

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	1267	100.0%	2.4%	262	100.0%	1.1%	1005	100.0%	3.7%	464	100.0%	2.7%
Sexe												
Homme	262	20.7%	1.1%	262	100.0%	1.1%	0	0.0%	0.0%	99	21.4%	1.1%
Femme	1005	79.3%	3.7%	0	0.0%	0.0%	1005	100.0%	3.7%	365	78.6%	4.3%
Age												
15 à 24 ans	75	5.9%	1.0%	26	9.9%	0.7%	49	4.8%	1.4%	23	5.0%	0.8%
25 à 34 ans	154	12.2%	2.0%	49	18.7%	1.3%	105	10.5%	2.7%	67	14.5%	2.1%
35 à 49 ans	386	30.5%	3.1%	95	36.3%	1.5%	291	29.0%	4.6%	213	45.8%	3.4%
50 à 59 ans	308	24.3%	3.4%	44	16.9%	1.0%	263	26.2%	5.9%	129	27.8%	3.4%
60 ans et plus	345	27.2%	2.2%	48	18.2%	0.7%	297	29.5%	3.3%	32	6.9%	3.2%
Individu												
Ménagères	946	74.7%	4.0%	0	0.0%	0.0%	946	94.2%	4.0%	350	75.4%	5.0%
Personne de référence	449	35.5%	1.6%	219	83.7%	1.1%	230	22.9%	2.9%	140	30.2%	1.6%
Responsable des achats	1062	83.9%	3.0%	152	58.0%	1.2%	910	90.6%	4.0%	387	83.4%	3.5%
PCS Individu												
Agriculteurs	12	1.0%	2.4%	7	2.7%	2.1%	5	0.5%	3.1%	1	0.2%	3.2%
Petits patrons	51	4.0%	3.2%	17	6.3%	1.4%	35	3.4%	8.0%	45	9.6%	3.1%
Affaires et Cadres	114	9.0%	2.3%	32	12.0%	1.1%	82	8.2%	3.9%	98	21.2%	2.2%
Professions intermédiaires	202	16.0%	2.8%	46	17.5%	1.3%	156	15.6%	4.4%	157	33.9%	2.7%
Employés	285	22.5%	3.4%	30	11.3%	1.3%	256	25.5%	4.2%	88	18.9%	4.8%
Ouvriers	115	9.1%	1.8%	73	27.7%	1.4%	42	4.2%	3.3%	7	1.5%	2.0%
Retraités	288	22.7%	2.2%	39	14.9%	0.6%	249	24.8%	3.7%	10	2.1%	4.8%
Autres inactifs	199	15.7%	1.9%	20	7.5%	0.5%	179	17.8%	2.7%	58	12.5%	1.8%
PCS Personne de référence												
Agriculteurs	23	1.8%	3.1%	6	2.1%	1.4%	18	1.8%	5.0%	0	0.0%	0.0%
Petits patrons	92	7.3%	3.5%	21	8.0%	1.5%	71	7.1%	5.8%	92	19.9%	3.5%
Affaires et Cadres	169	13.3%	2.5%	31	11.6%	0.9%	138	13.8%	4.0%	169	36.3%	2.5%
Professions intermédiaires	203	16.0%	2.6%	48	18.2%	1.2%	155	15.5%	4.1%	203	43.7%	2.6%
Employés	136	10.8%	2.5%	32	12.2%	1.4%	104	10.4%	3.4%	0	0.0%	0.0%
Ouvriers	218	17.2%	2.3%	67	25.4%	1.3%	151	15.0%	3.4%	0	0.0%	0.0%
Retraités	351	27.7%	2.4%	49	18.5%	0.7%	302	30.1%	3.7%	0	0.0%	0.0%
Autres inactifs	75	5.9%	1.8%	10	3.9%	0.7%	65	6.5%	2.5%	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	207	16.3%	2.1%	37	14.0%	0.8%	170	16.9%	3.0%	43	9.2%	2.2%
2 personnes	501	39.6%	2.8%	108	41.2%	1.2%	393	39.1%	4.2%	131	28.2%	3.2%
3 personnes	201	15.9%	2.2%	44	16.6%	0.9%	158	15.7%	3.5%	105	22.6%	2.6%
4 personnes	224	17.7%	2.4%	53	20.2%	1.2%	171	17.1%	3.6%	119	25.7%	2.5%
5 personnes et +	133	10.5%	2.4%	21	8.0%	0.8%	112	11.2%	4.0%	66	14.3%	2.6%
Présence d'enfants de moins de 15 ans												
Oui	415	32.8%	2.6%	87	33.3%	1.2%	328	32.7%	3.9%	227	49.0%	3.0%
Non	851	67.2%	2.3%	175	66.7%	1.0%	676	67.3%	3.6%	237	51.0%	2.4%
Habitat												
Communes rurales	352	27.8%	2.9%	67	25.7%	1.2%	285	28.4%	4.6%	93	20.0%	2.9%
Agglo. - 20 000 hab	244	19.2%	2.7%	53	20.1%	1.2%	191	19.0%	4.0%	75	16.3%	2.9%
Agglo. 20 000 à 100 000 hab	171	13.5%	2.4%	43	16.5%	1.3%	128	12.7%	3.5%	57	12.4%	2.8%
Agglo. + 100 000 hab	367	29.0%	2.4%	77	29.4%	1.0%	290	28.9%	3.6%	163	35.2%	2.9%
Agglo. Paris	133	10.5%	1.5%	22	8.3%	0.5%	111	11.1%	2.5%	75	16.2%	1.9%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	150	11.8%	1.6%	24	9.3%	0.5%	125	12.5%	2.5%	79	17.1%	1.8%
Nord Pas de Calais	71	5.6%	2.2%	25	9.4%	1.6%	47	4.7%	2.8%	15	3.3%	1.5%
Lorraine	45	3.5%	2.3%	13	5.1%	1.4%	31	3.1%	3.2%	17	3.7%	3.2%
Alsace	39	3.1%	2.6%	15	5.8%	2.1%	24	2.4%	3.0%	10	2.1%	2.3%
Franche-Comté	23	1.8%	2.4%	5	2.0%	1.1%	17	1.7%	3.5%	9	2.0%	3.7%
Champagne Ardennes	64	5.0%	5.9%	18	6.8%	3.4%	46	4.6%	8.2%	18	3.8%	6.3%
Picardie	41	3.3%	2.7%	9	3.5%	1.2%	32	3.2%	4.0%	6	1.2%	1.2%
Bourgogne	40	3.1%	2.9%	5	1.9%	0.8%	35	3.5%	4.9%	8	1.8%	2.4%
Haute Normandie	29	2.3%	2.0%	11	4.1%	1.5%	18	1.8%	2.4%	15	3.2%	3.2%
Basse Normandie	27	2.1%	2.2%	8	3.1%	1.4%	19	1.9%	3.0%	7	1.5%	2.0%
Centre	65	5.2%	3.1%	19	7.3%	1.9%	46	4.6%	4.2%	27	5.7%	4.0%
Pays de Loire	73	5.8%	2.5%	12	4.6%	0.8%	61	6.1%	4.0%	31	6.6%	3.4%
Bretagne	62	4.9%	2.3%	12	4.4%	0.9%	51	5.1%	3.7%	14	3.0%	2.0%
Poitou Charentes	50	4.0%	3.4%	9	3.3%	1.2%	42	4.1%	5.4%	19	4.0%	5.0%
Aquitaine	94	7.4%	3.4%	11	4.1%	0.8%	84	8.3%	5.7%	20	4.4%	2.5%
Midi Pyrénées	60	4.7%	2.4%	12	4.4%	1.0%	48	4.8%	3.8%	30	6.4%	3.7%
Limousin	18	1.4%	2.9%	2	0.7%	0.6%	16	1.6%	5.0%	3	0.6%	1.8%
Auvergne	38	3.0%	3.3%	4	1.7%	0.8%	33	3.3%	5.7%	13	2.8%	4.3%
Rhône Alpes	130	10.3%	2.5%	25	9.7%	1.0%	105	10.5%	3.9%	54	11.7%	2.8%
Languedoc Roussillon	55	4.4%	2.4%	9	3.6%	0.9%	46	4.6%	3.8%	26	5.5%	3.5%
Provence Alpes Côte d'Azur. Corse	91	7.2%	2.1%	14	5.3%	0.7%	77	7.7%	3.3%	44	9.4%	2.8%
Habitudes de connexion à Internet												
Tous les jours	918	72.5%	2.5%	201	76.7%	1.1%	717	71.4%	3.8%	385	83.0%	2.6%
Presque tous les jours	153	12.1%	2.8%	27	10.3%	1.1%	126	12.6%	4.2%	42	9.0%	2.6%
1 à 2 fois par semaine	105	8.2%	3.8%	22	8.3%	1.9%	83	8.2%	5.2%	20	4.4%	3.9%
1 à 3 fois par mois	13	1.0%	2.6%	4	1.3%	1.5%	10	1.0%	3.5%	1	0.3%	1.7%
Moins souvent	14	1.1%	2.6%	1	0.3%	0.3%	14	1.4%	4.9%	13	2.9%	24.7%

	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	34	2.7%	2.0%	0	0.0%	0.0%	34	3.4%	3.6%	0	0.1%	0.3%
De 9 000 à moins de 12 000 euros par an	56	4.4%	2.1%	15	5.7%	1.4%	41	4.0%	2.4%	8	1.7%	3.1%
De 12 000 à moins de 18 000 euros par an	127	10.1%	2.4%	22	8.3%	1.0%	105	10.5%	3.4%	9	2.0%	1.4%
De 18 000 à moins de 24 000 euros par an	173	13.7%	2.6%	32	12.3%	1.1%	141	14.0%	3.8%	53	11.4%	3.7%
De 24 000 à moins de 36 000 euros par an	257	20.3%	2.2%	50	19.1%	0.9%	207	20.6%	3.4%	69	14.8%	2.0%
De 36 000 à moins de 45 000 euros par an	192	15.1%	2.6%	48	18.2%	1.3%	144	14.3%	4.0%	85	18.4%	3.0%
De 45 000 à moins de 65 000 euros par an	186	14.7%	2.7%	38	14.3%	1.0%	148	14.8%	4.8%	117	25.3%	3.2%
65 000 euros et plus par an	125	9.8%	2.9%	33	12.8%	1.4%	91	9.1%	5.1%	91	19.6%	3.1%
Refus	97	7.7%	2.3%	21	8.2%	1.2%	76	7.5%	3.1%	17	3.6%	1.1%
Ne sait pas	20	1.6%	1.9%	3	1.1%	0.6%	17	1.7%	2.9%	14	3.1%	3.7%