

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	1156	100.0%	2.3%	460	100.0%	1.9%	697	100.0%	2.6%	274	100.0%	1.6%
Sexe												
Homme	460	39.7%	1.9%	460	100.0%	1.9%	0	0.0%	0.0%	116	42.3%	1.3%
Femme	697	60.3%	2.6%	0	0.0%	0.0%	697	100.0%	2.6%	158	57.7%	1.9%
Age												
15 à 24 ans	42	3.7%	0.6%	25	5.3%	0.7%	18	2.6%	0.5%	17	6.3%	0.5%
25 à 34 ans	69	6.0%	0.9%	19	4.2%	0.5%	50	7.1%	1.3%	26	9.4%	0.8%
35 à 49 ans	219	18.9%	1.7%	89	19.5%	1.4%	129	18.6%	2.0%	114	41.6%	1.8%
50 à 59 ans	234	20.2%	2.6%	92	20.1%	2.1%	142	20.3%	3.2%	97	35.3%	2.6%
60 ans et plus	592	51.2%	4.0%	234	50.9%	3.7%	358	51.4%	4.3%	20	7.4%	2.8%
Individu												
Ménagères	666	57.6%	2.8%	0	0.0%	0.0%	666	95.5%	2.8%	150	54.8%	2.2%
Personne de référence	591	51.1%	2.1%	423	92.1%	2.1%	167	24.0%	2.1%	137	50.1%	1.6%
Responsable des achats	893	77.2%	2.5%	235	51.1%	1.9%	658	94.4%	2.9%	210	76.7%	1.9%
PCS Individu												
Agriculteurs	15	1.3%	2.9%	6	1.4%	1.7%	9	1.3%	5.4%	0	0.0%	0.0%
Petits patrons	40	3.4%	2.4%	28	6.0%	2.5%	12	1.7%	2.4%	35	12.8%	2.4%
Affaires et Cadres	47	4.1%	0.9%	23	5.0%	0.8%	24	3.4%	1.2%	43	15.5%	0.9%
Professions intermédiaires	129	11.1%	1.9%	60	13.1%	1.7%	68	9.8%	2.1%	106	38.9%	1.9%
Employés	148	12.8%	1.8%	27	5.9%	1.4%	121	17.4%	1.9%	42	15.4%	2.4%
Ouvriers	91	7.9%	1.4%	63	13.7%	1.3%	28	4.1%	1.9%	9	3.3%	2.0%
Retraités	536	46.4%	4.2%	229	49.7%	3.8%	308	44.1%	4.7%	8	2.8%	3.2%
Autres inactifs	150	13.0%	1.5%	24	5.1%	0.7%	127	18.2%	1.9%	31	11.3%	1.0%
PCS Personne de référence												
Agriculteurs	19	1.6%	2.3%	4	0.9%	1.0%	15	2.1%	3.7%	0	0.0%	0.0%
Petits patrons	60	5.2%	2.3%	26	5.7%	2.0%	34	4.9%	2.6%	60	22.0%	2.3%
Affaires et Cadres	81	7.0%	1.1%	27	5.8%	0.7%	54	7.8%	1.6%	81	29.6%	1.1%
Professions intermédiaires	133	11.5%	1.8%	63	13.7%	1.6%	70	10.0%	2.0%	133	48.5%	1.8%
Employés	85	7.3%	1.6%	34	7.3%	1.5%	51	7.3%	1.6%	0	0.0%	0.0%
Ouvriers	126	10.9%	1.4%	57	12.4%	1.2%	69	9.9%	1.6%	0	0.0%	0.0%
Retraités	591	51.1%	4.0%	241	52.5%	3.6%	350	50.3%	4.4%	0	0.0%	0.0%
Autres inactifs	62	5.3%	1.6%	8	1.7%	0.5%	54	7.8%	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	194	16.8%	2.0%	75	16.3%	1.8%	119	17.1%	2.2%	33	12.1%	1.8%
2 personnes	592	51.2%	3.3%	239	51.9%	2.7%	353	50.7%	3.8%	82	29.9%	2.0%
3 personnes	158	13.7%	1.7%	61	13.3%	1.3%	97	13.9%	2.1%	36	13.1%	0.9%
4 personnes	133	11.5%	1.5%	60	13.0%	1.3%	73	10.5%	1.6%	70	25.5%	1.5%
5 personnes et +	79	6.8%	1.5%	25	5.4%	1.0%	54	7.7%	1.9%	53	19.4%	2.1%
Présence d'enfants de moins de 15 ans												
Oui	211	18.2%	1.3%	73	16.0%	1.0%	137	19.7%	1.6%	116	42.4%	1.5%
Non	946	81.8%	2.7%	386	84.0%	2.2%	560	80.3%	3.0%	158	57.6%	1.7%
Habitat												
Communes rurales	447	38.7%	3.9%	197	42.8%	3.6%	250	35.9%	4.1%	92	33.4%	2.8%
Agglo. - 20 000 hab	281	24.3%	3.2%	107	23.2%	2.5%	175	25.1%	3.7%	67	24.6%	2.6%
Agglo. 20 000 à 100 000 hab	139	12.0%	2.0%	48	10.6%	1.4%	90	12.9%	2.6%	34	12.5%	1.7%
Agglo. + 100 000 hab	205	17.7%	1.3%	76	16.5%	1.0%	129	18.4%	1.6%	52	19.0%	1.0%
Agglo. Paris	85	7.3%	1.0%	32	7.0%	0.8%	53	7.6%	1.2%	28	10.4%	0.7%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	129	11.2%	1.4%	50	10.8%	1.1%	79	11.4%	1.6%	44	16.0%	1.0%
Nord Pas de Calais	65	5.6%	2.0%	24	5.3%	1.6%	40	5.8%	2.4%	19	6.8%	2.0%
Lorraine	45	3.9%	2.3%	22	4.8%	2.3%	23	3.3%	2.3%	9	3.5%	1.8%
Alsace	49	4.2%	3.2%	21	4.6%	2.9%	28	4.0%	3.6%	11	4.1%	2.2%
Franche-Comté	24	2.1%	2.5%	7	1.6%	1.6%	17	2.4%	3.4%	4	1.3%	1.4%
Champagne Ardennes	38	3.3%	3.5%	20	4.4%	3.9%	18	2.5%	3.1%	2	0.7%	0.7%
Picardie	54	4.7%	3.5%	24	5.2%	3.2%	30	4.3%	3.8%	10	3.6%	2.3%
Bourgogne	53	4.6%	3.9%	19	4.1%	2.9%	34	4.9%	4.8%	7	2.4%	1.7%
Haute Normandie	47	4.1%	3.2%	21	4.6%	3.0%	26	3.7%	3.3%	13	4.9%	3.0%
Basse Normandie	30	2.6%	2.5%	14	3.2%	2.5%	15	2.2%	2.4%	7	2.6%	2.2%
Centre	74	6.4%	3.6%	35	7.7%	3.5%	39	5.6%	3.6%	22	8.2%	3.6%
Pays de Loire	75	6.4%	2.6%	26	5.7%	1.9%	48	6.9%	3.2%	16	5.8%	1.9%
Bretagne	54	4.6%	2.0%	16	3.4%	1.2%	38	5.5%	2.8%	13	4.7%	1.6%
Poitou Charentes	34	3.0%	2.3%	13	2.8%	1.8%	21	3.0%	2.8%	9	3.1%	2.1%
Aquitaine	72	6.2%	2.7%	27	5.8%	2.1%	45	6.5%	3.2%	16	5.8%	1.9%
Midi Pyrénées	71	6.1%	2.9%	29	6.3%	2.5%	42	6.0%	3.4%	19	7.1%	2.4%
Limousin	38	3.3%	6.0%	13	2.8%	4.3%	25	3.5%	7.6%	7	2.6%	4.6%
Auvergne	40	3.5%	3.6%	19	4.1%	3.5%	21	3.1%	3.7%	7	2.7%	2.5%
Rhône Alpes	84	7.2%	1.6%	26	5.7%	1.1%	58	8.3%	2.2%	27	9.8%	1.4%
Languedoc Roussillon	25	2.2%	1.1%	11	2.5%	1.1%	14	1.9%	1.2%	9	3.4%	1.4%
Provence Alpes Côte d'Azur. Corse	58	5.0%	1.3%	22	4.8%	1.1%	36	5.2%	1.6%	3	0.9%	0.2%
Habitudes de connexion à Internet												
Tous les jours	501	43.3%	1.8%	208	45.2%	1.4%	293	42.1%	2.1%	189	69.1%	1.4%
Presque tous les jours	170	14.7%	2.7%	62	13.5%	2.1%	108	15.5%	3.2%	49	18.0%	2.1%
1 à 2 fois par semaine	99	8.5%	3.1%	34	7.5%	2.5%	65	9.3%	3.6%	19	6.9%	2.0%
1 à 3 fois par mois	21	1.8%	2.4%	10	2.2%	2.6%	11	1.5%	2.2%	3	1.1%	1.9%
Moins souvent	18	1.6%	1.5%	7	1.5%	1.3%	12	1.7%	1.7%	1	0.4%	0.9%
Jamais	1	0.1%	0.5%	1	0.1%	1.0%	0	0.0%	0.0%	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	29	2.5%	1.4%	8	1.7%	1.0%	21	3.1%	1.7%	1	0.5%	0.8%
De 9 000 à moins de 12 000 euros par an	84	7.3%	2.5%	28	6.0%	2.3%	56	8.1%	2.6%	11	4.1%	4.1%
De 12 000 à moins de 18 000 euros par an	167	14.4%	2.6%	71	15.3%	2.6%	96	13.8%	2.6%	20	7.3%	2.7%
De 18 000 à moins de 24 000 euros par an	184	15.9%	2.6%	70	15.1%	2.0%	115	16.5%	3.0%	29	10.7%	1.9%
De 24 000 à moins de 36 000 euros par an	298	25.7%	2.6%	96	20.8%	1.7%	202	29.0%	3.4%	65	23.6%	1.7%
De 36 000 à moins de 45 000 euros par an	151	13.0%	2.2%	80	17.3%	2.2%	71	10.2%	2.3%	52	19.0%	1.7%
De 45 000 à moins de 65 000 euros par an	111	9.6%	1.8%	50	10.9%	1.4%	61	8.7%	2.2%	46	16.9%	1.3%
De 65 000 à moins de 80 000 euros par an	29	2.5%	1.8%	10	2.2%	1.0%	19	2.8%	2.9%	16	6.0%	1.4%
De 80 000 à moins de 115 000 euros par an	13	1.1%	1.4%	10	2.1%	1.8%	3	0.5%	0.8%	8	2.8%	1.0%
115 000 euros et plus par an	1	0.1%	0.3%	0	0.0%	0.0%	1	0.2%	0.7%	1	0.5%	0.3%
Refus	66	5.7%	2.1%	32	7.1%	2.5%	33	4.8%	1.8%	19	6.9%	1.6%
Ne sait pas	24	2.1%	1.5%	6	1.4%	1.0%	18	2.5%	1.9%	5	1.8%	0.9%