

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	876	100.0%	1.7%	267	100.0%	1.1%	609	100.0%	2.3%	463	100.0%	2.7%
Sexe												
Homme	267	30.5%	1.1%	267	100.0%	1.1%	0	0.0%	0.0%	152	32.9%	1.7%
Femme	609	69.5%	2.3%	0	0.0%	0.0%	609	100.0%	2.3%	310	67.1%	3.6%
Age												
15 à 24 ans	52	6.0%	0.7%	20	7.5%	0.5%	32	5.3%	0.9%	33	7.2%	1.1%
25 à 34 ans	67	7.7%	0.9%	19	7.3%	0.5%	48	7.9%	1.2%	40	8.6%	1.2%
35 à 49 ans	289	33.0%	2.3%	90	33.6%	1.5%	199	32.7%	3.1%	204	44.1%	3.3%
50 à 59 ans	221	25.3%	2.4%	69	26.0%	1.5%	152	24.9%	3.3%	147	31.8%	3.9%
60 ans et plus	246	28.1%	1.7%	68	25.6%	1.1%	178	29.2%	2.1%	38	8.3%	4.3%
Individu												
Ménagères	570	65.0%	2.5%	0	0.0%	0.0%	570	93.5%	2.5%	294	63.5%	4.2%
Personne de référence	389	44.4%	1.4%	235	88.1%	1.2%	154	25.2%	2.0%	179	38.7%	2.2%
Responsable des achats	681	77.7%	1.9%	126	47.0%	1.0%	556	91.2%	2.4%	352	76.2%	3.2%
PCS Individu												
Agriculteurs	6	0.7%	1.1%	5	1.7%	1.2%	1	0.2%	1.1%	0	0.0%	0.0%
Petits patrons	43	4.9%	2.7%	30	11.2%	2.6%	13	2.2%	2.8%	43	9.4%	3.0%
Affaires et Cadres	162	18.5%	3.2%	70	26.2%	2.4%	92	15.1%	4.3%	145	31.4%	3.2%
Professions intermédiaires	160	18.3%	2.3%	42	15.8%	1.2%	118	19.4%	3.4%	134	28.9%	2.4%
Employés	156	17.8%	1.9%	17	6.5%	0.8%	139	22.7%	2.2%	51	11.0%	2.8%
Ouvriers	40	4.5%	0.6%	25	9.4%	0.5%	15	2.4%	1.1%	9	1.9%	2.2%
Retraités	191	21.8%	1.5%	55	20.7%	0.9%	136	22.3%	2.0%	12	2.6%	4.4%
Autres inactifs	117	13.4%	1.1%	23	8.5%	0.6%	95	15.6%	1.5%	69	14.9%	2.2%
PCS Personne de référence												
Agriculteurs	10	1.1%	1.2%	5	1.7%	1.0%	5	0.9%	1.4%	0	0.0%	0.0%
Petits patrons	82	9.3%	3.1%	32	12.1%	2.4%	49	8.1%	3.8%	82	17.6%	3.1%
Affaires et Cadres	231	26.4%	3.2%	72	26.9%	2.0%	160	26.2%	4.4%	231	50.0%	3.2%
Professions intermédiaires	150	17.1%	2.0%	48	18.1%	1.2%	101	16.6%	2.8%	150	32.3%	2.0%
Employés	77	8.8%	1.4%	21	7.8%	0.9%	56	9.3%	1.8%	0	0.0%	0.0%
Ouvriers	78	8.9%	0.8%	25	9.4%	0.5%	53	8.7%	1.2%	0	0.0%	0.0%
Retraités	215	24.5%	1.5%	58	21.8%	0.9%	157	25.8%	2.0%	0	0.0%	0.0%
Autres inactifs	33	3.8%	0.8%	6	2.3%	0.4%	27	4.5%	1.1%	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	146	16.7%	1.5%	37	13.9%	0.9%	109	17.9%	1.9%	36	7.8%	2.0%
2 personnes	318	36.2%	1.8%	94	35.3%	1.1%	223	36.7%	2.4%	138	29.9%	3.2%
3 personnes	181	20.7%	2.0%	65	24.2%	1.4%	117	19.1%	2.6%	100	21.5%	2.7%
4 personnes	149	17.0%	1.6%	53	19.9%	1.2%	96	15.7%	2.0%	122	26.3%	2.5%
5 personnes et +	83	9.5%	1.6%	18	6.8%	0.7%	65	10.6%	2.4%	67	14.4%	2.5%
Présence d'enfants de moins de 15 ans												
Oui	292	33.3%	1.9%	92	34.3%	1.2%	201	32.9%	2.5%	213	46.0%	2.7%
Non	584	66.7%	1.6%	175	65.7%	1.0%	409	67.1%	2.2%	250	54.0%	2.6%
Habitat												
Communes rurales	142	16.2%	1.2%	54	20.0%	1.0%	88	14.5%	1.4%	67	14.5%	2.1%
Agglo. - 20 000 hab	112	12.7%	1.2%	29	10.7%	0.7%	83	13.6%	1.8%	52	11.3%	2.1%
Agglo. 20 000 à 100 000 hab	107	12.3%	1.5%	22	8.1%	0.7%	86	14.1%	2.3%	58	12.5%	3.1%
Agglo. + 100 000 hab	364	41.5%	2.4%	108	40.3%	1.5%	256	42.0%	3.2%	195	42.1%	3.4%
Agglo. Paris	152	17.3%	1.8%	56	20.9%	1.4%	96	15.7%	2.2%	90	19.5%	2.2%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	165	18.8%	1.7%	60	22.6%	1.3%	105	17.2%	2.1%	93	20.1%	2.1%
Nord Pas de Calais	13	1.4%	0.4%	3	1.3%	0.2%	9	1.5%	0.5%	7	1.5%	0.7%
Lorraine	17	1.9%	0.9%	6	2.3%	0.7%	10	1.7%	1.0%	11	2.3%	2.0%
Alsace	15	1.7%	1.0%	7	2.7%	1.0%	8	1.3%	1.0%	7	1.5%	1.5%
Franche-Comté	9	1.1%	1.0%	4	1.4%	0.8%	6	0.9%	1.1%	2	0.4%	0.6%
Champagne Ardennes	9	1.0%	0.8%	2	0.9%	0.5%	7	1.1%	1.2%	4	0.9%	1.4%
Picardie	5	0.6%	0.4%	0	0.0%	0.0%	5	0.9%	0.7%	4	0.8%	0.9%
Bourgogne	15	1.7%	1.1%	6	2.2%	0.9%	9	1.5%	1.3%	6	1.4%	1.7%
Haute Normandie	11	1.2%	0.7%	0	0.0%	0.0%	11	1.8%	1.4%	7	1.4%	1.4%
Basse Normandie	11	1.3%	0.9%	4	1.6%	0.8%	7	1.1%	1.1%	6	1.2%	1.7%
Centre	35	4.0%	1.7%	12	4.5%	1.2%	23	3.7%	2.1%	13	2.8%	2.1%
Pays de Loire	25	2.8%	0.8%	9	3.2%	0.6%	16	2.6%	1.1%	16	3.5%	1.7%
Bretagne	28	3.1%	1.0%	4	1.6%	0.3%	23	3.8%	1.7%	10	2.1%	1.3%
Poitou Charentes	19	2.2%	1.3%	6	2.3%	0.9%	13	2.1%	1.7%	6	1.4%	1.6%
Aquitaine	55	6.2%	2.0%	18	6.6%	1.3%	37	6.1%	2.6%	34	7.4%	4.0%
Midi Pyrénées	54	6.1%	2.2%	14	5.3%	1.2%	40	6.5%	3.2%	29	6.2%	3.6%
Limousin	5	0.6%	0.8%	1	0.4%	0.3%	4	0.7%	1.3%	4	0.8%	2.4%
Auvergne	16	1.8%	1.4%	4	1.6%	0.8%	12	1.9%	2.0%	4	0.9%	1.4%
Rhône Alpes	98	11.2%	1.9%	27	10.3%	1.1%	71	11.6%	2.7%	62	13.4%	3.4%
Languedoc Roussillon	61	7.0%	2.7%	14	5.2%	1.3%	47	7.7%	4.0%	40	8.6%	5.6%
Provence Alpes Côte d'Azur. Corse	212	24.1%	4.9%	65	24.2%	3.2%	147	24.1%	6.4%	98	21.3%	6.9%
Habitudes de connexion à Internet												
Tous les jours	679	77.4%	2.1%	208	78.0%	1.3%	470	77.2%	2.9%	395	85.4%	2.8%
Presque tous les jours	94	10.8%	1.6%	35	13.0%	1.2%	60	9.8%	1.9%	50	10.8%	2.5%
1 à 2 fois par semaine	48	5.5%	1.8%	7	2.8%	0.7%	41	6.6%	2.7%	16	3.4%	2.4%
1 à 3 fois par mois	6	0.7%	1.2%	2	0.7%	0.9%	5	0.8%	1.4%	2	0.4%	2.3%
Moins souvent	2	0.2%	0.2%	1	0.5%	0.3%	0	0.1%	0.1%	0	0.1%	0.5%

	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	18	2.0%	1.0%	4	1.5%	0.6%	14	2.2%	1.2%	1	0.2%	0.6%
De 9 000 à moins de 12 000 euros par an	12	1.3%	0.4%	6	2.3%	0.5%	5	0.9%	0.3%	2	0.4%	0.8%
De 12 000 à moins de 18 000 euros par an	48	5.5%	0.8%	14	5.3%	0.6%	34	5.6%	1.0%	12	2.6%	1.8%
De 18 000 à moins de 24 000 euros par an	96	10.9%	1.4%	23	8.8%	0.8%	72	11.9%	1.9%	35	7.5%	2.4%
De 24 000 à moins de 36 000 euros par an	156	17.8%	1.4%	37	13.7%	0.7%	119	19.6%	2.1%	71	15.4%	2.1%
De 36 000 à moins de 45 000 euros par an	154	17.5%	2.2%	44	16.5%	1.2%	110	18.0%	3.3%	87	18.8%	2.9%
De 45 000 à moins de 65 000 euros par an	153	17.5%	2.3%	53	19.9%	1.4%	100	16.4%	3.3%	93	20.0%	2.4%
De 65 000 à moins de 80 000 euros par an	60	6.8%	3.1%	20	7.5%	1.8%	40	6.5%	4.9%	49	10.6%	3.7%
De 80 000 à moins de 115 000 euros par an	46	5.3%	3.8%	13	4.8%	1.7%	34	5.5%	7.0%	32	6.9%	3.6%
115 000 euros et plus par an	43	4.9%	8.1%	28	10.4%	9.4%	15	2.4%	6.5%	39	8.5%	8.8%
Refus	77	8.7%	2.2%	21	7.8%	1.4%	56	9.2%	2.7%	35	7.5%	2.9%
Ne sait pas	15	1.7%	0.8%	4	1.5%	0.5%	11	1.8%	1.0%	7	1.6%	0.9%