2%	20	10.1%	0.5%	68	11.4%	1.8%	34	14.1%	1.1%
35 à 49 ans	185	23.3%	1.5%	56	28.0%	0.9%	129	21.7%	2.0%	83	34.4%	1.3%
50 à 59 ans	174	22.0%	1.9%	50	25.3%	1.1%	124	20.9%	2.8%	70	29.0%	1.8%
60 ans et plus	245	30.9%	1.6%	62	30.9%	0.9%	183	30.9%	2.1%	22	9.2%	2.2%
Individu												
Ménagères	522	65.8%	2.2%	0	0.0%	0.0%	522	87.8%	2.2%	161	67.0%	2.3%
Personne de référence	310	39.1%	1.1%	181	90.8%	0.9%	129	21.7%	1.6%	77	32.2%	0.9%
Responsable des achats	624	78.7%	1.7%	137	69.1%	1.0%	486	81.9%	2.1%	188	78.1%	1.7%
PCS Individu												
Agriculteurs	18	2.2%	3.5%	5	2.7%	1.6%	12	2.1%	7.5%	1	0.3%	3.1%
Petits patrons	32	4.0%	2.0%	16	7.9%	1.3%	16	2.7%	3.7%	23	9.6%	1.6%
Affaires et Cadres	85	10.8%	1.7%	19	9.6%	0.7%	66	11.2%	3.2%	72	30.1%	1.6%
Professions intermédiaires	79	9.9%	1.1%	20	9.9%	0.5%	59	9.9%	1.6%	59	24.4%	1.0%
Employés	152	19.2%	1.8%	13	6.4%	0.6%	140	23.5%	2.3%	26	10.6%	1.4%
Ouvriers	72	9.0%	1.1%	47	23.6%	0.9%	25	4.2%	2.0%	3	1.4%	1.0%
Retraités	196	24.8%	1.5%	54	27.2%	0.9%	142	24.0%	2.1%	10	4.2%	4.9%
Autres inactifs	159	20.0%	1.5%	25	12.7%	0.7%	133	22.4%	2.0%	47	19.4%	1.4%
PCS Personne de référence												
Agriculteurs	21	2.6%	2.8%	5	2.7%	1.4%	15	2.6%	4.4%	0	0.0%	0.0%
Petits patrons	49	6.2%	1.9%	15	7.3%	1.1%	34	5.8%	2.8%	49	20.4%	1.9%
Affaires et Cadres	100	12.6%	1.5%	21	10.6%	0.6%	79	13.2%	2.3%	100	41.5%	1.5%
Professions intermédiaires	92	11.6%	1.2%	22	10.9%	0.5%	70	11.8%	1.8%	92	38.2%	1.2%
Employés	70	8.9%	1.3%	15	7.3%	0.6%	56	9.4%	1.8%	0	0.0%	0.0%
Ouvriers	134	16.9%	1.4%	50	24.9%	1.0%	85	14.2%	1.9%	0	0.0%	0.0%
Retraités	240	30.2%	1.6%	58	29.0%	0.9%	182	30.7%	2.2%	0	0.0%	0.0%
Autres inactifs	87	11.0%	2.1%	14	7.3%	1.0%	73	12.3%	2.8%	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	131	16.6%	1.3%	26	13.1%	0.6%	105	17.7%	1.9%	21	8.7%	1.1%
2 personnes	311	39.2%	1.7%	90	45.3%	1.0%	221	37.2%	2.4%	71	29.4%	1.7%
3 personnes	113	14.3%	1.2%	15	7.7%	0.3%	98	16.5%	2.2%	44	18.2%	1.1%
4 personnes	127	16.0%	1.4%	40	19.9%	0.9%	87	14.7%	1.8%	64	26.8%	1.4%
5 personnes et +	110	13.9%	2.0%	28	14.0%	1.0%	83	13.9%	2.9%	41	16.9%	1.6%
Présence d'enfants de moins de 15 ans												
Oui	264	33.3%	1.7%	65	32.6%	0.9%	200	33.6%	2.4%	105	43.7%	1.4%
Non	529	66.7%	1.5%	134	67.4%	0.8%	395	66.4%	2.1%	135	56.3%	1.4%
Habitat												
Communes rurales	206	25.9%	1.7%	41	20.5%	0.7%	165	27.8%	2.6%	58	24.3%	1.8%
Agglo. - 20 000 hab	159	20.0%	1.8%	34	17.0%	0.8%	125	21.0%	2.6%	39	16.4%	1.5%
Agglo. 20 000 à 100 000 hab	97	12.2%	1.4%	39	19.7%	1.2%	58	9.7%	1.6%	39	16.4%	1.9%
Agglo. + 100 000 hab	241	30.4%	1.6%	61	30.5%	0.8%	180	30.4%	2.3%	79	32.8%	1.4%
Agglo. Paris	90	11.4%	1.1%	24	12.2%	0.6%	66	11.1%	1.5%	24	10.1%	0.6%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	106	13.4%	1.1%	28	14.2%	0.6%	78	13.1%	1.5%	35	14.4%	0.8%
Nord Pas de Calais	69	8.7%	2.2%	13	6.5%	0.8%	56	9.5%	3.3%	15	6.3%	1.5%
Lorraine	20	2.5%	1.0%	2	1.0%	0.2%	18	3.0%	1.8%	11	4.4%	2.0%
Alsace	22	2.8%	1.5%	12	6.2%	1.7%	10	1.7%	1.3%	2	0.8%	0.5%
Franche-Comté	12	1.5%	1.2%	3	1.3%	0.6%	9	1.6%	1.9%	4	1.7%	1.7%
Champagne Ardennes	11	1.3%	1.0%	6	3.0%	1.1%	5	0.8%	0.8%	3	1.2%	1.0%
Picardie	32	4.0%	2.1%	3	1.7%	0.5%	29	4.8%	3.6%	8	3.4%	1.9%
Bourgogne	24	3.0%	1.8%	7	3.7%	1.1%	17	2.8%	2.4%	4	1.7%	1.2%
Haute Normandie	11	1.4%	0.8%	3	1.3%	0.4%	9	1.5%	1.1%	7	3.0%	1.6%
Basse Normandie	26	3.2%	2.1%	5	2.3%	0.8%	21	3.5%	3.3%	2	0.7%	0.4%
Centre	40	5.0%	1.9%	13	6.4%	1.3%	27	4.6%	2.5%	4	1.7%	0.6%
Pays de Loire	57	7.2%	1.9%	18	9.2%	1.3%	39	6.5%	2.5%	18	7.4%	2.0%
Bretagne	73	9.2%	2.7%	13	6.7%	1.0%	59	10.0%	4.3%	17	7.3%	2.5%
Poitou Charentes	32	4.1%	2.2%	7	3.8%	1.0%	25	4.2%	3.2%	10	4.2%	2.7%
Aquitaine	39	4.9%	1.4%	13	6.4%	1.0%	26	4.4%	1.8%	10	4.3%	1.3%
Midi Pyrénées	38	4.8%	1.5%	13	6.5%	1.1%	25	4.3%	2.0%	19	8.0%	2.4%
Limousin	5	0.6%	0.7%	1	0.5%	0.3%	4	0.6%	1.1%	1	0.6%	0.8%
Auvergne	25	3.1%	2.2%	4	1.8%	0.7%	21	3.5%	3.5%	7	3.0%	2.3%
Rhône Alpes	90	11.4%	1.7%	26	13.0%	1.0%	65	10.9%	2.4%	39	16.1%	2.0%
Languedoc Roussillon	10	1.3%	0.4%	2	1.1%	0.2%	8	1.4%	0.7%	4	1.6%	0.5%
Provence Alpes Côte d'Azur. Corse	51	6.4%	1.2%	7	3.5%	0.3%	44	7.4%	1.9%	20	8.3%	1.3%
Habitudes de connexion à Internet												
Tous les jours	567	71.5%	1.5%	132	66.3%	0.7%	435	73.2%	2.3%	192	79.7%	1.3%
Presque tous les jours	102	12.9%	1.8%	37	18.5%	1.4%	66	11.0%	2.2%	32	13.1%	2.0%
1 à 2 fois par semaine	42	5.2%	1.5%	6	3.3%	0.6%	35	5.9%	2.2%	14	5.7%	2.6%
1 à 3 fois par mois	2	0.3%	0.4%	1	0.5%	0.4%	1	0.2%	0.4%	1	0.4%	1.1%
Moins souvent	2	0.2%	0.3%	0	0.0%	0.0%	2	0.3%	0.6%	0	0.0%	0.0%

	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	6	0.8%	0.4%	0	0.1%	0.0%	6	1.0%	0.6%	2	0.9%	1.2%
De 9 000 à moins de 12 000 euros par an	36	4.6%	1.3%	11	5.7%	1.1%	25	4.2%	1.5%	1	0.5%	0.5%
De 12 000 à moins de 18 000 euros par an	110	13.8%	2.0%	17	8.7%	0.8%	92	15.6%	2.9%	8	3.3%	1.2%
De 18 000 à moins de 24 000 euros par an	69	8.7%	1.0%	20	9.8%	0.7%	49	8.3%	1.3%	14	5.9%	1.0%
De 24 000 à moins de 36 000 euros par an	176	22.2%	1.5%	45	22.7%	0.8%	131	22.1%	2.1%	45	18.6%	1.3%
De 36 000 à moins de 45 000 euros par an	109	13.8%	1.5%	26	13.2%	0.7%	83	13.9%	2.3%	41	17.0%	1.4%
De 45 000 à moins de 65 000 euros par an	130	16.4%	1.9%	34	17.3%	0.9%	96	16.1%	3.1%	79	32.7%	2.1%
65 000 euros et plus par an	51	6.5%	1.2%	15	7.5%	0.6%	37	6.1%	2.1%	32	13.2%	1.1%
Refus	91	11.5%	2.2%	24	12.1%	1.4%	67	11.3%	2.7%	17	7.1%	1.1%
Ne sait pas	14	1.8%	1.3%	5	2.7%	1.1%	9	1.4%	1.5%	2	0.7%	0.5%