

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	1242	100.0%	2.4%	312	100.0%	1.3%	930	100.0%	3.5%	543	100.0%	3.1%
Sexe												
Homme	312	25.2%	1.3%	312	100.0%	1.3%	0	0.0%	0.0%	117	21.6%	1.3%
Femme	930	74.8%	3.5%	0	0.0%	0.0%	930	100.0%	3.5%	426	78.4%	4.9%
Age												
15 à 24 ans	54	4.3%	0.7%	17	5.4%	0.5%	37	4.0%	1.0%	29	5.4%	0.9%
25 à 34 ans	96	7.7%	1.3%	21	6.7%	0.6%	75	8.1%	1.9%	55	10.1%	1.7%
35 à 49 ans	364	29.3%	2.9%	88	28.3%	1.4%	276	29.6%	4.4%	228	42.0%	3.7%
50 à 59 ans	377	30.4%	4.1%	93	29.9%	2.0%	284	30.5%	6.2%	188	34.7%	4.9%
60 ans et plus	351	28.3%	2.4%	93	29.8%	1.4%	258	27.8%	3.1%	42	7.8%	4.7%
Individu												
Ménagères	870	70.1%	3.8%	0	0.0%	0.0%	870	93.6%	3.8%	403	74.3%	5.7%
Personne de référence	526	42.3%	1.9%	282	90.1%	1.4%	244	26.3%	3.1%	180	33.1%	2.2%
Responsable des achats	1038	83.6%	2.9%	192	61.4%	1.5%	846	91.0%	3.7%	453	83.5%	4.1%
PCS Individu												
Agriculteurs	9	0.7%	1.8%	5	1.7%	1.4%	4	0.4%	3.0%	0	0.0%	0.0%
Petits patrons	56	4.5%	3.4%	21	6.7%	1.8%	35	3.7%	7.2%	43	7.9%	3.0%
Affaires et Cadres	163	13.1%	3.2%	46	14.7%	1.6%	117	12.5%	5.5%	144	26.6%	3.1%
Professions intermédiaires	222	17.9%	3.2%	52	16.5%	1.5%	170	18.3%	5.0%	188	34.7%	3.4%
Employés	225	18.1%	2.7%	23	7.4%	1.1%	202	21.7%	3.3%	54	10.0%	2.9%
Ouvriers	100	8.0%	1.6%	51	16.3%	1.0%	49	5.3%	3.6%	15	2.7%	3.6%
Retraités	284	22.8%	2.3%	81	26.1%	1.4%	202	21.8%	3.1%	18	3.4%	6.8%
Autres inactifs	183	14.8%	1.8%	33	10.5%	0.9%	151	16.2%	2.3%	80	14.8%	2.5%
PCS Personne de référence												
Agriculteurs	13	1.1%	1.6%	5	1.7%	1.2%	8	0.9%	2.2%	0	0.0%	0.0%
Petits patrons	72	5.8%	2.7%	17	5.4%	1.3%	55	5.9%	4.2%	72	13.3%	2.7%
Affaires et Cadres	282	22.7%	3.9%	47	15.1%	1.3%	235	25.3%	6.4%	282	52.0%	3.9%
Professions intermédiaires	188	15.2%	2.5%	53	16.9%	1.4%	136	14.6%	3.7%	188	34.7%	2.5%
Employés	116	9.3%	2.2%	21	6.8%	1.0%	95	10.2%	3.0%	0	0.0%	0.0%
Ouvriers	169	13.6%	1.8%	56	17.8%	1.1%	113	12.2%	2.6%	0	0.0%	0.0%
Retraités	320	25.8%	2.2%	86	27.7%	1.3%	234	25.1%	3.0%	0	0.0%	0.0%
Autres inactifs	82	6.6%	2.0%	27	8.6%	1.7%	55	5.9%	2.2%	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	235	18.9%	2.4%	46	14.8%	1.1%	189	20.3%	3.3%	62	11.4%	3.3%
2 personnes	470	37.9%	2.6%	128	41.0%	1.5%	342	36.8%	3.7%	151	27.8%	3.5%
3 personnes	205	16.5%	2.3%	62	19.9%	1.3%	143	15.3%	3.2%	109	20.0%	2.9%
4 personnes	216	17.4%	2.3%	55	17.6%	1.2%	161	17.3%	3.4%	138	25.5%	2.9%
5 personnes et +	116	9.4%	2.2%	21	6.7%	0.8%	95	10.2%	3.5%	83	15.4%	3.1%
Présence d'enfants de moins de 15 ans												
Oui	379	30.5%	2.5%	88	28.3%	1.2%	290	31.2%	3.6%	242	44.6%	3.1%
Non	864	69.5%	2.4%	224	71.7%	1.3%	639	68.8%	3.4%	300	55.4%	3.1%
Habitat												
Communes rurales	267	21.5%	2.3%	80	25.7%	1.4%	186	20.1%	3.0%	101	18.7%	3.1%
Agglo. - 20 000 hab	192	15.5%	2.1%	47	15.1%	1.1%	145	15.6%	3.1%	76	14.1%	3.0%
Agglo. 20 000 à 100 000 hab	163	13.1%	2.4%	40	12.7%	1.2%	124	13.3%	3.4%	62	11.4%	3.3%
Agglo. + 100 000 hab	375	30.2%	2.4%	95	30.4%	1.3%	280	30.1%	3.5%	174	32.0%	3.1%
Agglo. Paris	245	19.7%	2.9%	50	16.0%	1.2%	195	20.9%	4.4%	129	23.8%	3.2%

Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	272	21.9%	2.9%	59	19.0%	1.3%	212	22.8%	4.3%	135	24.9%	3.1%
Nord Pas de Calais	36	2.9%	1.1%	2	0.7%	0.1%	34	3.7%	2.0%	22	4.1%	2.4%
Lorraine	39	3.2%	2.0%	14	4.5%	1.5%	25	2.7%	2.5%	14	2.6%	2.6%
Alsace	23	1.8%	1.5%	7	2.2%	0.9%	16	1.7%	2.0%	3	0.6%	0.7%
Franche-Comté	27	2.2%	2.8%	8	2.6%	1.7%	19	2.0%	3.8%	12	2.2%	4.4%
Champagne Ardennes	25	2.0%	2.3%	2	0.8%	0.5%	23	2.4%	4.1%	13	2.4%	4.4%
Picardie	37	3.0%	2.4%	12	3.7%	1.6%	25	2.7%	3.2%	14	2.7%	3.2%
Bourgogne	21	1.7%	1.6%	5	1.6%	0.8%	16	1.7%	2.3%	9	1.7%	2.5%
Haute Normandie	47	3.8%	3.2%	11	3.7%	1.6%	36	3.9%	4.7%	25	4.6%	5.5%
Basse Normandie	30	2.4%	2.5%	5	1.7%	0.9%	24	2.6%	3.9%	10	1.9%	2.9%
Centre	57	4.6%	2.7%	13	4.2%	1.3%	44	4.8%	4.1%	24	4.5%	3.9%
Pays de Loire	52	4.2%	1.8%	23	7.2%	1.6%	30	3.2%	2.0%	27	4.9%	2.8%
Bretagne	96	7.7%	3.6%	35	11.2%	2.8%	60	6.5%	4.4%	32	5.9%	4.1%
Poitou Charentes	45	3.6%	3.0%	10	3.1%	1.3%	36	3.8%	4.6%	12	2.2%	2.9%
Aquitaine	67	5.4%	2.4%	7	2.2%	0.5%	60	6.5%	4.2%	32	5.9%	3.7%
Midi Pyrénées	50	4.0%	2.1%	9	2.7%	0.7%	41	4.4%	3.3%	21	3.8%	2.6%
Limousin	19	1.5%	3.1%	4	1.4%	1.4%	15	1.6%	4.6%	6	1.1%	3.7%
Auvergne	33	2.6%	2.9%	12	3.9%	2.2%	21	2.2%	3.5%	11	2.1%	3.7%
Rhône Alpes	137	11.0%	2.7%	49	15.7%	2.0%	88	9.5%	3.3%	68	12.5%	3.7%
Languedoc Roussillon	31	2.5%	1.4%	7	2.4%	0.7%	23	2.5%	2.0%	8	1.4%	1.1%
Provence Alpes Côte d'Azur. Corse	99	8.0%	2.3%	18	5.7%	0.9%	81	8.7%	3.6%	44	8.2%	3.1%
Habitudes de connexion à Internet												
Tous les jours	878	70.7%	2.7%	211	67.5%	1.3%	667	71.7%	4.1%	457	84.3%	3.2%
Presque tous les jours	147	11.8%	2.5%	31	9.8%	1.1%	116	12.5%	3.8%	61	11.2%	3.1%
1 à 2 fois par semaine	78	6.3%	3.0%	27	8.6%	2.4%	51	5.5%	3.5%	15	2.8%	2.3%
1 à 3 fois par mois	11	0.9%	2.0%	1	0.2%	0.3%	10	1.1%	3.1%	3	0.6%	4.3%
Moins souvent	13	1.1%	1.5%	0	0.0%	0.0%	13	1.4%	2.5%	5	0.9%	6.2%
Jamais	1	0.1%	1.1%	1	0.3%	2.0%	0	0.0%	0.0%	0	0.0%	0.0%

Lecture Dernière Période

	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	27	2.2%	1.4%	6	1.8%	0.8%	21	2.3%	1.9%	3	0.6%	2.0%
De 9 000 à moins de 12 000 euros par an	48	3.9%	1.6%	7	2.2%	0.6%	41	4.4%	2.3%	7	1.2%	2.9%
De 12 000 à moins de 18 000 euros par an	89	7.2%	1.5%	27	8.7%	1.1%	62	6.7%	1.8%	20	3.7%	3.0%
De 18 000 à moins de 24 000 euros par an	149	12.0%	2.2%	40	12.8%	1.3%	109	11.7%	2.9%	29	5.4%	2.0%
De 24 000 à moins de 36 000 euros par an	249	20.0%	2.2%	64	20.5%	1.2%	185	19.9%	3.2%	90	16.6%	2.6%
De 36 000 à moins de 45 000 euros par an	202	16.3%	2.9%	56	17.9%	1.5%	147	15.8%	4.4%	93	17.1%	3.0%
De 45 000 à moins de 65 000 euros par an	230	18.5%	3.4%	61	19.5%	1.7%	169	18.2%	5.6%	137	25.2%	3.6%
De 65 000 à moins de 80 000 euros par an	75	6.1%	3.9%	18	5.8%	1.6%	57	6.1%	7.1%	58	10.6%	4.4%
De 80 000 à moins de 115 000 euros par an	51	4.1%	4.2%	12	3.9%	1.6%	39	4.2%	8.1%	37	6.8%	4.2%
115 000 euros et plus par an	26	2.1%	4.9%	10	3.2%	3.4%	16	1.7%	7.0%	23	4.2%	5.1%
Refus	80	6.4%	2.2%	9	3.0%	0.6%	70	7.6%	3.4%	37	6.8%	3.1%
Ne sait pas	15	1.2%	0.8%	2	0.7%	0.3%	12	1.3%	1.2%	9	1.7%	1.2%