

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	1199	100.0%	2.3%	579	100.0%	2.4%	619	100.0%	2.3%	335	100.0%	1.9%
Sexe												
Homme	579	48.3%	2.4%	579	100.0%	2.4%	0	0.0%	0.0%	194	57.9%	2.2%
Femme	619	51.7%	2.3%	0	0.0%	0.0%	619	100.0%	2.3%	141	42.1%	1.7%
Age												
15 à 24 ans	296	24.7%	4.0%	136	23.4%	3.6%	160	25.9%	4.4%	113	33.7%	3.6%
25 à 34 ans	195	16.2%	2.5%	113	19.6%	3.0%	81	13.1%	2.1%	53	15.9%	1.6%
35 à 49 ans	275	23.0%	2.2%	127	21.9%	2.0%	149	24.0%	2.3%	85	25.5%	1.4%
50 à 59 ans	192	16.0%	2.1%	90	15.5%	2.0%	102	16.5%	2.3%	69	20.5%	1.9%
60 ans et plus	241	20.1%	1.6%	114	19.6%	1.8%	127	20.5%	1.5%	15	4.4%	2.1%
Individu												
Ménagères	493	41.2%	2.1%	0	0.0%	0.0%	493	79.6%	2.1%	87	26.1%	1.3%
Personne de référence	597	49.8%	2.1%	416	71.8%	2.1%	181	29.3%	2.3%	145	43.2%	1.7%
Responsable des achats	759	63.3%	2.1%	271	46.8%	2.1%	487	78.7%	2.1%	171	51.0%	1.6%
PCS Individu												
Agriculteurs	13	1.1%	2.4%	13	2.3%	3.6%	0	0.0%	0.0%	4	1.1%	16.1%
Petits patrons	23	1.9%	1.4%	19	3.2%	1.7%	4	0.6%	0.8%	21	6.4%	1.5%
Affaires et Cadres	67	5.6%	1.4%	48	8.3%	1.6%	19	3.1%	1.0%	59	17.6%	1.3%
Professions intermédiaires	129	10.8%	1.9%	83	14.3%	2.4%	46	7.4%	1.4%	101	30.3%	1.8%
Employés	253	21.1%	3.1%	48	8.2%	2.4%	205	33.2%	3.3%	38	11.3%	2.1%
Ouvriers	223	18.6%	3.5%	152	26.3%	3.1%	70	11.4%	4.8%	7	2.2%	1.6%
Retraités	211	17.6%	1.7%	105	18.1%	1.7%	106	17.2%	1.6%	6	1.8%	2.4%
Autres inactifs	280	23.4%	2.8%	112	19.4%	3.2%	168	27.1%	2.6%	98	29.4%	3.1%
PCS Personne de référence												
Agriculteurs	14	1.2%	1.8%	11	1.9%	2.6%	4	0.6%	0.9%	0	0.0%	0.0%
Petits patrons	46	3.9%	1.8%	24	4.2%	1.9%	22	3.5%	1.6%	46	13.8%	1.8%
Affaires et Cadres	99	8.3%	1.4%	57	9.9%	1.6%	42	6.8%	1.2%	99	29.7%	1.4%
Professions intermédiaires	189	15.8%	2.5%	112	19.4%	2.8%	77	12.4%	2.2%	189	56.5%	2.5%
Employés	152	12.7%	2.9%	51	8.9%	2.4%	101	16.3%	3.2%	0	0.0%	0.0%
Ouvriers	337	28.1%	3.6%	151	26.1%	3.1%	186	30.1%	4.2%	0	0.0%	0.0%
Retraités	265	22.1%	1.8%	122	21.0%	1.8%	143	23.1%	1.8%	0	0.0%	0.0%
Autres inactifs	95	7.9%	2.4%	51	8.7%	3.4%	44	7.1%	1.8%	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	179	15.0%	1.9%	80	13.8%	1.9%	100	16.1%	1.8%	23	7.0%	1.3%
2 personnes	395	33.0%	2.2%	196	33.8%	2.2%	199	32.2%	2.2%	85	25.5%	2.1%
3 personnes	247	20.6%	2.7%	119	20.6%	2.6%	128	20.7%	2.8%	75	22.3%	1.9%
4 personnes	239	19.9%	2.6%	113	19.5%	2.5%	126	20.3%	2.7%	103	30.8%	2.1%
5 personnes et +	138	11.5%	2.6%	72	12.4%	2.9%	67	10.8%	2.4%	48	14.5%	1.9%
Présence d'enfants de moins de 15 ans												
Oui	411	34.3%	2.6%	179	30.8%	2.4%	232	37.5%	2.8%	139	41.5%	1.8%
Non	788	65.7%	2.2%	401	69.2%	2.3%	387	62.5%	2.1%	196	58.5%	2.1%
Habitat												
Communes rurales	265	22.1%	2.3%	129	22.2%	2.3%	136	21.9%	2.2%	69	20.7%	2.1%
Agglo. - 20 000 hab	227	18.9%	2.6%	115	19.8%	2.7%	112	18.1%	2.4%	68	20.4%	2.6%
Agglo. 20 000 à 100 000 hab	205	17.1%	2.9%	124	21.4%	3.6%	81	13.1%	2.3%	45	13.4%	2.2%
Agglo. + 100 000 hab	348	29.0%	2.3%	149	25.7%	2.0%	199	32.2%	2.5%	102	30.3%	1.9%
Agglo. Paris	154	12.9%	1.8%	63	10.9%	1.6%	91	14.7%	2.1%	51	15.2%	1.3%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	175	14.6%	1.9%	73	12.6%	1.6%	102	16.5%	2.1%	63	18.7%	1.4%
Nord Pas de Calais	93	7.8%	2.9%	59	10.1%	3.9%	35	5.6%	2.1%	17	5.2%	1.9%
Lorraine	43	3.6%	2.2%	29	5.1%	3.2%	13	2.1%	1.3%	11	3.3%	2.1%
Alsace	44	3.7%	2.9%	22	3.7%	3.0%	22	3.6%	2.8%	10	2.9%	1.9%
Franche-Comté	16	1.3%	1.6%	8	1.4%	1.8%	7	1.2%	1.5%	2	0.6%	0.8%
Champagne Ardennes	35	2.9%	3.2%	19	3.2%	3.6%	16	2.7%	2.9%	10	3.0%	3.3%
Picardie	31	2.6%	2.0%	9	1.5%	1.1%	22	3.6%	2.8%	4	1.1%	0.9%
Bourgogne	26	2.2%	1.9%	13	2.2%	2.0%	14	2.2%	1.9%	4	1.3%	1.1%
Haute Normandie	26	2.1%	1.7%	17	3.0%	2.5%	8	1.3%	1.1%	14	4.1%	3.1%
Basse Normandie	39	3.3%	3.2%	24	4.2%	4.2%	15	2.4%	2.3%	7	2.2%	2.3%
Centre	58	4.9%	2.8%	33	5.6%	3.3%	26	4.2%	2.4%	11	3.3%	1.8%
Pays de Loire	69	5.8%	2.4%	40	6.9%	2.8%	29	4.8%	2.0%	15	4.5%	1.7%
Bretagne	93	7.8%	3.5%	37	6.4%	2.9%	56	9.0%	4.1%	32	9.6%	4.2%
Poitou Charentes	38	3.2%	2.6%	18	3.0%	2.5%	20	3.3%	2.7%	8	2.4%	2.0%
Aquitaine	53	4.4%	2.0%	20	3.4%	1.5%	33	5.3%	2.3%	16	4.8%	1.9%
Midi Pyrénées	60	5.0%	2.5%	26	4.4%	2.2%	34	5.5%	2.7%	27	8.0%	3.4%
Limousin	13	1.1%	2.1%	8	1.4%	2.6%	5	0.8%	1.5%	2	0.6%	1.3%
Auvergne	40	3.4%	3.6%	18	3.1%	3.4%	22	3.6%	3.8%	11	3.3%	3.7%
Rhône Alpes	126	10.5%	2.5%	61	10.5%	2.5%	65	10.5%	2.5%	31	9.3%	1.6%
Languedoc Roussillon	37	3.1%	1.7%	12	2.1%	1.2%	25	4.0%	2.1%	9	2.7%	1.3%
Provence Alpes Côte d'Azur. Corse	84	7.0%	1.9%	34	5.9%	1.7%	49	8.0%	2.2%	30	8.9%	2.1%
Habitudes de connexion à Internet												
Tous les jours	634	52.9%	2.2%	306	52.9%	2.1%	328	53.0%	2.3%	241	72.0%	1.8%
Presque tous les jours	204	17.0%	3.2%	94	16.3%	3.1%	109	17.6%	3.2%	65	19.5%	2.8%
1 à 2 fois par semaine	107	8.9%	3.3%	62	10.7%	4.5%	44	7.2%	2.5%	20	6.0%	2.2%
1 à 3 fois par mois	28	2.3%	3.2%	14	2.4%	3.5%	14	2.3%	3.0%	1	0.4%	0.7%
Moins souvent	40	3.4%	3.3%	14	2.4%	2.7%	26	4.2%	3.8%	1	0.3%	0.9%
Jamais	0	0.0%	0.0%	0	0.0%	0.0%	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	80	6.7%	3.9%	48	8.3%	5.9%	32	5.1%	2.6%	13	3.9%	7.2%
De 9 000 à moins de 12 000 euros par an	115	9.6%	3.5%	26	4.6%	2.2%	89	14.4%	4.1%	3	1.0%	1.2%
De 12 000 à moins de 18 000 euros par an	155	12.9%	2.4%	67	11.5%	2.5%	88	14.2%	2.4%	22	6.5%	2.9%
De 18 000 à moins de 24 000 euros par an	151	12.6%	2.1%	69	11.9%	2.0%	81	13.2%	2.1%	29	8.7%	1.9%
De 24 000 à moins de 36 000 euros par an	280	23.3%	2.4%	126	21.8%	2.3%	153	24.8%	2.6%	64	19.0%	1.7%
De 36 000 à moins de 45 000 euros par an	144	12.0%	2.1%	90	15.6%	2.5%	54	8.7%	1.7%	66	19.6%	2.1%
De 45 000 à moins de 65 000 euros par an	113	9.4%	1.8%	71	12.3%	2.0%	41	6.7%	1.5%	65	19.5%	1.8%
De 65 000 à moins de 80 000 euros par an	37	3.1%	2.3%	22	3.9%	2.3%	15	2.4%	2.2%	21	6.2%	1.8%
De 80 000 à moins de 115 000 euros par an	7	0.6%	0.8%	6	1.0%	1.0%	2	0.3%	0.4%	7	2.1%	0.9%
115 000 euros et plus par an	5	0.5%	1.2%	3	0.5%	1.2%	2	0.4%	1.3%	5	1.6%	1.4%
Refus	61	5.1%	1.9%	27	4.7%	2.1%	34	5.5%	1.8%	21	6.3%	1.8%
Ne sait pas	50	4.2%	3.2%	23	3.9%	3.6%	28	4.5%	3.0%	19	5.7%	3.3%