

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	718	100.0%	1.4%	338	100.0%	1.4%	380	100.0%	1.4%	164	100.0%	0.9%
Sexe												
Homme	338	47.1%	1.4%	338	100.0%	1.4%	0	0.0%	0.0%	73	44.9%	0.8%
Femme	380	52.9%	1.4%	0	0.0%	0.0%	380	100.0%	1.4%	90	55.1%	1.1%
Age												
15 à 24 ans	117	16.3%	1.6%	77	22.7%	2.1%	40	10.7%	1.1%	36	21.8%	1.2%
25 à 34 ans	111	15.5%	1.5%	58	17.2%	1.6%	53	14.0%	1.4%	30	18.6%	0.9%
35 à 49 ans	171	23.8%	1.4%	69	20.3%	1.1%	103	27.0%	1.6%	66	40.6%	1.1%
50 à 59 ans	106	14.8%	1.1%	53	15.6%	1.1%	54	14.1%	1.2%	27	16.7%	0.7%
60 ans et plus	212	29.5%	1.4%	82	24.2%	1.2%	130	34.3%	1.5%	4	2.3%	0.4%
Individu												
Ménagères	333	46.4%	1.4%	0	0.0%	0.0%	333	87.7%	1.4%	72	44.3%	1.0%
Personne de référence	340	47.4%	1.2%	260	76.9%	1.3%	81	21.2%	1.0%	55	33.6%	0.7%
Responsable des achats	497	69.3%	1.4%	177	52.3%	1.3%	321	84.4%	1.4%	91	55.4%	0.8%
PCS Individu												
Agriculteurs	5	0.7%	1.0%	0	0.0%	0.0%	5	1.3%	3.1%	0	0.0%	0.0%
Petits patrons	15	2.0%	0.9%	12	3.6%	1.0%	2	0.7%	0.5%	11	6.7%	0.8%
Affaires et Cadres	30	4.2%	0.6%	8	2.4%	0.3%	22	5.7%	1.1%	25	15.0%	0.6%
Professions intermédiaires	72	10.1%	1.0%	38	11.1%	1.1%	35	9.1%	0.9%	50	30.4%	0.9%
Employés	151	21.0%	1.8%	46	13.7%	2.1%	104	27.5%	1.7%	30	18.5%	1.6%
Ouvriers	111	15.4%	1.7%	87	25.7%	1.7%	24	6.3%	1.8%	4	2.7%	1.3%
Retraités	164	22.8%	1.3%	71	20.9%	1.1%	93	24.5%	1.4%	0	0.0%	0.0%
Autres inactifs	171	23.8%	1.6%	76	22.5%	2.0%	95	24.9%	1.4%	43	26.5%	1.3%
PCS Personne de référence												
Agriculteurs	10	1.4%	1.4%	3	0.9%	0.7%	7	2.0%	2.2%	0	0.0%	0.0%
Petits patrons	30	4.1%	1.1%	14	4.0%	1.0%	16	4.2%	1.3%	30	18.1%	1.1%
Affaires et Cadres	37	5.2%	0.5%	16	4.8%	0.5%	21	5.5%	0.6%	37	22.7%	0.5%
Professions intermédiaires	97	13.5%	1.2%	44	12.9%	1.1%	53	14.0%	1.4%	97	59.2%	1.2%
Employés	100	13.9%	1.8%	62	18.5%	2.6%	37	9.8%	1.2%	0	0.0%	0.0%
Ouvriers	169	23.6%	1.8%	79	23.4%	1.6%	90	23.8%	2.1%	0	0.0%	0.0%
Retraités	195	27.2%	1.3%	80	23.5%	1.2%	116	30.5%	1.4%	0	0.0%	0.0%
Autres inactifs	80	11.1%	1.9%	41	12.0%	2.6%	39	10.2%	1.5%	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	120	16.7%	1.2%	67	19.8%	1.5%	53	14.0%	0.9%	7	4.5%	0.4%
2 personnes	239	33.3%	1.3%	103	30.5%	1.2%	136	35.8%	1.4%	22	13.2%	0.5%
3 personnes	130	18.1%	1.4%	51	15.2%	1.1%	79	20.7%	1.7%	45	27.8%	1.2%
4 personnes	142	19.7%	1.5%	72	21.2%	1.6%	70	18.4%	1.5%	66	40.5%	1.3%
5 personnes et +	87	12.1%	1.6%	45	13.2%	1.7%	42	11.2%	1.5%	23	14.1%	0.9%
Présence d'enfants de moins de 15 ans												
Oui	232	32.3%	1.5%	110	32.5%	1.5%	122	32.2%	1.5%	81	49.3%	1.0%
Non	486	67.7%	1.3%	228	67.5%	1.3%	258	67.8%	1.4%	83	50.7%	0.9%
Habitat												
Communes rurales	182	25.3%	1.5%	77	22.8%	1.4%	105	27.5%	1.7%	31	18.9%	0.9%
Agglo. - 20 000 hab	111	15.5%	1.2%	56	16.5%	1.3%	55	14.5%	1.1%	31	18.7%	1.2%
Agglo. 20 000 à 100 000 hab	90	12.6%	1.3%	46	13.6%	1.4%	44	11.6%	1.2%	15	9.1%	0.8%
Agglo. + 100 000 hab	206	28.6%	1.3%	102	30.2%	1.4%	103	27.2%	1.3%	56	34.0%	1.0%
Agglo. Paris	129	18.0%	1.5%	57	16.8%	1.4%	72	19.1%	1.6%	32	19.3%	0.8%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	140	19.5%	1.5%	63	18.5%	1.4%	77	20.3%	1.5%	35	21.4%	0.8%
Nord Pas de Calais	34	4.7%	1.0%	20	5.9%	1.3%	14	3.6%	0.8%	6	3.4%	0.6%
Lorraine	28	3.8%	1.4%	18	5.2%	1.9%	10	2.6%	1.0%	3	1.9%	0.6%
Alsace	19	2.7%	1.3%	7	1.9%	0.9%	13	3.3%	1.6%	5	3.2%	1.1%
Franche-Comté	13	1.8%	1.4%	5	1.4%	1.0%	8	2.2%	1.7%	3	1.8%	1.1%
Champagne Ardennes	21	3.0%	2.0%	5	1.5%	0.9%	16	4.3%	2.9%	8	4.6%	2.6%
Picardie	39	5.5%	2.5%	22	6.4%	2.9%	18	4.7%	2.2%	3	1.7%	0.7%
Bourgogne	28	4.0%	2.1%	11	3.1%	1.6%	18	4.7%	2.5%	4	2.6%	1.2%
Haute Normandie	12	1.7%	0.8%	5	1.4%	0.7%	7	1.9%	0.9%	6	3.8%	1.4%
Basse Normandie	17	2.4%	1.4%	7	2.1%	1.2%	10	2.6%	1.5%	1	0.3%	0.2%
Centre	26	3.6%	1.2%	7	2.1%	0.7%	19	4.9%	1.7%	8	4.6%	1.2%
Pays de Loire	30	4.2%	1.0%	17	5.1%	1.2%	13	3.3%	0.8%	4	2.5%	0.4%
Bretagne	51	7.0%	1.9%	23	6.9%	1.8%	27	7.2%	2.0%	9	5.8%	1.3%
Poitou Charentes	9	1.2%	0.6%	8	2.4%	1.1%	0	0.1%	0.1%	3	1.8%	0.8%
Aquitaine	49	6.8%	1.7%	19	5.6%	1.4%	30	7.8%	2.0%	5	2.8%	0.5%
Midi Pyrénées	19	2.7%	0.8%	13	3.8%	1.1%	6	1.7%	0.5%	1	0.9%	0.2%
Limousin	5	0.7%	0.9%	4	1.1%	1.3%	1	0.4%	0.4%	0	0.0%	0.0%
Auvergne	9	1.3%	0.8%	6	1.6%	1.0%	4	0.9%	0.6%	3	1.9%	1.0%
Rhône Alpes	64	8.9%	1.2%	34	10.2%	1.4%	30	7.8%	1.1%	24	14.9%	1.2%
Languedoc Roussillon	40	5.6%	1.8%	14	4.2%	1.3%	26	6.9%	2.2%	13	7.6%	1.8%
Provence Alpes Côte d'Azur. Corse	66	9.1%	1.5%	32	9.5%	1.6%	33	8.8%	1.5%	20	12.3%	1.4%
Habitudes de connexion à Internet												
Tous les jours	427	59.5%	1.2%	193	57.1%	1.1%	235	61.7%	1.4%	121	73.7%	0.8%
Presque tous les jours	81	11.3%	1.4%	41	12.2%	1.5%	40	10.4%	1.2%	16	10.1%	0.9%
1 à 2 fois par semaine	76	10.6%	3.0%	38	11.3%	3.5%	38	10.0%	2.6%	14	8.8%	2.7%
1 à 3 fois par mois	7	1.0%	1.5%	0	0.0%	0.0%	7	1.9%	2.5%	0	0.3%	0.6%
Moins souvent	26	3.6%	3.6%	11	3.2%	3.0%	15	4.0%	4.2%	9	5.6%	19.5%

	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	41	5.7%	2.2%	22	6.5%	2.9%	19	4.9%	1.7%	0	0.2%	0.2%
De 9 000 à moins de 12 000 euros par an	28	3.9%	0.9%	19	5.7%	1.7%	8	2.2%	0.5%	0	0.2%	0.1%
De 12 000 à moins de 18 000 euros par an	102	14.2%	1.8%	48	14.3%	2.0%	54	14.1%	1.7%	10	6.3%	1.6%
De 18 000 à moins de 24 000 euros par an	92	12.8%	1.4%	41	12.2%	1.4%	51	13.4%	1.3%	6	3.6%	0.4%
De 24 000 à moins de 36 000 euros par an	177	24.7%	1.5%	85	25.0%	1.6%	93	24.4%	1.5%	54	33.2%	1.5%
De 36 000 à moins de 45 000 euros par an	104	14.5%	1.4%	48	14.2%	1.3%	56	14.7%	1.6%	28	16.8%	0.9%
De 45 000 à moins de 65 000 euros par an	59	8.3%	0.8%	31	9.2%	0.8%	28	7.5%	0.9%	27	16.7%	0.7%
65 000 euros et plus par an	23	3.2%	0.6%	6	1.9%	0.3%	17	4.4%	1.0%	9	5.7%	0.3%
Refus	59	8.2%	1.7%	24	7.2%	1.7%	34	9.1%	1.8%	14	8.6%	1.2%
Ne sait pas	33	4.7%	2.0%	13	3.8%	1.8%	21	5.4%	2.2%	14	8.7%	2.4%