

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	339	100.0%	0.6%	48	100.0%	0.2%	291	100.0%	1.1%	188	100.0%	1.1%
Sexe												
Homme	48	14.2%	0.2%	48	100.0%	0.2%	0	0.0%	0.0%	22	11.5%	0.2%
Femme	291	85.8%	1.1%	0	0.0%	0.0%	291	100.0%	1.1%	166	88.5%	1.9%
Age												
15 à 24 ans	28	8.2%	0.4%	2	4.5%	0.1%	26	8.8%	0.7%	12	6.3%	0.4%
25 à 34 ans	53	15.8%	0.7%	0	0.0%	0.0%	53	18.4%	1.4%	33	17.8%	1.0%
35 à 49 ans	124	36.5%	1.0%	22	46.2%	0.4%	101	34.9%	1.6%	90	47.7%	1.4%
50 à 59 ans	77	22.6%	0.9%	16	33.4%	0.4%	61	20.8%	1.4%	43	23.0%	1.2%
60 ans et plus	57	16.9%	0.4%	8	15.9%	0.1%	50	17.1%	0.6%	10	5.3%	0.6%
Individu												
Ménagères	252	74.5%	1.1%	0	0.0%	0.0%	252	86.9%	1.1%	150	79.7%	2.1%
Personne de référence	130	38.5%	0.5%	42	86.1%	0.2%	89	30.6%	1.2%	66	35.4%	0.8%
Responsable des achats	276	81.4%	0.8%	34	70.9%	0.3%	242	83.1%	1.1%	161	85.9%	1.4%
PCS Individu												
Agriculteurs	2	0.5%	0.4%	0	0.0%	0.0%	2	0.6%	0.9%	0	0.0%	0.0%
Petits patrons	23	6.8%	1.4%	5	10.1%	0.4%	18	6.2%	4.3%	20	10.7%	1.4%
Affaires et Cadres	47	13.9%	0.9%	6	12.3%	0.2%	41	14.2%	1.9%	40	21.4%	0.9%
Professions intermédiaires	95	27.9%	1.3%	11	22.3%	0.3%	84	28.8%	2.3%	78	41.7%	1.3%
Employés	53	15.5%	0.6%	0	0.0%	0.0%	53	18.1%	0.8%	17	9.2%	1.0%
Ouvriers	27	7.9%	0.4%	19	38.8%	0.4%	8	2.8%	0.6%	4	1.9%	0.8%
Retraités	37	10.8%	0.3%	3	6.2%	0.0%	34	11.6%	0.5%	2	0.8%	0.7%
Autres inactifs	56	16.6%	0.6%	5	10.4%	0.1%	51	17.6%	0.8%	27	14.2%	0.8%
PCS Personne de référence												
Agriculteurs	3	0.9%	0.4%	0	0.0%	0.0%	3	1.0%	0.7%	0	0.0%	0.0%
Petits patrons	32	9.4%	1.2%	5	10.1%	0.3%	27	9.3%	2.2%	32	16.9%	1.2%
Affaires et Cadres	76	22.5%	1.1%	6	12.3%	0.2%	70	24.2%	2.0%	76	40.6%	1.1%
Professions intermédiaires	80	23.5%	1.0%	11	22.3%	0.3%	69	23.7%	1.8%	80	42.5%	1.0%
Employés	33	9.6%	0.6%	2	4.5%	0.1%	31	10.5%	0.9%	0	0.0%	0.0%
Ouvriers	47	13.9%	0.5%	19	38.8%	0.4%	28	9.7%	0.6%	0	0.0%	0.0%
Retraités	50	14.6%	0.3%	3	6.2%	0.0%	47	16.0%	0.6%	0	0.0%	0.0%
Autres inactifs	19	5.6%	0.5%	3	5.8%	0.2%	16	5.5%	0.8%	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	57	17.0%	0.6%	4	7.5%	0.1%	54	18.5%	1.0%	29	15.3%	1.2%
2 personnes	109	32.1%	0.6%	11	22.2%	0.1%	98	33.7%	1.0%	55	29.2%	1.3%
3 personnes	67	19.9%	0.7%	17	35.3%	0.4%	50	17.3%	1.1%	25	13.5%	0.6%
4 personnes	55	16.4%	0.6%	6	12.6%	0.1%	49	17.0%	1.1%	46	24.5%	1.0%
5 personnes et +	50	14.7%	0.9%	11	22.4%	0.4%	39	13.5%	1.3%	33	17.5%	1.2%
Présence d'enfants de moins de 15 ans												
Oui	113	33.4%	0.7%	24	50.7%	0.3%	89	30.6%	1.1%	74	39.7%	1.0%
Non	226	66.6%	0.6%	24	49.3%	0.1%	202	69.4%	1.1%	113	60.3%	1.1%
Habitat												
Communes rurales	83	24.5%	0.7%	13	27.5%	0.2%	70	24.0%	1.1%	43	22.9%	1.3%
Agglo. - 20 000 hab	55	16.2%	0.6%	0	0.4%	0.0%	55	18.8%	1.2%	27	14.6%	1.0%
Agglo. 20 000 à 100 000 hab	46	13.7%	0.7%	4	8.2%	0.1%	42	14.6%	1.2%	23	12.1%	1.1%
Agglo. + 100 000 hab	114	33.8%	0.7%	20	41.7%	0.3%	94	32.5%	1.2%	69	37.0%	1.2%
Agglo. Paris	40	11.9%	0.5%	11	22.1%	0.3%	30	10.2%	0.6%	25	13.5%	0.6%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	49	14.3%	0.5%	11	22.1%	0.2%	38	13.0%	0.7%	28	14.8%	0.6%
Nord Pas de Calais	8	2.4%	0.3%	0	0.0%	0.0%	8	2.8%	0.5%	6	3.3%	0.6%
Lorraine	2	0.5%	0.1%	0	0.0%	0.0%	2	0.6%	0.2%	2	0.9%	0.3%
Alsace	14	4.2%	0.9%	1	3.0%	0.2%	13	4.4%	1.6%	11	5.6%	2.3%
Franche-Comté	3	0.9%	0.3%	0	0.0%	0.0%	3	1.1%	0.6%	2	0.9%	0.6%
Champagne Ardennes	2	0.7%	0.2%	0	0.0%	0.0%	2	0.8%	0.4%	2	0.8%	0.5%
Picardie	2	0.7%	0.1%	0	0.0%	0.0%	2	0.8%	0.3%	2	0.9%	0.4%
Bourgogne	9	2.8%	0.7%	3	5.8%	0.4%	7	2.3%	0.9%	6	3.1%	1.6%
Haute Normandie	10	2.9%	0.7%	1	1.6%	0.1%	9	3.1%	1.2%	3	1.8%	0.7%
Basse Normandie	4	1.3%	0.4%	1	1.3%	0.1%	4	1.3%	0.6%	1	0.3%	0.1%
Centre	4	1.1%	0.2%	0	0.0%	0.0%	4	1.2%	0.3%	1	0.8%	0.2%
Pays de Loire	40	11.8%	1.3%	15	31.3%	1.0%	25	8.5%	1.6%	24	12.7%	2.6%
Bretagne	20	6.0%	0.8%	0	0.0%	0.0%	20	6.9%	1.5%	9	4.9%	1.2%
Poitou Charentes	13	4.0%	0.9%	2	4.1%	0.3%	11	3.9%	1.5%	10	5.2%	2.4%
Aquitaine	21	6.3%	0.8%	2	3.6%	0.1%	20	6.8%	1.4%	14	7.5%	1.6%
Midi Pyrénées	17	5.0%	0.7%	1	1.3%	0.1%	16	5.7%	1.3%	10	5.1%	1.1%
Limousin	6	1.8%	1.0%	0	0.5%	0.1%	6	2.0%	1.8%	2	1.2%	1.3%
Auvergne	16	4.7%	1.4%	0	0.7%	0.1%	15	5.3%	2.6%	5	2.7%	1.7%
Rhône Alpes	40	11.7%	0.7%	4	8.7%	0.2%	35	12.2%	1.3%	25	13.3%	1.3%
Languedoc Roussillon	23	6.7%	1.0%	6	12.6%	0.5%	17	5.8%	1.4%	6	3.2%	0.8%
Provence Alpes Côte d'Azur. Corse	35	10.3%	0.8%	2	3.4%	0.1%	33	11.4%	1.4%	20	10.9%	1.3%
Habitudes de connexion à Internet												
Tous les jours	292	86.1%	0.7%	38	78.5%	0.2%	254	87.4%	1.2%	169	90.1%	1.1%
Presque tous les jours	29	8.6%	0.5%	3	5.8%	0.1%	26	9.1%	0.8%	14	7.4%	1.0%
1 à 2 fois par semaine	14	4.2%	0.5%	8	15.7%	0.6%	7	2.3%	0.4%	3	1.4%	0.5%
1 à 3 fois par mois	4	1.0%	0.9%	0	0.0%	0.0%	4	1.2%	1.6%	2	1.1%	3.6%

	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	3.5%	0.9%	0	0.0%	0.0%	12	4.1%	1.6%	4	2.2%	1.9%
De 9 000 à moins de 12 000 euros par an	11	3.2%	0.5%	0	0.0%	0.0%	11	3.8%	0.9%	4	2.0%	1.5%
De 12 000 à moins de 18 000 euros par an	39	11.6%	0.8%	14	28.3%	0.7%	26	8.8%	0.9%	6	3.4%	0.8%
De 18 000 à moins de 24 000 euros par an	34	10.1%	0.5%	4	9.0%	0.1%	30	10.3%	0.8%	17	9.2%	1.2%
De 24 000 à moins de 36 000 euros par an	85	25.2%	0.7%	10	21.1%	0.2%	75	25.9%	1.1%	51	27.3%	1.5%
De 36 000 à moins de 45 000 euros par an	36	10.6%	0.5%	3	5.5%	0.1%	33	11.4%	0.9%	23	12.2%	0.8%
De 45 000 à moins de 65 000 euros par an	50	14.9%	0.7%	9	19.4%	0.2%	41	14.2%	1.2%	37	19.7%	1.0%
65 000 euros et plus par an	28	8.4%	0.7%	3	6.1%	0.1%	26	8.8%	1.5%	22	11.9%	0.8%
Refus	30	8.8%	0.8%	1	1.3%	0.0%	29	10.0%	1.4%	19	10.0%	1.4%
Ne sait pas	12	3.7%	0.8%	4	9.3%	0.6%	8	2.7%	0.9%	4	2.0%	0.6%