

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	1278	100.0%	2.4%	283	100.0%	1.1%	995	100.0%	3.6%	289	100.0%	1.6%
Sexe												
Homme	283	22.2%	1.1%	283	100.0%	1.1%	0	0.0%	0.0%	84	29.1%	0.9%
Femme	995	77.8%	3.6%	0	0.0%	0.0%	995	100.0%	3.6%	205	70.9%	2.4%
Age												
15 à 24 ans	102	8.0%	1.4%	25	8.8%	0.7%	77	7.8%	2.1%	33	11.4%	1.0%
25 à 34 ans	131	10.2%	1.7%	27	9.4%	0.7%	104	10.5%	2.7%	31	10.8%	1.0%
35 à 49 ans	311	24.3%	2.5%	73	25.8%	1.2%	238	23.9%	3.7%	119	41.1%	1.9%
50 à 59 ans	258	20.2%	3.0%	41	14.4%	1.0%	217	21.8%	4.9%	74	25.6%	2.0%
60 ans et plus	476	37.3%	2.9%	118	41.6%	1.6%	359	36.1%	4.0%	32	11.1%	2.0%
Individu												
Ménagères	908	71.1%	3.9%	0	0.0%	0.0%	908	91.3%	3.9%	182	62.9%	2.6%
Personne de référence	608	47.6%	2.2%	239	84.6%	1.2%	369	37.1%	5.0%	109	37.6%	1.2%
Responsable des achats	1057	82.7%	3.0%	173	61.2%	1.3%	884	88.8%	3.9%	211	72.8%	1.9%
PCS Individu												
Agriculteurs	5	0.4%	1.1%	5	1.7%	1.5%	1	0.1%	0.4%	0	0.0%	0.0%
Petits patrons	19	1.5%	1.2%	12	4.2%	1.0%	7	0.7%	1.7%	18	6.3%	1.2%
Affaires et Cadres	51	4.0%	1.0%	17	6.0%	0.6%	34	3.4%	1.6%	39	13.6%	0.9%
Professions intermédiaires	162	12.7%	2.2%	38	13.5%	1.0%	124	12.5%	3.4%	114	39.5%	1.9%
Employés	313	24.5%	3.7%	36	12.7%	1.6%	277	27.9%	4.4%	46	15.9%	2.6%
Ouvriers	131	10.2%	2.0%	55	19.3%	1.1%	76	7.6%	5.8%	11	3.9%	2.6%
Retraités	360	28.2%	2.8%	97	34.1%	1.6%	264	26.5%	3.8%	4	1.3%	1.7%
Autres inactifs	236	18.5%	2.4%	24	8.5%	0.7%	212	21.4%	3.4%	56	19.4%	1.7%
PCS Personne de référence												
Agriculteurs	11	0.9%	1.4%	5	1.9%	1.4%	6	0.6%	1.4%	0	0.0%	0.0%
Petits patrons	51	4.0%	1.9%	16	5.5%	1.1%	35	3.6%	2.9%	51	17.7%	1.9%
Affaires et Cadres	67	5.2%	0.9%	18	6.5%	0.5%	48	4.9%	1.4%	67	23.1%	0.9%
Professions intermédiaires	171	13.4%	2.1%	50	17.7%	1.2%	121	12.2%	3.1%	171	59.2%	2.1%
Employés	201	15.8%	3.6%	26	9.3%	1.1%	175	17.6%	5.4%	0	0.0%	0.0%
Ouvriers	238	18.6%	2.5%	52	18.5%	1.0%	186	18.7%	4.1%	0	0.0%	0.0%
Retraités	425	33.2%	2.8%	104	36.9%	1.6%	320	32.2%	3.8%	0	0.0%	0.0%
Autres inactifs	113	8.9%	3.2%	10	3.7%	0.7%	103	10.3%	5.0%	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	336	26.3%	3.4%	60	21.3%	1.4%	276	27.7%	5.0%	46	15.7%	1.9%
2 personnes	422	33.0%	2.3%	99	35.1%	1.1%	322	32.4%	3.4%	80	27.5%	1.9%
3 personnes	172	13.5%	1.8%	36	12.8%	0.8%	136	13.7%	2.9%	47	16.2%	1.2%
4 personnes	206	16.2%	2.2%	54	19.0%	1.1%	153	15.3%	3.2%	75	25.8%	1.6%
5 personnes et +	141	11.1%	2.5%	33	11.8%	1.3%	108	10.8%	3.6%	43	14.8%	1.6%
Présence d'enfants de moins de 15 ans												
Oui	368	28.8%	2.3%	74	26.0%	1.0%	295	29.6%	3.5%	103	35.5%	1.4%
Non	909	71.2%	2.5%	209	74.0%	1.2%	700	70.4%	3.7%	187	64.5%	1.8%
Habitat												
Communes rurales	234	18.3%	2.0%	45	16.0%	0.8%	189	19.0%	3.0%	42	14.5%	1.3%
Agglo. - 20 000 hab	271	21.2%	3.0%	65	23.1%	1.5%	205	20.6%	4.4%	41	14.3%	1.5%
Agglo. 20 000 à 100 000 hab	196	15.4%	2.8%	39	13.8%	1.2%	157	15.8%	4.3%	54	18.7%	2.5%
Agglo. + 100 000 hab	389	30.5%	2.5%	87	30.9%	1.1%	302	30.3%	3.7%	80	27.6%	1.4%
Agglo. Paris	187	14.7%	2.1%	46	16.1%	1.1%	142	14.2%	3.1%	72	24.9%	1.8%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	239	18.7%	2.5%	49	17.4%	1.1%	189	19.0%	3.7%	78	27.0%	1.8%
Nord Pas de Calais	73	5.7%	2.3%	12	4.4%	0.8%	61	6.1%	3.7%	19	6.5%	1.9%
Lorraine	67	5.2%	3.5%	19	6.8%	2.1%	47	4.7%	4.8%	18	6.1%	3.3%
Alsace	23	1.8%	1.5%	6	2.0%	0.8%	17	1.7%	2.2%	6	2.1%	1.4%
Franche-Comté	35	2.7%	3.6%	11	4.0%	2.4%	23	2.3%	4.7%	4	1.4%	1.4%
Champagne Ardennes	26	2.0%	2.3%	8	2.8%	1.5%	18	1.8%	3.1%	5	1.6%	1.6%
Picardie	28	2.2%	1.8%	7	2.4%	0.9%	21	2.1%	2.7%	13	4.6%	3.0%
Bourgogne	49	3.8%	3.6%	16	5.5%	2.4%	33	3.4%	4.7%	18	6.3%	4.8%
Haute Normandie	22	1.7%	1.5%	1	0.4%	0.2%	21	2.1%	2.7%	4	1.4%	0.9%
Basse Normandie	31	2.5%	2.6%	4	1.5%	0.8%	27	2.7%	4.2%	2	0.5%	0.4%
Centre	62	4.9%	3.0%	20	7.0%	2.0%	42	4.3%	4.0%	14	4.9%	2.2%
Pays de Loire	80	6.2%	2.6%	13	4.6%	0.9%	67	6.7%	4.2%	12	4.3%	1.4%
Bretagne	69	5.4%	2.6%	13	4.5%	1.0%	56	5.6%	4.0%	9	3.1%	1.2%
Poitou Charentes	35	2.7%	2.4%	8	2.7%	1.1%	27	2.7%	3.5%	4	1.2%	0.9%
Aquitaine	38	3.0%	1.4%	3	1.1%	0.2%	35	3.5%	2.4%	12	4.2%	1.4%
Midi Pyrénées	48	3.7%	1.9%	5	1.6%	0.4%	43	4.3%	3.4%	16	5.4%	1.8%
Limousin	7	0.6%	1.2%	1	0.4%	0.3%	6	0.6%	1.9%	2	0.6%	1.0%
Auvergne	17	1.3%	1.5%	1	0.5%	0.2%	15	1.6%	2.6%	2	0.7%	0.6%
Rhône Alpes	109	8.6%	2.1%	22	7.7%	0.9%	88	8.8%	3.2%	16	5.7%	0.8%
Languedoc Roussillon	83	6.5%	3.6%	27	9.4%	2.4%	57	5.7%	4.6%	7	2.5%	1.0%
Provence Alpes Côte d'Azur. Corse	137	10.7%	3.1%	37	13.1%	1.8%	99	10.0%	4.3%	28	9.7%	1.8%
Habitudes de connexion à Internet												
Tous les jours	1003	78.5%	2.3%	230	81.3%	1.1%	773	77.8%	3.5%	250	86.5%	1.6%
Presque tous les jours	169	13.2%	2.8%	27	9.4%	1.0%	143	14.3%	4.3%	26	8.9%	1.9%
1 à 2 fois par semaine	93	7.3%	3.1%	19	6.7%	1.5%	74	7.5%	4.2%	13	4.6%	2.6%
1 à 3 fois par mois	8	0.6%	2.0%	4	1.3%	2.0%	4	0.4%	1.9%	0	0.0%	0.0%
Moins souvent	4	0.3%	3.4%	4	1.3%	9.9%	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	32	2.5%	2.3%	3	1.1%	0.5%	29	2.9%	3.8%	3	1.2%	1.6%
De 9 000 à moins de 12 000 euros par an	106	8.3%	5.3%	24	8.5%	3.1%	82	8.2%	6.7%	4	1.5%	1.7%
De 12 000 à moins de 18 000 euros par an	158	12.4%	3.2%	16	5.6%	0.8%	143	14.3%	4.8%	18	6.1%	2.3%
De 18 000 à moins de 24 000 euros par an	228	17.8%	3.3%	50	17.5%	1.7%	178	17.9%	4.5%	38	13.0%	2.5%
De 24 000 à moins de 36 000 euros par an	345	27.0%	2.8%	78	27.4%	1.4%	268	26.9%	4.1%	61	21.2%	1.7%
De 36 000 à moins de 45 000 euros par an	160	12.5%	2.1%	41	14.5%	1.1%	119	11.9%	3.1%	71	24.5%	2.4%
De 45 000 à moins de 65 000 euros par an	102	8.0%	1.3%	35	12.5%	0.8%	67	6.7%	1.9%	43	15.0%	1.1%
65 000 euros et plus par an	34	2.6%	0.8%	13	4.6%	0.5%	20	2.1%	1.2%	22	7.5%	0.8%
Refus	88	6.9%	2.5%	12	4.1%	0.8%	76	7.7%	3.8%	26	8.9%	2.0%
Ne sait pas	25	2.0%	1.6%	12	4.2%	1.6%	14	1.4%	1.6%	3	1.1%	0.5%