

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	555	100.0%	1.1%	228	100.0%	0.9%	327	100.0%	1.2%	124	100.0%	0.7%
Sexe												
Homme	228	41.0%	0.9%	228	100.0%	0.9%	0	0.0%	0.0%	56	45.4%	0.6%
Femme	327	59.0%	1.2%	0	0.0%	0.0%	327	100.0%	1.2%	68	54.6%	0.8%
Age												
15 à 24 ans	31	5.6%	0.4%	15	6.6%	0.4%	16	4.9%	0.4%	14	11.6%	0.5%
25 à 34 ans	33	5.9%	0.4%	15	6.7%	0.4%	17	5.3%	0.4%	14	11.1%	0.4%
35 à 49 ans	79	14.3%	0.6%	22	9.7%	0.4%	57	17.5%	0.9%	24	19.4%	0.4%
50 à 59 ans	111	19.9%	1.2%	55	24.3%	1.2%	55	16.9%	1.2%	56	45.1%	1.5%
60 ans et plus	301	54.3%	2.1%	120	52.7%	1.9%	181	55.4%	2.2%	16	12.9%	2.2%
Individu												
Ménagères	307	55.2%	1.3%	0	0.0%	0.0%	307	93.7%	1.3%	60	48.3%	0.9%
Personne de référence	314	56.6%	1.1%	195	85.5%	1.0%	119	36.5%	1.5%	60	48.4%	0.7%
Responsable des achats	424	76.4%	1.2%	126	55.4%	1.0%	298	91.0%	1.3%	84	67.4%	0.8%
PCS Individu												
Agriculteurs	5	0.9%	0.9%	2	0.9%	0.6%	3	0.8%	1.6%	0	0.0%	0.0%
Petits patrons	7	1.3%	0.4%	4	1.7%	0.3%	3	1.0%	0.6%	7	5.6%	0.5%
Affaires et Cadres	50	9.0%	1.0%	27	12.0%	0.9%	23	7.0%	1.2%	48	38.4%	1.1%
Professions intermédiaires	44	7.9%	0.6%	14	6.2%	0.4%	30	9.1%	0.9%	34	27.6%	0.6%
Employés	56	10.0%	0.7%	15	6.5%	0.7%	41	12.5%	0.7%	6	4.9%	0.3%
Ouvriers	30	5.4%	0.5%	22	9.8%	0.5%	8	2.4%	0.5%	0	0.0%	0.0%
Retraités	263	47.4%	2.1%	118	52.0%	2.0%	144	44.1%	2.2%	7	6.0%	3.1%
Autres inactifs	100	18.1%	1.0%	25	10.9%	0.7%	75	23.0%	1.2%	22	17.5%	0.7%
PCS Personne de référence												
Agriculteurs	5	0.9%	0.6%	2	0.9%	0.5%	3	0.9%	0.7%	0	0.0%	0.0%
Petits patrons	11	2.1%	0.4%	5	2.1%	0.4%	7	2.0%	0.5%	11	9.2%	0.4%
Affaires et Cadres	67	12.0%	0.9%	31	13.7%	0.8%	35	10.8%	1.0%	67	53.7%	0.9%
Professions intermédiaires	46	8.3%	0.6%	20	8.9%	0.5%	26	7.8%	0.7%	46	37.1%	0.6%
Employés	28	5.0%	0.5%	13	5.7%	0.6%	15	4.5%	0.5%	0	0.0%	0.0%
Ouvriers	44	7.9%	0.5%	19	8.1%	0.4%	25	7.8%	0.6%	0	0.0%	0.0%
Retraités	292	52.7%	2.0%	124	54.6%	1.9%	168	51.3%	2.1%	0	0.0%	0.0%
Autres inactifs	62	11.2%	1.6%	13	5.9%	0.9%	49	14.9%	2.0%	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	123	22.1%	1.3%	37	16.4%	0.9%	85	26.1%	1.6%	15	12.0%	0.8%
2 personnes	301	54.2%	1.7%	133	58.3%	1.5%	168	51.4%	1.8%	50	40.1%	1.2%
3 personnes	47	8.4%	0.5%	22	9.6%	0.5%	25	7.6%	0.5%	15	12.1%	0.4%
4 personnes	35	6.3%	0.4%	17	7.3%	0.4%	18	5.6%	0.4%	19	15.4%	0.4%
5 personnes et +	49	8.9%	0.9%	19	8.4%	0.8%	30	9.3%	1.1%	25	20.5%	1.0%
Présence d'enfants de moins de 15 ans												
Oui	80	14.5%	0.5%	24	10.7%	0.3%	56	17.0%	0.7%	34	27.4%	0.4%
Non	475	85.5%	1.3%	203	89.3%	1.2%	271	83.0%	1.5%	90	72.6%	1.0%
Habitat												
Communes rurales	105	19.0%	0.9%	34	15.1%	0.6%	71	21.7%	1.2%	16	12.9%	0.5%
Agglo. - 20 000 hab	106	19.1%	1.2%	50	21.9%	1.2%	56	17.2%	1.2%	30	24.2%	1.1%
Agglo. 20 000 à 100 000 hab	87	15.7%	1.3%	41	17.9%	1.2%	46	14.2%	1.3%	16	12.7%	0.8%
Agglo. + 100 000 hab	198	35.6%	1.3%	84	37.0%	1.1%	113	34.6%	1.4%	42	33.8%	0.8%
Agglo. Paris	59	10.6%	0.7%	18	8.0%	0.5%	41	12.4%	0.9%	20	16.4%	0.5%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	60	10.9%	0.6%	18	8.0%	0.4%	42	12.9%	0.9%	22	17.7%	0.5%
Nord Pas de Calais	33	5.9%	1.0%	15	6.5%	1.0%	18	5.5%	1.1%	13	10.7%	1.4%
Lorraine	23	4.2%	1.2%	9	3.8%	0.9%	15	4.5%	1.5%	3	2.1%	0.5%
Alsace	35	6.3%	2.3%	16	6.9%	2.2%	19	5.9%	2.5%	3	2.2%	0.5%
Franche-Comté	17	3.1%	1.8%	8	3.3%	1.6%	10	2.9%	2.0%	1	0.7%	0.3%
Champagne Ardennes	13	2.3%	1.2%	6	2.4%	1.1%	7	2.2%	1.3%	4	2.9%	1.2%
Picardie	17	3.0%	1.1%	6	2.5%	0.8%	11	3.4%	1.4%	3	2.6%	0.7%
Bourgogne	9	1.7%	0.7%	2	1.1%	0.4%	7	2.1%	1.0%	5	4.0%	1.3%
Haute Normandie	7	1.3%	0.5%	5	2.3%	0.7%	2	0.6%	0.2%	1	0.9%	0.3%
Basse Normandie	5	0.9%	0.4%	4	1.9%	0.7%	1	0.3%	0.1%	0	0.0%	0.0%
Centre	17	3.0%	0.8%	3	1.5%	0.3%	13	4.0%	1.2%	3	2.1%	0.4%
Pays de Loire	67	12.0%	2.3%	20	8.9%	1.4%	47	14.2%	3.1%	14	11.6%	1.7%
Bretagne	32	5.8%	1.2%	16	7.2%	1.3%	16	4.9%	1.2%	9	7.5%	1.2%
Poitou Charentes	13	2.4%	0.9%	4	1.9%	0.6%	9	2.8%	1.2%	1	0.5%	0.2%
Aquitaine	35	6.3%	1.3%	21	9.0%	1.6%	14	4.3%	1.0%	10	8.0%	1.2%
Midi Pyrénées	17	3.1%	0.7%	5	2.2%	0.4%	13	3.8%	1.0%	6	4.6%	0.7%
Limousin	5	1.0%	0.8%	2	0.9%	0.7%	3	1.0%	1.0%	2	1.6%	1.3%
Auvergne	12	2.2%	1.1%	6	2.8%	1.2%	6	1.7%	1.0%	3	2.1%	0.9%
Rhône Alpes	80	14.4%	1.6%	31	13.8%	1.3%	49	14.8%	1.8%	15	11.8%	0.8%
Languedoc Roussillon	14	2.5%	0.6%	3	1.5%	0.3%	10	3.1%	0.9%	3	2.3%	0.4%
Provence Alpes Côte d'Azur. Corse	42	7.7%	1.0%	26	11.5%	1.3%	16	5.0%	0.7%	5	4.0%	0.4%
Habitudes de connexion à Internet												
Tous les jours	229	41.3%	0.8%	104	45.9%	0.7%	125	38.1%	0.9%	86	69.6%	0.6%
Presque tous les jours	86	15.5%	1.3%	36	15.7%	1.2%	50	15.4%	1.5%	23	18.4%	1.0%
1 à 2 fois par semaine	34	6.1%	1.1%	13	5.5%	0.9%	21	6.5%	1.2%	9	7.6%	1.0%
1 à 3 fois par mois	14	2.6%	1.6%	4	1.9%	1.1%	10	3.0%	2.1%	0	0.0%	0.0%
Moins souvent	24	4.3%	2.0%	9	3.9%	1.7%	15	4.6%	2.2%	1	1.2%	1.2%
Jamais	3	0.5%	1.9%	0	0.0%	0.0%	3	0.8%	3.7%	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	28	5.0%	1.3%	13	5.6%	1.6%	15	4.6%	1.2%	1	1.0%	0.7%
De 9 000 à moins de 12 000 euros par an	45	8.0%	1.3%	9	3.8%	0.7%	36	11.0%	1.7%	1	0.4%	0.2%
De 12 000 à moins de 18 000 euros par an	72	13.0%	1.1%	29	12.8%	1.1%	43	13.2%	1.2%	3	2.5%	0.4%
De 18 000 à moins de 24 000 euros par an	93	16.8%	1.3%	41	17.9%	1.2%	53	16.0%	1.4%	18	14.5%	1.2%
De 24 000 à moins de 36 000 euros par an	98	17.7%	0.9%	29	12.8%	0.5%	69	21.1%	1.2%	20	15.8%	0.5%
De 36 000 à moins de 45 000 euros par an	72	13.0%	1.1%	40	17.4%	1.1%	32	9.9%	1.0%	21	17.2%	0.7%
De 45 000 à moins de 65 000 euros par an	89	16.0%	1.4%	42	18.4%	1.2%	47	14.3%	1.7%	36	29.0%	1.0%
De 65 000 à moins de 80 000 euros par an	16	2.9%	1.0%	11	4.9%	1.2%	5	1.6%	0.8%	10	8.4%	0.9%
De 80 000 à moins de 115 000 euros par an	4	0.6%	0.4%	1	0.6%	0.3%	2	0.6%	0.5%	2	1.7%	0.3%
115 000 euros et plus par an	6	1.0%	1.2%	5	2.0%	1.7%	1	0.3%	0.6%	4	3.6%	1.1%
Refus	21	3.8%	0.7%	6	2.5%	0.4%	15	4.7%	0.8%	5	4.4%	0.5%
Ne sait pas	12	2.1%	0.8%	3	1.2%	0.4%	9	2.8%	1.0%	2	1.5%	0.3%