

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	372	100.0%	0.7%	232	100.0%	0.9%	140	100.0%	0.5%	114	100.0%	0.7%
Sexe												
Homme	232	62.4%	0.9%	232	100.0%	0.9%	0	0.0%	0.0%	73	64.2%	0.8%
Femme	140	37.6%	0.5%	0	0.0%	0.0%	140	100.0%	0.5%	41	35.8%	0.5%
Age												
15 à 24 ans	34	9.0%	0.5%	17	7.2%	0.5%	17	12.1%	0.5%	15	13.5%	0.5%
25 à 34 ans	37	9.9%	0.5%	18	7.8%	0.5%	19	13.5%	0.5%	14	12.1%	0.4%
35 à 49 ans	59	16.0%	0.5%	45	19.3%	0.7%	15	10.5%	0.2%	39	34.4%	0.6%
50 à 59 ans	82	22.1%	0.9%	54	23.3%	1.2%	28	19.9%	0.6%	37	32.2%	1.0%
60 ans et plus	160	43.0%	1.0%	99	42.4%	1.4%	62	44.0%	0.7%	9	7.7%	0.9%
Individu												
Ménagères	121	32.6%	0.5%	0	0.0%	0.0%	121	86.6%	0.5%	32	28.0%	0.5%
Personne de référence	256	68.7%	0.9%	211	90.7%	1.0%	45	32.1%	0.6%	84	73.2%	1.0%
Responsable des achats	257	69.2%	0.7%	141	60.9%	1.1%	116	82.9%	0.5%	80	70.4%	0.7%
PCS Individu												
Agriculteurs	1	0.3%	0.2%	1	0.2%	0.2%	1	0.4%	0.4%	0	0.0%	0.0%
Petits patrons	14	3.7%	0.9%	8	3.5%	0.7%	6	4.2%	1.3%	13	11.6%	0.9%
Affaires et Cadres	47	12.5%	0.9%	30	12.9%	1.1%	17	11.9%	0.8%	39	34.4%	0.9%
Professions intermédiaires	48	12.8%	0.7%	31	13.5%	0.9%	16	11.6%	0.5%	41	35.8%	0.7%
Employés	27	7.3%	0.3%	9	3.8%	0.4%	18	13.0%	0.3%	5	4.7%	0.3%
Ouvriers	48	13.0%	0.8%	46	20.0%	0.9%	2	1.4%	0.2%	0	0.4%	0.1%
Retraités	138	37.1%	1.1%	92	39.7%	1.5%	46	32.6%	0.7%	1	0.7%	0.4%
Autres inactifs	50	13.3%	0.5%	15	6.3%	0.4%	35	24.9%	0.5%	14	12.6%	0.4%
PCS Personne de référence												
Agriculteurs	1	0.3%	0.2%	1	0.2%	0.1%	1	0.4%	0.2%	0	0.0%	0.0%
Petits patrons	16	4.4%	0.6%	9	3.8%	0.6%	8	5.5%	0.6%	16	14.3%	0.6%
Affaires et Cadres	52	14.0%	0.8%	32	14.0%	1.0%	20	14.1%	0.6%	52	45.6%	0.8%
Professions intermédiaires	46	12.3%	0.6%	32	13.9%	0.8%	14	9.7%	0.4%	46	40.1%	0.6%
Employés	24	6.3%	0.4%	11	4.7%	0.5%	13	9.0%	0.4%	0	0.0%	0.0%
Ouvriers	63	17.1%	0.7%	48	20.8%	1.0%	15	10.8%	0.3%	0	0.0%	0.0%
Retraités	158	42.6%	1.1%	93	40.2%	1.4%	65	46.5%	0.8%	0	0.0%	0.0%
Autres inactifs	11	3.0%	0.3%	6	2.4%	0.4%	6	4.0%	0.2%	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	84	22.5%	0.8%	49	21.0%	1.1%	35	25.1%	0.6%	21	18.0%	1.1%
2 personnes	152	40.9%	0.8%	86	36.9%	1.0%	67	47.6%	0.7%	38	32.9%	0.9%
3 personnes	52	14.0%	0.6%	31	13.3%	0.7%	21	15.3%	0.5%	22	19.5%	0.6%
4 personnes	35	9.4%	0.4%	26	11.1%	0.6%	9	6.7%	0.2%	20	17.3%	0.4%
5 personnes et +	49	13.1%	0.9%	41	17.8%	1.6%	8	5.4%	0.3%	14	12.2%	0.5%
Présence d'enfants de moins de 15 ans												
Oui	86	23.2%	0.5%	67	28.7%	0.9%	20	14.0%	0.2%	36	31.1%	0.5%
Non	286	76.8%	0.8%	166	71.3%	0.9%	120	86.0%	0.6%	79	68.9%	0.8%
Habitat												
Communes rurales	54	14.4%	0.4%	38	16.2%	0.7%	16	11.5%	0.3%	12	10.1%	0.4%
Agglo. - 20 000 hab	47	12.6%	0.5%	34	14.8%	0.8%	13	9.1%	0.3%	15	13.0%	0.6%
Agglo. 20 000 à 100 000 hab	43	11.6%	0.6%	24	10.4%	0.7%	19	13.5%	0.5%	8	7.3%	0.4%
Agglo. + 100 000 hab	106	28.4%	0.7%	64	27.4%	0.9%	42	30.2%	0.5%	31	27.3%	0.6%
Agglo. Paris	122	32.9%	1.4%	72	31.2%	1.8%	50	35.7%	1.1%	48	42.2%	1.2%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	129	34.7%	1.3%	78	33.6%	1.7%	51	36.5%	1.0%	52	45.8%	1.2%
Nord Pas de Calais	12	3.2%	0.4%	7	2.9%	0.4%	5	3.8%	0.3%	2	2.0%	0.2%
Lorraine	7	1.9%	0.4%	4	1.6%	0.4%	3	2.2%	0.3%	1	0.7%	0.2%
Alsace	5	1.4%	0.3%	4	1.8%	0.6%	1	0.8%	0.1%	1	1.2%	0.3%
Franche-Comté	3	0.9%	0.3%	1	0.4%	0.2%	2	1.5%	0.4%	1	1.2%	0.5%
Champagne Ardennes	5	1.5%	0.5%	4	1.7%	0.7%	2	1.2%	0.3%	0	0.3%	0.1%
Picardie	8	2.1%	0.5%	6	2.4%	0.8%	2	1.5%	0.3%	1	0.8%	0.2%
Bourgogne	12	3.2%	0.9%	10	4.4%	1.5%	2	1.2%	0.2%	1	1.1%	0.4%
Haute Normandie	23	6.2%	1.5%	7	3.0%	1.0%	16	11.4%	2.1%	3	2.4%	0.6%
Basse Normandie	12	3.2%	1.0%	12	5.2%	2.1%	0	0.0%	0.0%	1	0.9%	0.3%
Centre	13	3.4%	0.6%	9	3.7%	0.8%	4	2.9%	0.4%	3	2.4%	0.4%
Pays de Loire	12	3.3%	0.4%	11	4.8%	0.8%	1	0.9%	0.1%	3	2.4%	0.3%
Bretagne	6	1.5%	0.2%	2	0.7%	0.1%	4	2.8%	0.3%	1	1.2%	0.2%
Poitou Charentes	7	1.8%	0.4%	5	2.1%	0.7%	2	1.3%	0.2%	2	1.6%	0.5%
Aquitaine	16	4.2%	0.6%	11	4.7%	0.8%	5	3.3%	0.3%	4	3.7%	0.5%
Midi Pyrénées	17	4.6%	0.7%	11	4.7%	0.9%	6	4.5%	0.5%	5	4.2%	0.6%
Limousin	8	2.0%	1.2%	5	2.2%	1.7%	2	1.7%	0.8%	2	1.7%	1.2%
Auvergne	7	2.0%	0.7%	4	1.7%	0.7%	4	2.6%	0.6%	3	2.5%	0.9%
Rhône Alpes	19	5.0%	0.4%	9	3.9%	0.4%	10	6.9%	0.4%	8	7.2%	0.4%
Languedoc Roussillon	19	5.2%	0.8%	11	4.7%	1.0%	8	6.0%	0.7%	8	6.7%	1.0%
Provence Alpes Côte d'Azur. Corse	32	8.7%	0.7%	23	9.8%	1.1%	10	6.9%	0.4%	11	10.0%	0.7%
Habitudes de connexion à Internet												
Tous les jours	274	73.6%	0.7%	175	75.3%	1.0%	99	70.6%	0.5%	102	89.6%	0.7%
Presque tous les jours	53	14.2%	1.0%	34	14.5%	1.3%	19	13.8%	0.6%	9	7.9%	0.6%
1 à 2 fois par semaine	18	4.8%	0.7%	9	4.0%	0.8%	9	6.3%	0.6%	3	2.5%	0.6%
1 à 3 fois par mois	3	0.9%	0.6%	3	1.3%	1.3%	0	0.2%	0.1%	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	4	1.1%	0.2%	2	0.7%	0.2%	2	1.7%	0.3%	3	2.5%	1.6%
De 9 000 à moins de 12 000 euros par an	13	3.5%	0.5%	7	2.8%	0.6%	6	4.6%	0.4%	4	3.4%	1.5%
De 12 000 à moins de 18 000 euros par an	45	12.2%	0.8%	28	12.1%	1.3%	17	12.3%	0.6%	4	3.9%	0.7%
De 18 000 à moins de 24 000 euros par an	66	17.7%	1.0%	32	13.6%	1.1%	34	24.4%	0.9%	10	8.9%	0.7%
De 24 000 à moins de 36 000 euros par an	74	19.9%	0.6%	43	18.6%	0.8%	31	22.2%	0.5%	20	17.6%	0.6%
De 36 000 à moins de 45 000 euros par an	58	15.6%	0.8%	46	19.7%	1.2%	12	8.7%	0.3%	21	18.7%	0.7%
De 45 000 à moins de 65 000 euros par an	65	17.6%	0.9%	44	19.0%	1.1%	21	15.3%	0.7%	34	29.7%	0.9%
65 000 euros et plus par an	24	6.4%	0.6%	14	6.0%	0.6%	10	7.1%	0.6%	13	11.0%	0.4%
Refus	15	4.1%	0.4%	12	5.0%	0.7%	4	2.5%	0.1%	3	2.9%	0.2%
Ne sait pas	7	2.0%	0.7%	6	2.4%	1.2%	2	1.2%	0.3%	2	1.4%	0.4%