

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	1159	100.0%	2.3%	284	100.0%	1.2%	876	100.0%	3.3%	437	100.0%	2.5%
Sexe												
Homme	284	24.5%	1.2%	284	100.0%	1.2%	0	0.0%	0.0%	145	33.1%	1.6%
Femme	876	75.5%	3.3%	0	0.0%	0.0%	876	100.0%	3.3%	293	66.9%	3.5%
Age												
15 à 24 ans	83	7.2%	1.1%	26	9.3%	0.7%	57	6.5%	1.6%	30	6.8%	1.0%
25 à 34 ans	161	13.9%	2.1%	39	13.6%	1.0%	123	14.0%	3.1%	77	17.5%	2.2%
35 à 49 ans	379	32.7%	3.0%	104	36.6%	1.7%	275	31.4%	4.3%	196	44.9%	3.1%
50 à 59 ans	280	24.2%	3.1%	66	23.1%	1.5%	215	24.5%	4.8%	117	26.8%	3.2%
60 ans et plus	256	22.1%	1.7%	49	17.4%	0.8%	206	23.6%	2.5%	17	3.8%	2.3%
Individu												
Ménagères	836	72.1%	3.6%	0	0.0%	0.0%	836	95.4%	3.6%	281	64.2%	4.1%
Personne de référence	486	41.9%	1.7%	256	90.3%	1.3%	230	26.2%	2.9%	177	40.5%	2.1%
Responsable des achats	944	81.4%	2.6%	127	44.8%	1.0%	817	93.3%	3.6%	341	78.0%	3.1%
PCS Individu												
Agriculteurs	19	1.6%	3.5%	6	2.3%	1.8%	12	1.4%	7.2%	2	0.5%	9.4%
Petits patrons	55	4.8%	3.4%	32	11.2%	2.8%	23	2.7%	4.7%	46	10.6%	3.2%
Affaires et Cadres	113	9.7%	2.3%	40	14.1%	1.3%	73	8.3%	3.8%	89	20.5%	2.0%
Professions intermédiaires	198	17.1%	2.9%	58	20.4%	1.7%	141	16.0%	4.3%	162	37.0%	2.9%
Employés	264	22.8%	3.2%	22	7.8%	1.1%	242	27.6%	3.9%	73	16.7%	4.1%
Ouvriers	113	9.7%	1.8%	58	20.6%	1.2%	54	6.2%	3.7%	11	2.5%	2.5%
Retraités	224	19.4%	1.8%	50	17.7%	0.8%	174	19.9%	2.6%	2	0.4%	0.8%
Autres inactifs	173	14.9%	1.7%	17	5.9%	0.5%	156	17.8%	2.4%	52	11.8%	1.6%
PCS Personne de référence												
Agriculteurs	42	3.6%	5.1%	8	2.8%	1.9%	34	3.9%	8.6%	0	0.0%	0.0%
Petits patrons	91	7.8%	3.5%	32	11.2%	2.5%	59	6.7%	4.4%	91	20.7%	3.5%
Affaires et Cadres	163	14.1%	2.3%	50	17.5%	1.4%	114	13.0%	3.3%	163	37.4%	2.3%
Professions intermédiaires	183	15.8%	2.4%	63	22.3%	1.6%	120	13.7%	3.4%	183	41.9%	2.4%
Employés	133	11.4%	2.5%	22	7.8%	1.0%	110	12.6%	3.5%	0	0.0%	0.0%
Ouvriers	196	16.9%	2.1%	53	18.6%	1.1%	144	16.4%	3.2%	0	0.0%	0.0%
Retraités	280	24.2%	1.9%	51	18.1%	0.8%	229	26.2%	2.9%	0	0.0%	0.0%
Autres inactifs	71	6.1%	1.8%	5	1.7%	0.3%	66	7.5%	2.7%	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	156	13.5%	1.6%	36	12.9%	0.9%	120	13.7%	2.2%	39	8.8%	2.1%
2 personnes	444	38.3%	2.5%	93	32.9%	1.1%	350	40.0%	3.8%	119	27.3%	2.9%
3 personnes	183	15.8%	2.0%	48	16.9%	1.0%	135	15.4%	2.9%	86	19.7%	2.2%
4 personnes	249	21.5%	2.7%	71	24.9%	1.6%	178	20.3%	3.8%	128	29.2%	2.7%
5 personnes et +	128	11.0%	2.4%	35	12.4%	1.4%	93	10.6%	3.3%	65	14.9%	2.5%
Présence d'enfants de moins de 15 ans												
Oui	431	37.1%	2.8%	115	40.5%	1.6%	316	36.1%	3.8%	223	51.1%	2.9%
Non	729	62.9%	2.0%	169	59.5%	1.0%	560	63.9%	3.0%	214	48.9%	2.3%
Habitat												
Communes rurales	349	30.1%	3.0%	96	33.8%	1.7%	253	28.9%	4.2%	111	25.3%	3.3%
Agglo. - 20 000 hab	227	19.6%	2.6%	53	18.6%	1.3%	175	19.9%	3.7%	75	17.1%	2.8%
Agglo. 20 000 à 100 000 hab	169	14.6%	2.4%	39	13.9%	1.1%	130	14.8%	3.7%	59	13.4%	2.9%
Agglo. + 100 000 hab	296	25.6%	1.9%	75	26.4%	1.0%	221	25.3%	2.8%	136	31.2%	2.6%
Agglo. Paris	117	10.1%	1.4%	21	7.4%	0.5%	96	11.0%	2.2%	57	13.0%	1.5%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	136	11.8%	1.4%	32	11.1%	0.7%	105	12.0%	2.1%	62	14.2%	1.4%
Nord Pas de Calais	50	4.3%	1.6%	2	0.9%	0.2%	47	5.4%	2.8%	13	2.9%	1.4%
Lorraine	36	3.1%	1.9%	13	4.5%	1.4%	23	2.7%	2.3%	17	3.9%	3.2%
Alsace	28	2.4%	1.8%	6	2.2%	0.8%	22	2.5%	2.8%	11	2.6%	2.2%
Franche-Comté	18	1.6%	1.9%	8	2.8%	1.7%	10	1.1%	2.0%	9	2.0%	3.4%
Champagne Ardennes	46	4.0%	4.2%	20	6.9%	3.7%	26	3.0%	4.7%	12	2.8%	4.0%
Picardie	31	2.7%	2.1%	15	5.2%	2.0%	17	1.9%	2.1%	8	1.8%	1.9%
Bourgogne	33	2.8%	2.4%	9	3.0%	1.3%	24	2.8%	3.4%	10	2.3%	2.6%
Haute Normandie	48	4.1%	3.2%	14	5.0%	2.0%	33	3.8%	4.3%	18	4.1%	4.1%
Basse Normandie	31	2.7%	2.6%	5	1.7%	0.8%	27	3.0%	4.2%	12	2.7%	3.7%
Centre	68	5.9%	3.3%	15	5.4%	1.5%	53	6.0%	4.9%	32	7.2%	5.1%
Pays de Loire	79	6.8%	2.7%	31	10.9%	2.2%	48	5.5%	3.2%	34	7.9%	4.0%
Bretagne	55	4.7%	2.1%	9	3.3%	0.7%	46	5.2%	3.3%	19	4.3%	2.4%
Poitou Charentes	67	5.8%	4.5%	15	5.3%	2.1%	52	5.9%	6.8%	17	3.9%	4.3%
Aquitaine	61	5.3%	2.2%	10	3.6%	0.8%	51	5.8%	3.6%	25	5.7%	3.0%
Midi Pyrénées	48	4.2%	2.0%	4	1.4%	0.3%	44	5.1%	3.5%	20	4.7%	2.5%
Limousin	15	1.3%	2.3%	2	0.8%	0.8%	12	1.4%	3.8%	5	1.2%	3.3%
Auvergne	32	2.8%	2.9%	1	0.3%	0.1%	32	3.6%	5.4%	7	1.7%	2.4%
Rhône Alpes	126	10.9%	2.5%	43	15.1%	1.8%	83	9.5%	3.1%	49	11.2%	2.6%
Languedoc Roussillon	55	4.8%	2.5%	13	4.4%	1.2%	43	4.9%	3.7%	19	4.3%	2.8%
Provence Alpes Côte d'Azur. Corse	96	8.2%	2.2%	17	6.1%	0.9%	78	8.9%	3.4%	39	8.8%	2.8%
Habitudes de connexion à Internet												
Tous les jours	650	56.1%	2.3%	148	52.0%	1.0%	503	57.4%	3.6%	299	68.5%	2.2%
Presque tous les jours	189	16.3%	3.0%	47	16.6%	1.6%	142	16.2%	4.2%	81	18.6%	3.5%
1 à 2 fois par semaine	92	8.0%	2.9%	28	9.9%	2.0%	64	7.3%	3.5%	23	5.3%	2.5%
1 à 3 fois par mois	29	2.5%	3.3%	3	1.1%	0.8%	26	3.0%	5.4%	8	1.9%	5.0%
Moins souvent	12	1.0%	1.0%	5	1.7%	0.9%	7	0.8%	1.0%	3	0.7%	2.6%
Jamais	2	0.2%	1.9%	1	0.3%	1.6%	2	0.2%	2.2%	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	49	4.2%	2.4%	18	6.2%	2.2%	32	3.6%	2.6%	8	1.9%	4.5%
De 9 000 à moins de 12 000 euros par an	66	5.7%	2.0%	4	1.3%	0.3%	62	7.1%	2.9%	8	1.8%	2.8%
De 12 000 à moins de 18 000 euros par an	124	10.7%	1.9%	11	3.9%	0.4%	113	12.9%	3.0%	13	3.1%	1.8%
De 18 000 à moins de 24 000 euros par an	144	12.4%	2.0%	33	11.8%	1.0%	110	12.6%	2.9%	35	7.9%	2.3%
De 24 000 à moins de 36 000 euros par an	336	29.0%	2.9%	99	34.7%	1.8%	238	27.1%	4.0%	120	27.6%	3.2%
De 36 000 à moins de 45 000 euros par an	146	12.6%	2.2%	39	13.9%	1.1%	106	12.1%	3.4%	83	19.1%	2.7%
De 45 000 à moins de 65 000 euros par an	159	13.7%	2.5%	45	16.0%	1.3%	114	13.0%	4.1%	92	21.1%	2.5%
De 65 000 à moins de 80 000 euros par an	39	3.4%	2.4%	10	3.4%	1.0%	29	3.4%	4.4%	25	5.8%	2.2%
De 80 000 à moins de 115 000 euros par an	16	1.4%	1.7%	9	3.1%	1.6%	7	0.8%	1.8%	15	3.5%	2.0%
115 000 euros et plus par an	9	0.8%	2.0%	2	0.8%	0.8%	7	0.8%	4.0%	7	1.7%	1.9%
Refus	53	4.6%	1.7%	13	4.6%	1.0%	40	4.6%	2.2%	20	4.5%	1.7%
Ne sait pas	18	1.6%	1.1%	1	0.3%	0.1%	17	2.0%	1.8%	10	2.2%	1.7%