

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	366	100.0%	0.7%	188	100.0%	0.8%	178	100.0%	0.7%	78	100.0%	0.4%
Sexe												
Homme	188	51.4%	0.8%	188	100.0%	0.8%	0	0.0%	0.0%	35	45.6%	0.4%
Femme	178	48.6%	0.7%	0	0.0%	0.0%	178	100.0%	0.7%	42	54.4%	0.5%
Age												
15 à 24 ans	29	8.0%	0.4%	17	8.8%	0.5%	13	7.2%	0.4%	12	15.9%	0.4%
25 à 34 ans	38	10.3%	0.5%	24	12.7%	0.6%	14	7.8%	0.4%	8	10.1%	0.2%
35 à 49 ans	94	25.6%	0.8%	48	25.5%	0.8%	46	25.8%	0.7%	27	34.9%	0.4%
50 à 59 ans	73	19.9%	0.8%	43	22.7%	0.9%	30	16.9%	0.7%	25	32.4%	0.7%
60 ans et plus	132	36.1%	0.8%	57	30.3%	0.8%	75	42.3%	0.8%	5	6.7%	0.5%
Individu												
Ménagères	163	44.4%	0.7%	0	0.0%	0.0%	163	91.4%	0.7%	35	44.4%	0.5%
Personne de référence	224	61.2%	0.8%	168	89.6%	0.8%	56	31.2%	0.7%	36	46.4%	0.4%
Responsable des achats	252	68.9%	0.7%	101	53.6%	0.8%	151	85.1%	0.7%	46	59.0%	0.4%
PCS Individu												
Agriculteurs	10	2.8%	2.0%	7	3.5%	1.9%	4	2.0%	2.1%	1	1.4%	4.3%
Petits patrons	8	2.1%	0.5%	5	2.6%	0.4%	3	1.5%	0.6%	8	9.8%	0.5%
Affaires et Cadres	15	4.0%	0.3%	7	3.9%	0.3%	7	4.1%	0.3%	11	13.6%	0.2%
Professions intermédiaires	43	11.9%	0.6%	19	10.3%	0.5%	24	13.5%	0.7%	30	39.1%	0.5%
Employés	55	15.0%	0.7%	22	11.7%	1.0%	33	18.5%	0.5%	16	20.8%	0.9%
Ouvriers	61	16.7%	1.0%	53	28.3%	1.1%	8	4.5%	0.6%	0	0.5%	0.1%
Retraités	126	34.5%	1.0%	55	29.0%	0.9%	72	40.2%	1.1%	2	2.9%	1.1%
Autres inactifs	48	13.1%	0.5%	20	10.7%	0.6%	28	15.7%	0.4%	9	11.8%	0.3%
PCS Personne de référence												
Agriculteurs	10	2.6%	1.3%	6	3.1%	1.5%	4	2.1%	1.1%	0	0.0%	0.0%
Petits patrons	11	2.9%	0.4%	6	3.1%	0.4%	5	2.7%	0.4%	11	13.6%	0.4%
Affaires et Cadres	18	4.8%	0.3%	8	4.4%	0.2%	9	5.3%	0.3%	18	22.8%	0.3%
Professions intermédiaires	49	13.5%	0.6%	21	11.4%	0.5%	28	15.8%	0.7%	49	63.7%	0.6%
Employés	35	9.4%	0.6%	21	11.4%	0.9%	13	7.4%	0.4%	0	0.0%	0.0%
Ouvriers	77	21.1%	0.8%	51	27.3%	1.0%	26	14.6%	0.6%	0	0.0%	0.0%
Retraités	141	38.7%	0.9%	62	33.1%	0.9%	79	44.5%	1.0%	0	0.0%	0.0%
Autres inactifs	25	6.9%	0.6%	12	6.2%	0.8%	13	7.6%	0.5%	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	79	21.7%	0.8%	35	18.7%	0.8%	44	24.9%	0.8%	7	8.7%	0.3%
2 personnes	144	39.2%	0.8%	78	41.6%	0.9%	65	36.7%	0.7%	23	29.1%	0.5%
3 personnes	58	15.8%	0.6%	25	13.4%	0.5%	33	18.4%	0.7%	22	27.9%	0.5%
4 personnes	63	17.2%	0.7%	39	20.6%	0.9%	24	13.6%	0.5%	20	26.3%	0.4%
5 personnes et +	22	6.0%	0.4%	11	5.8%	0.4%	11	6.3%	0.4%	6	8.0%	0.2%
Présence d'enfants de moins de 15 ans												
Oui	102	28.0%	0.7%	53	28.4%	0.7%	49	27.5%	0.6%	34	43.5%	0.4%
Non	264	72.0%	0.7%	135	71.6%	0.8%	129	72.5%	0.7%	44	56.5%	0.5%
Habitat												
Communes rurales	155	42.4%	1.3%	71	37.8%	1.2%	84	47.2%	1.3%	41	52.4%	1.3%
Agglo. - 20 000 hab	49	13.5%	0.5%	21	11.1%	0.5%	29	16.1%	0.6%	10	12.6%	0.4%
Agglo. 20 000 à 100 000 hab	103	28.0%	1.5%	64	34.1%	1.9%	38	21.6%	1.1%	13	16.5%	0.6%
Agglo. + 100 000 hab	56	15.3%	0.4%	31	16.4%	0.4%	25	14.3%	0.3%	12	15.8%	0.2%
Agglo. Paris	3	0.7%	0.0%	1	0.6%	0.0%	1	0.8%	0.0%	2	2.6%	0.1%
Régions INSEE												
Ile de France	3	0.7%	0.0%	1	0.7%	0.0%	1	0.8%	0.0%	2	2.8%	0.0%
Lorraine	1	0.3%	0.0%	1	0.5%	0.1%	0	0.0%	0.0%	1	0.7%	0.1%
Champagne Ardennes	273	74.7%	25.1%	140	74.4%	26.6%	133	75.0%	23.6%	56	72.2%	19.9%
Picardie	86	23.6%	5.6%	45	24.0%	6.1%	41	23.2%	5.2%	18	23.3%	4.1%
Bretagne	1	0.2%	0.0%	1	0.4%	0.1%	0	0.0%	0.0%	1	0.9%	0.1%
Languedoc Roussillon	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.1%	0.0%
Provence Alpes Côte d'Azur. Corse	2	0.5%	0.0%	0	0.0%	0.0%	2	1.0%	0.1%	0	0.0%	0.0%
Habitudes de connexion à Internet												
Tous les jours	237	64.8%	0.6%	128	68.0%	0.7%	109	61.5%	0.6%	64	82.5%	0.4%
Presque tous les jours	51	13.8%	0.9%	24	12.7%	0.9%	27	15.1%	0.9%	8	10.4%	0.5%
1 à 2 fois par semaine	19	5.3%	0.7%	10	5.6%	0.9%	9	5.0%	0.6%	4	5.6%	0.8%
1 à 3 fois par mois	3	0.9%	0.7%	2	1.2%	1.0%	1	0.6%	0.4%	1	1.5%	1.4%
Moins souvent	5	1.4%	0.9%	5	2.7%	1.8%	0	0.0%	0.0%	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	12	3.2%	0.7%	2	1.3%	0.3%	10	5.3%	1.0%	0	0.1%	0.0%
De 9 000 à moins de 12 000 euros par an	18	4.9%	0.7%	11	5.7%	1.0%	7	4.1%	0.4%	0	0.3%	0.1%
De 12 000 à moins de 18 000 euros par an	49	13.5%	0.9%	24	13.0%	1.1%	25	14.0%	0.8%	8	10.2%	1.2%
De 18 000 à moins de 24 000 euros par an	38	10.4%	0.6%	21	11.4%	0.7%	17	9.4%	0.4%	5	6.8%	0.4%
De 24 000 à moins de 36 000 euros par an	76	20.8%	0.7%	40	21.2%	0.7%	36	20.3%	0.6%	20	25.2%	0.6%
De 36 000 à moins de 45 000 euros par an	63	17.2%	0.9%	30	16.0%	0.8%	33	18.5%	0.9%	10	13.5%	0.4%
De 45 000 à moins de 65 000 euros par an	42	11.4%	0.6%	20	10.4%	0.5%	22	12.4%	0.7%	16	20.7%	0.4%
65 000 euros et plus par an	23	6.4%	0.6%	14	7.3%	0.6%	10	5.4%	0.5%	12	15.4%	0.4%
Refus	27	7.3%	0.6%	15	8.2%	0.9%	11	6.4%	0.5%	5	5.9%	0.3%
Ne sait pas	17	4.8%	1.6%	10	5.5%	2.1%	7	4.1%	1.2%	1	1.8%	0.4%