

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	1325	100.0%	2.5%	277	100.0%	1.1%	1048	100.0%	3.8%	407	100.0%	2.3%
Sexe												
Homme	277	20.9%	1.1%	277	100.0%	1.1%	0	0.0%	0.0%	78	19.1%	0.9%
Femme	1048	79.1%	3.8%	0	0.0%	0.0%	1048	100.0%	3.8%	329	80.9%	3.8%
Age												
15 à 24 ans	58	4.4%	0.8%	12	4.2%	0.3%	47	4.4%	1.3%	18	4.5%	0.6%
25 à 34 ans	159	12.0%	2.1%	38	13.9%	1.0%	121	11.5%	3.1%	60	14.8%	1.9%
35 à 49 ans	404	30.5%	3.2%	83	29.8%	1.3%	322	30.7%	5.0%	183	45.0%	2.9%
50 à 59 ans	313	23.6%	3.6%	70	25.3%	1.7%	243	23.2%	5.5%	120	29.6%	3.3%
60 ans et plus	390	29.4%	2.4%	74	26.8%	1.0%	316	30.1%	3.5%	25	6.2%	1.6%
Individu												
Ménagères	979	73.9%	4.2%	0	0.0%	0.0%	979	93.5%	4.2%	317	77.7%	4.5%
Personne de référence	554	41.8%	2.0%	259	93.3%	1.3%	295	28.2%	4.0%	139	34.2%	1.6%
Responsable des achats	1101	83.1%	3.1%	145	52.3%	1.1%	956	91.3%	4.2%	339	83.2%	3.0%
PCS Individu												
Agriculteurs	29	2.2%	5.6%	7	2.7%	2.3%	21	2.0%	11.0%	0	0.0%	0.0%
Petits patrons	42	3.1%	2.5%	14	4.9%	1.1%	28	2.7%	6.7%	37	9.0%	2.5%
Affaires et Cadres	115	8.7%	2.3%	24	8.5%	0.8%	91	8.7%	4.2%	91	22.4%	2.0%
Professions intermédiaires	174	13.1%	2.4%	39	14.1%	1.1%	135	12.9%	3.6%	139	34.1%	2.3%
Employés	334	25.2%	3.9%	32	11.6%	1.4%	302	28.9%	4.8%	78	19.0%	4.4%
Ouvriers	144	10.9%	2.2%	86	31.1%	1.7%	58	5.5%	4.4%	13	3.1%	2.8%
Retraités	318	24.0%	2.5%	56	20.3%	0.9%	261	24.9%	3.8%	10	2.4%	4.4%
Autres inactifs	170	12.8%	1.7%	19	6.8%	0.5%	151	14.4%	2.4%	41	10.0%	1.2%
PCS Personne de référence												
Agriculteurs	43	3.3%	5.6%	6	2.1%	1.6%	38	3.6%	9.1%	0	0.0%	0.0%
Petits patrons	72	5.4%	2.7%	16	5.8%	1.1%	56	5.3%	4.5%	72	17.6%	2.7%
Affaires et Cadres	150	11.3%	2.1%	25	8.9%	0.7%	125	11.9%	3.5%	150	36.8%	2.1%
Professions intermédiaires	186	14.0%	2.3%	37	13.5%	0.9%	149	14.2%	3.8%	186	45.7%	2.3%
Employés	156	11.8%	2.8%	34	12.3%	1.5%	122	11.6%	3.7%	0	0.0%	0.0%
Ouvriers	270	20.4%	2.8%	80	28.9%	1.5%	190	18.1%	4.2%	0	0.0%	0.0%
Retraités	380	28.7%	2.5%	64	23.2%	1.0%	316	30.2%	3.8%	0	0.0%	0.0%
Autres inactifs	68	5.1%	1.9%	15	5.3%	1.0%	53	5.1%	2.6%	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	251	18.9%	2.6%	38	13.8%	0.9%	213	20.3%	3.8%	46	11.2%	1.9%
2 personnes	469	35.4%	2.6%	98	35.5%	1.1%	370	35.3%	3.9%	110	27.0%	2.6%
3 personnes	213	16.1%	2.3%	59	21.3%	1.3%	154	14.7%	3.3%	92	22.6%	2.3%
4 personnes	225	17.0%	2.4%	58	21.0%	1.2%	167	15.9%	3.5%	92	22.7%	2.0%
5 personnes et +	167	12.6%	3.0%	23	8.4%	0.9%	144	13.7%	4.7%	67	16.5%	2.5%
Présence d'enfants de moins de 15 ans												
Oui	457	34.5%	2.9%	105	38.1%	1.5%	352	33.6%	4.2%	196	48.1%	2.6%
Non	867	65.5%	2.4%	172	61.9%	1.0%	696	66.4%	3.7%	211	51.9%	2.0%
Habitat												
Communes rurales	353	26.7%	3.0%	74	26.7%	1.3%	279	26.7%	4.5%	91	22.2%	2.7%
Agglo. - 20 000 hab	315	23.8%	3.5%	63	22.6%	1.4%	253	24.1%	5.4%	90	22.1%	3.3%
Agglo. 20 000 à 100 000 hab	171	12.9%	2.5%	29	10.4%	0.9%	143	13.6%	3.9%	47	11.7%	2.2%
Agglo. + 100 000 hab	370	27.9%	2.4%	84	30.2%	1.1%	286	27.3%	3.5%	131	32.1%	2.3%
Agglo. Paris	115	8.7%	1.3%	28	10.2%	0.7%	87	8.3%	1.9%	48	11.9%	1.2%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	144	10.9%	1.5%	40	14.3%	0.9%	104	10.0%	2.0%	49	12.1%	1.1%
Nord Pas de Calais	87	6.6%	2.7%	22	7.9%	1.4%	65	6.2%	3.9%	19	4.7%	1.9%
Lorraine	55	4.1%	2.8%	12	4.5%	1.3%	42	4.0%	4.3%	6	1.4%	1.1%
Alsace	47	3.6%	3.0%	6	2.0%	0.7%	42	4.0%	5.2%	9	2.1%	1.9%
Franche-Comté	32	2.4%	3.3%	12	4.2%	2.5%	20	1.9%	4.0%	12	2.8%	4.1%
Champagne Ardennes	37	2.8%	3.4%	11	3.8%	2.0%	27	2.6%	4.6%	10	2.5%	3.4%
Picardie	27	2.0%	1.7%	6	2.0%	0.7%	21	2.0%	2.7%	8	1.9%	1.7%
Bourgogne	52	3.9%	3.8%	13	4.8%	2.0%	39	3.7%	5.4%	6	1.5%	1.6%
Haute Normandie	35	2.7%	2.4%	12	4.5%	1.8%	23	2.2%	2.9%	15	3.6%	3.2%
Basse Normandie	28	2.1%	2.3%	4	1.5%	0.7%	24	2.3%	3.7%	8	1.9%	2.1%
Centre	55	4.2%	2.7%	18	6.6%	1.8%	37	3.5%	3.5%	16	3.9%	2.5%
Pays de Loire	87	6.6%	2.9%	13	4.8%	0.9%	74	7.0%	4.6%	31	7.5%	3.4%
Bretagne	99	7.5%	3.7%	13	4.7%	1.0%	86	8.2%	6.2%	28	6.8%	3.6%
Poitou Charentes	76	5.8%	5.1%	23	8.4%	3.3%	53	5.1%	6.8%	22	5.3%	5.3%
Aquitaine	88	6.6%	3.1%	23	8.2%	1.7%	65	6.2%	4.5%	26	6.4%	2.9%
Midi Pyrénées	78	5.9%	3.2%	14	5.1%	1.2%	64	6.1%	5.0%	32	8.0%	3.7%
Limousin	17	1.3%	2.7%	4	1.3%	1.2%	13	1.3%	4.1%	4	0.9%	2.1%
Auvergne	36	2.7%	3.1%	2	0.8%	0.4%	34	3.2%	5.6%	10	2.4%	3.3%
Rhône Alpes	124	9.3%	2.3%	13	4.7%	0.5%	111	10.6%	4.0%	49	12.0%	2.5%
Languedoc Roussillon	50	3.8%	2.1%	5	2.0%	0.5%	44	4.2%	3.6%	23	5.7%	3.2%
Provence Alpes Côte d'Azur. Corse	71	5.4%	1.6%	11	3.9%	0.5%	60	5.7%	2.6%	27	6.5%	1.7%
Habitudes de connexion à Internet												
Tous les jours	1066	80.5%	2.5%	221	79.7%	1.1%	845	80.7%	3.9%	355	87.2%	2.2%
Presque tous les jours	165	12.5%	2.7%	46	16.7%	1.7%	119	11.4%	3.6%	39	9.6%	2.8%
1 à 2 fois par semaine	83	6.3%	2.7%	6	2.2%	0.5%	77	7.3%	4.3%	13	3.3%	2.6%
1 à 3 fois par mois	9	0.7%	2.3%	4	1.4%	2.1%	5	0.5%	2.4%	0	0.0%	0.0%
Moins souvent	1	0.1%	1.2%	0	0.0%	0.0%	1	0.1%	1.8%	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	33	2.5%	2.4%	6	2.3%	1.0%	26	2.5%	3.5%	4	0.9%	1.8%
De 9 000 à moins de 12 000 euros par an	55	4.1%	2.7%	13	4.8%	1.7%	41	4.0%	3.4%	6	1.4%	2.2%
De 12 000 à moins de 18 000 euros par an	113	8.5%	2.2%	12	4.2%	0.6%	101	9.6%	3.4%	10	2.5%	1.3%
De 18 000 à moins de 24 000 euros par an	181	13.7%	2.6%	28	10.3%	1.0%	153	14.6%	3.9%	33	8.1%	2.2%
De 24 000 à moins de 36 000 euros par an	331	25.0%	2.7%	60	21.7%	1.1%	271	25.9%	4.1%	70	17.1%	2.0%
De 36 000 à moins de 45 000 euros par an	234	17.7%	3.0%	63	22.6%	1.6%	172	16.4%	4.5%	89	21.8%	3.1%
De 45 000 à moins de 65 000 euros par an	175	13.2%	2.3%	43	15.6%	1.0%	132	12.6%	3.8%	88	21.5%	2.3%
65 000 euros et plus par an	115	8.7%	2.7%	34	12.3%	1.3%	81	7.7%	4.7%	84	20.7%	2.9%
Refus	73	5.5%	2.1%	17	6.2%	1.1%	56	5.4%	2.8%	20	5.0%	1.5%
Ne sait pas	15	1.1%	0.9%	0	0.0%	0.0%	15	1.4%	1.8%	4	0.9%	0.6%