

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	1213	100.0%	2.4%	1004	100.0%	4.1%	209	100.0%	0.8%	477	100.0%	2.8%
Sexe												
Homme	1004	82.8%	4.1%	1004	100.0%	4.1%	0	0.0%	0.0%	399	83.5%	4.5%
Femme	209	17.2%	0.8%	0	0.0%	0.0%	209	100.0%	0.8%	79	16.5%	0.9%
Age												
15 à 24 ans	115	9.5%	1.6%	100	10.0%	2.7%	14	6.9%	0.4%	38	7.9%	1.2%
25 à 34 ans	186	15.4%	2.4%	156	15.5%	4.2%	31	14.7%	0.8%	83	17.3%	2.4%
35 à 49 ans	355	29.2%	2.8%	289	28.8%	4.6%	65	31.2%	1.0%	180	37.7%	2.9%
50 à 59 ans	302	24.9%	3.4%	255	25.4%	5.7%	47	22.5%	1.0%	151	31.6%	4.1%
60 ans et plus	255	21.0%	1.7%	203	20.3%	3.2%	52	24.7%	0.6%	26	5.5%	3.6%
Individu												
Ménagères	195	16.1%	0.8%	0	0.0%	0.0%	195	93.3%	0.8%	70	14.6%	1.0%
Personne de référence	894	73.7%	3.2%	847	84.3%	4.2%	47	22.5%	0.6%	374	78.2%	4.4%
Responsable des achats	704	58.1%	2.0%	518	51.6%	4.1%	186	89.1%	0.8%	263	55.0%	2.4%
PCS Individu												
Agriculteurs	9	0.7%	1.6%	9	0.8%	2.3%	0	0.0%	0.0%	0	0.0%	0.0%
Petits patrons	57	4.7%	3.5%	51	5.1%	4.6%	6	3.0%	1.3%	47	9.8%	3.2%
Affaires et Cadres	181	14.9%	3.6%	154	15.4%	5.1%	27	12.8%	1.4%	172	36.0%	3.8%
Professions intermédiaires	216	17.8%	3.2%	190	18.9%	5.4%	26	12.3%	0.8%	193	40.5%	3.4%
Employés	136	11.2%	1.7%	89	8.8%	4.4%	48	22.9%	0.8%	19	4.0%	1.1%
Ouvriers	223	18.4%	3.5%	218	21.7%	4.4%	6	2.8%	0.4%	9	1.9%	2.1%
Retraités	236	19.4%	1.9%	191	19.0%	3.2%	45	21.4%	0.7%	6	1.3%	2.5%
Autres inactifs	155	12.8%	1.5%	103	10.2%	2.9%	52	24.9%	0.8%	31	6.5%	1.0%
PCS Personne de référence												
Agriculteurs	13	1.0%	1.6%	9	0.9%	2.1%	4	1.8%	1.0%	0	0.0%	0.0%
Petits patrons	51	4.2%	1.9%	44	4.4%	3.4%	7	3.3%	0.5%	51	10.7%	1.9%
Affaires et Cadres	218	18.0%	3.1%	170	16.9%	4.6%	49	23.3%	1.4%	218	45.7%	3.1%
Professions intermédiaires	208	17.2%	2.8%	185	18.4%	4.7%	23	11.2%	0.7%	208	43.6%	2.8%
Employés	118	9.8%	2.2%	93	9.2%	4.3%	26	12.2%	0.8%	0	0.0%	0.0%
Ouvriers	248	20.5%	2.7%	218	21.7%	4.5%	30	14.3%	0.7%	0	0.0%	0.0%
Retraités	277	22.8%	1.9%	228	22.7%	3.4%	49	23.6%	0.6%	0	0.0%	0.0%
Autres inactifs	80	6.6%	2.0%	58	5.8%	3.9%	22	10.3%	0.9%	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	156	12.8%	1.6%	142	14.1%	3.4%	14	6.6%	0.3%	49	10.3%	2.6%
2 personnes	403	33.2%	2.2%	331	33.0%	3.8%	72	34.6%	0.8%	117	24.4%	2.8%
3 personnes	272	22.4%	3.0%	236	23.5%	5.2%	35	17.0%	0.8%	103	21.6%	2.7%
4 personnes	239	19.7%	2.6%	193	19.3%	4.3%	46	22.0%	1.0%	142	29.8%	3.0%
5 personnes et +	143	11.8%	2.7%	102	10.2%	4.1%	41	19.8%	1.5%	66	13.9%	2.6%
Présence d'enfants de moins de 15 ans												
Oui	399	32.9%	2.5%	317	31.5%	4.3%	82	39.4%	1.0%	218	45.6%	2.8%
Non	814	67.1%	2.3%	688	68.5%	4.0%	126	60.6%	0.7%	260	54.4%	2.7%
Habitat												
Communes rurales	276	22.7%	2.4%	226	22.5%	4.1%	50	23.7%	0.8%	90	18.9%	2.7%
Agglo. - 20 000 hab	204	16.8%	2.3%	166	16.5%	4.0%	38	18.2%	0.8%	81	17.0%	3.1%
Agglo. 20 000 à 100 000 hab	179	14.8%	2.6%	146	14.5%	4.2%	33	16.0%	1.0%	63	13.2%	3.1%
Agglo. + 100 000 hab	365	30.1%	2.4%	312	31.0%	4.2%	53	25.4%	0.7%	148	31.0%	2.8%
Agglo. Paris	189	15.6%	2.2%	155	15.4%	3.8%	35	16.6%	0.8%	95	19.8%	2.4%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	222	18.3%	2.3%	181	18.0%	4.0%	41	19.7%	0.8%	110	23.0%	2.5%
Nord Pas de Calais	81	6.7%	2.5%	67	6.6%	4.4%	15	7.0%	0.9%	41	8.7%	4.5%
Lorraine	48	4.0%	2.5%	45	4.5%	4.9%	3	1.3%	0.3%	22	4.6%	4.2%
Alsace	55	4.5%	3.6%	48	4.8%	6.6%	6	3.0%	0.8%	17	3.6%	3.4%
Franche-Comté	26	2.1%	2.7%	23	2.3%	5.0%	2	1.0%	0.4%	10	2.2%	3.9%
Champagne Ardennes	32	2.6%	2.9%	30	3.0%	5.7%	2	0.8%	0.3%	11	2.2%	3.5%
Picardie	28	2.3%	1.8%	22	2.2%	2.9%	6	3.0%	0.8%	13	2.7%	3.0%
Bourgogne	37	3.0%	2.7%	32	3.2%	5.0%	5	2.2%	0.7%	15	3.1%	3.9%
Haute Normandie	32	2.6%	2.1%	26	2.6%	3.7%	5	2.6%	0.7%	14	3.0%	3.2%
Basse Normandie	25	2.0%	2.0%	21	2.1%	3.7%	3	1.6%	0.5%	5	1.0%	1.5%
Centre	72	5.9%	3.5%	56	5.6%	5.6%	16	7.8%	1.5%	19	4.1%	3.1%
Pays de Loire	49	4.0%	1.7%	41	4.0%	2.9%	8	4.0%	0.6%	17	3.6%	2.0%
Bretagne	44	3.6%	1.7%	28	2.8%	2.2%	16	7.7%	1.2%	20	4.2%	2.6%
Poitou Charentes	39	3.2%	2.7%	35	3.5%	4.9%	4	2.1%	0.6%	19	3.9%	4.7%
Aquitaine	44	3.6%	1.6%	35	3.5%	2.7%	9	4.3%	0.6%	20	4.2%	2.4%
Midi Pyrénées	62	5.1%	2.6%	54	5.4%	4.6%	8	4.1%	0.7%	19	4.0%	2.4%
Limousin	8	0.7%	1.3%	7	0.7%	2.3%	2	0.7%	0.5%	5	1.0%	3.0%
Auvergne	25	2.1%	2.3%	21	2.1%	4.0%	4	1.9%	0.7%	6	1.2%	1.8%
Rhône Alpes	138	11.3%	2.7%	107	10.7%	4.4%	31	14.6%	1.2%	39	8.1%	2.0%
Languedoc Roussillon	40	3.3%	1.8%	36	3.6%	3.4%	4	2.1%	0.4%	17	3.6%	2.5%
Provence Alpes Côte d'Azur. Corse	106	8.8%	2.5%	89	8.8%	4.4%	18	8.4%	0.8%	38	7.9%	2.7%
Habitudes de connexion à Internet												
Tous les jours	778	64.1%	2.7%	663	66.0%	4.6%	115	55.0%	0.8%	387	81.0%	2.9%
Presque tous les jours	164	13.5%	2.6%	129	12.8%	4.2%	36	17.1%	1.1%	51	10.7%	2.2%
1 à 2 fois par semaine	100	8.2%	3.1%	70	6.9%	5.1%	30	14.5%	1.7%	28	5.9%	3.1%
1 à 3 fois par mois	15	1.2%	1.7%	13	1.3%	3.2%	2	1.2%	0.5%	2	0.3%	1.0%
Moins souvent	25	2.1%	2.0%	21	2.1%	4.0%	3	1.7%	0.5%	2	0.4%	1.5%
Jamais	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	24	1.9%	1.1%	18	1.8%	2.2%	5	2.5%	0.4%	0	0.0%	0.0%
De 9 000 à moins de 12 000 euros par an	39	3.2%	1.2%	31	3.0%	2.6%	8	3.8%	0.4%	5	1.0%	1.8%
De 12 000 à moins de 18 000 euros par an	79	6.5%	1.2%	62	6.2%	2.3%	17	7.9%	0.4%	8	1.7%	1.1%
De 18 000 à moins de 24 000 euros par an	162	13.3%	2.2%	133	13.3%	3.9%	28	13.6%	0.7%	36	7.5%	2.4%
De 24 000 à moins de 36 000 euros par an	270	22.3%	2.3%	226	22.5%	4.0%	44	21.3%	0.7%	83	17.4%	2.2%
De 36 000 à moins de 45 000 euros par an	213	17.5%	3.2%	178	17.7%	4.9%	35	16.7%	1.1%	87	18.3%	2.8%
De 45 000 à moins de 65 000 euros par an	219	18.0%	3.5%	186	18.6%	5.3%	32	15.4%	1.2%	120	25.2%	3.3%
De 65 000 à moins de 80 000 euros par an	69	5.7%	4.2%	54	5.4%	5.6%	15	7.4%	2.3%	46	9.7%	4.0%
De 80 000 à moins de 115 000 euros par an	57	4.7%	5.9%	47	4.7%	8.3%	10	4.7%	2.5%	47	9.9%	6.2%
115 000 euros et plus par an	16	1.3%	3.5%	14	1.4%	5.1%	1	0.7%	0.8%	12	2.5%	3.0%
Refus	39	3.3%	1.3%	30	3.0%	2.3%	9	4.4%	0.5%	27	5.6%	2.3%
Ne sait pas	29	2.4%	1.8%	26	2.5%	4.0%	3	1.5%	0.3%	6	1.2%	1.0%