

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	1349	100.0%	2.6%	387	100.0%	1.6%	961	100.0%	3.6%	227	100.0%	1.3%
Sexe												
Homme	387	28.7%	1.6%	387	100.0%	1.6%	0	0.0%	0.0%	83	36.5%	0.9%
Femme	961	71.3%	3.6%	0	0.0%	0.0%	961	100.0%	3.6%	145	63.5%	1.7%
Age												
15 à 24 ans	82	6.1%	1.1%	32	8.3%	0.9%	50	5.2%	1.4%	46	20.3%	1.5%
25 à 34 ans	109	8.1%	1.4%	29	7.4%	0.8%	80	8.4%	2.1%	24	10.6%	0.7%
35 à 49 ans	297	22.1%	2.4%	76	19.7%	1.2%	221	23.0%	3.5%	80	35.4%	1.3%
50 à 59 ans	305	22.6%	3.4%	114	29.4%	2.5%	191	19.9%	4.3%	66	28.8%	1.8%
60 ans et plus	554	41.1%	3.8%	136	35.1%	2.1%	418	43.5%	5.0%	11	4.9%	1.6%
Individu												
Ménagères	887	65.8%	3.8%	0	0.0%	0.0%	887	92.3%	3.8%	116	51.2%	1.7%
Personne de référence	680	50.4%	2.4%	330	85.2%	1.6%	350	36.4%	4.4%	75	33.0%	0.9%
Responsable des achats	1063	78.8%	3.0%	200	51.7%	1.6%	863	89.8%	3.8%	143	63.0%	1.3%
PCS Individu												
Agriculteurs	12	0.9%	2.3%	6	1.5%	1.6%	7	0.7%	3.9%	0	0.0%	0.0%
Petits patrons	27	2.0%	1.7%	15	3.9%	1.3%	12	1.2%	2.4%	20	9.0%	1.4%
Affaires et Cadres	33	2.5%	0.7%	20	5.2%	0.7%	13	1.4%	0.7%	28	12.1%	0.6%
Professions intermédiaires	80	5.9%	1.2%	38	9.7%	1.1%	42	4.4%	1.3%	51	22.6%	0.9%
Employés	293	21.8%	3.6%	35	9.0%	1.7%	259	26.9%	4.1%	57	25.0%	3.2%
Ouvriers	172	12.8%	2.7%	108	27.9%	2.2%	64	6.7%	4.4%	16	7.0%	3.6%
Retraités	451	33.5%	3.6%	129	33.4%	2.1%	322	33.5%	4.9%	10	4.5%	4.1%
Autres inactifs	279	20.7%	2.8%	37	9.5%	1.0%	242	25.2%	3.7%	45	19.8%	1.4%
PCS Personne de référence												
Agriculteurs	21	1.5%	2.6%	6	1.5%	1.4%	15	1.6%	3.8%	0	0.0%	0.0%
Petits patrons	38	2.8%	1.4%	16	4.1%	1.2%	22	2.3%	1.6%	38	16.6%	1.4%
Affaires et Cadres	80	6.0%	1.1%	23	6.0%	0.6%	57	5.9%	1.7%	80	35.3%	1.1%
Professions intermédiaires	109	8.1%	1.5%	44	11.3%	1.1%	66	6.8%	1.9%	109	48.1%	1.5%
Employés	161	11.9%	3.0%	37	9.6%	1.7%	124	12.8%	3.9%	0	0.0%	0.0%
Ouvriers	260	19.3%	2.8%	95	24.7%	2.0%	165	17.1%	3.7%	0	0.0%	0.0%
Retraités	524	38.9%	3.6%	135	34.9%	2.0%	389	40.5%	4.9%	0	0.0%	0.0%
Autres inactifs	155	11.5%	3.9%	31	8.0%	2.1%	124	12.9%	5.1%	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	330	24.5%	3.4%	61	15.7%	1.5%	269	28.0%	4.9%	10	4.6%	0.6%
2 personnes	552	40.9%	3.1%	181	46.7%	2.1%	371	38.6%	4.0%	73	32.3%	1.8%
3 personnes	201	14.9%	2.2%	69	17.9%	1.5%	132	13.7%	2.9%	42	18.5%	1.1%
4 personnes	174	12.9%	1.9%	47	12.2%	1.0%	127	13.2%	2.7%	62	27.4%	1.3%
5 personnes et +	91	6.8%	1.7%	29	7.4%	1.2%	62	6.5%	2.2%	39	17.2%	1.5%
Présence d'enfants de moins de 15 ans												
Oui	278	20.6%	1.8%	83	21.5%	1.1%	195	20.3%	2.3%	96	42.1%	1.2%
Non	1071	79.4%	3.0%	304	78.5%	1.8%	766	79.7%	4.2%	132	57.9%	1.4%
Habitat												
Communes rurales	316	23.4%	2.7%	93	23.9%	1.7%	223	23.2%	3.7%	46	20.3%	1.4%
Agglo. - 20 000 hab	279	20.7%	3.1%	80	20.7%	1.9%	199	20.7%	4.2%	37	16.3%	1.4%
Agglo. 20 000 à 100 000 hab	257	19.0%	3.7%	79	20.4%	2.3%	178	18.5%	5.1%	40	17.7%	2.0%
Agglo. + 100 000 hab	363	26.9%	2.4%	101	26.1%	1.4%	262	27.2%	3.3%	65	28.6%	1.2%
Agglo. Paris	135	10.0%	1.6%	35	9.0%	0.9%	100	10.4%	2.3%	39	17.1%	1.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	149	11.1%	1.6%	40	10.4%	0.9%	109	11.3%	2.2%	47	20.8%	1.1%
Nord Pas de Calais	116	8.6%	3.6%	32	8.3%	2.1%	84	8.8%	5.0%	20	9.0%	2.2%
Lorraine	66	4.9%	3.4%	14	3.6%	1.5%	52	5.4%	5.2%	17	7.5%	3.2%
Alsace	42	3.1%	2.8%	19	4.8%	2.6%	24	2.5%	3.0%	10	4.5%	2.0%
Franche-Comté	18	1.4%	1.9%	4	1.0%	0.8%	15	1.5%	3.0%	1	0.4%	0.3%
Champagne Ardennes	43	3.2%	4.0%	14	3.7%	2.8%	29	3.0%	5.1%	9	4.1%	3.1%
Picardie	41	3.0%	2.7%	3	0.7%	0.4%	38	4.0%	4.8%	6	2.8%	1.5%
Bourgogne	39	2.9%	2.9%	12	3.1%	1.8%	27	2.8%	3.9%	3	1.5%	0.9%
Haute Normandie	69	5.1%	4.6%	23	6.0%	3.3%	45	4.7%	5.9%	7	2.9%	1.5%
Basse Normandie	38	2.8%	3.1%	16	4.0%	2.7%	22	2.3%	3.5%	8	3.6%	2.6%
Centre	74	5.5%	3.6%	26	6.7%	2.6%	48	5.0%	4.5%	11	4.9%	1.8%
Pays de Loire	67	5.0%	2.3%	24	6.2%	1.7%	43	4.5%	2.9%	7	3.2%	0.8%
Bretagne	63	4.7%	2.4%	8	2.1%	0.6%	55	5.8%	4.0%	12	5.2%	1.5%
Poitou Charentes	43	3.2%	2.9%	19	5.0%	2.7%	24	2.5%	3.1%	4	1.8%	1.0%
Aquitaine	86	6.4%	3.2%	26	6.8%	2.0%	60	6.2%	4.2%	8	3.5%	1.0%
Midi Pyrénées	66	4.9%	2.7%	15	3.8%	1.3%	52	5.4%	4.1%	12	5.3%	1.5%
Limousin	20	1.5%	3.2%	6	1.6%	2.1%	14	1.5%	4.3%	3	1.2%	1.8%
Auvergne	36	2.7%	3.2%	10	2.5%	1.8%	26	2.7%	4.4%	6	2.6%	2.0%
Rhône Alpes	109	8.1%	2.1%	40	10.4%	1.6%	69	7.1%	2.6%	17	7.5%	0.9%
Languedoc Roussillon	70	5.2%	3.2%	8	2.1%	0.8%	61	6.4%	5.3%	4	1.8%	0.6%
Provence Alpes Côte d'Azur. Corse	91	6.8%	2.1%	27	6.9%	1.3%	64	6.7%	2.8%	13	5.7%	0.9%
Habitudes de connexion à Internet												
Tous les jours	519	38.5%	1.8%	174	44.8%	1.2%	345	35.9%	2.4%	175	76.9%	1.3%
Presque tous les jours	122	9.0%	1.9%	36	9.3%	1.2%	85	8.9%	2.5%	14	6.3%	0.6%
1 à 2 fois par semaine	92	6.9%	2.9%	20	5.2%	1.5%	72	7.5%	4.0%	14	6.0%	1.5%
1 à 3 fois par mois	25	1.8%	2.8%	8	2.1%	2.1%	16	1.7%	3.4%	6	2.6%	3.7%
Moins souvent	56	4.1%	4.5%	9	2.2%	1.6%	47	4.9%	6.8%	4	1.8%	3.3%
Jamais	8	0.6%	6.0%	2	0.4%	2.5%	6	0.7%	9.1%	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	99	7.4%	4.8%	23	5.9%	2.8%	76	8.0%	6.2%	8	3.3%	4.2%
De 9 000 à moins de 12 000 euros par an	132	9.8%	4.0%	26	6.6%	2.2%	106	11.1%	4.9%	4	1.8%	1.5%
De 12 000 à moins de 18 000 euros par an	226	16.8%	3.5%	41	10.5%	1.5%	185	19.3%	5.0%	7	3.2%	1.0%
De 18 000 à moins de 24 000 euros par an	217	16.1%	3.0%	62	16.0%	1.8%	155	16.2%	4.1%	26	11.3%	1.7%
De 24 000 à moins de 36 000 euros par an	319	23.7%	2.8%	107	27.6%	1.9%	212	22.1%	3.6%	52	22.8%	1.4%
De 36 000 à moins de 45 000 euros par an	121	9.0%	1.8%	43	11.1%	1.2%	78	8.1%	2.5%	42	18.5%	1.4%
De 45 000 à moins de 65 000 euros par an	84	6.2%	1.3%	40	10.4%	1.1%	43	4.5%	1.6%	41	18.0%	1.1%
De 65 000 à moins de 80 000 euros par an	18	1.3%	1.1%	8	2.0%	0.8%	10	1.1%	1.5%	15	6.4%	1.2%
De 80 000 à moins de 115 000 euros par an	7	0.5%	0.7%	7	1.8%	1.3%	0	0.0%	0.0%	2	0.9%	0.3%
115 000 euros et plus par an	2	0.2%	0.5%	1	0.2%	0.3%	1	0.1%	0.7%	2	1.0%	0.5%
Refus	93	6.9%	3.0%	24	6.2%	1.9%	69	7.2%	3.7%	18	8.1%	1.6%
Ne sait pas	29	2.2%	1.9%	6	1.6%	1.0%	23	2.4%	2.5%	11	4.8%	1.9%