

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	1441	100.0%	2.8%	325	100.0%	1.3%	1117	100.0%	4.2%	329	100.0%	1.9%
Sexe												
Homme	325	22.5%	1.3%	325	100.0%	1.3%	0	0.0%	0.0%	73	22.3%	0.8%
Femme	1117	77.5%	4.2%	0	0.0%	0.0%	1117	100.0%	4.2%	256	77.7%	3.1%
Age												
15 à 24 ans	197	13.6%	2.7%	28	8.5%	0.7%	169	15.1%	4.6%	59	17.9%	1.9%
25 à 34 ans	201	14.0%	2.6%	38	11.7%	1.0%	163	14.6%	4.2%	52	15.9%	1.5%
35 à 49 ans	328	22.8%	2.6%	60	18.4%	1.0%	268	24.0%	4.2%	102	31.1%	1.6%
50 à 59 ans	308	21.3%	3.4%	78	23.9%	1.7%	230	20.6%	5.1%	97	29.5%	2.6%
60 ans et plus	408	28.3%	2.8%	122	37.5%	1.9%	286	25.6%	3.4%	18	5.6%	2.6%
Individu												
Ménagères	976	67.7%	4.2%	0	0.0%	0.0%	976	87.4%	4.2%	211	64.2%	3.1%
Personne de référence	613	42.5%	2.2%	278	85.5%	1.4%	335	30.0%	4.3%	97	29.6%	1.1%
Responsable des achats	1155	80.1%	3.2%	196	60.5%	1.5%	959	85.9%	4.2%	249	75.7%	2.3%
PCS Individu												
Agriculteurs	11	0.7%	2.0%	1	0.4%	0.4%	9	0.8%	5.4%	6	1.9%	27.8%
Petits patrons	28	2.0%	1.7%	17	5.2%	1.5%	11	1.0%	2.3%	24	7.3%	1.6%
Affaires et Cadres	65	4.5%	1.3%	19	5.9%	0.6%	46	4.1%	2.4%	49	15.0%	1.1%
Professions intermédiaires	140	9.7%	2.1%	27	8.4%	0.8%	113	10.1%	3.4%	97	29.6%	1.7%
Employés	377	26.2%	4.6%	26	7.9%	1.3%	351	31.5%	5.6%	71	21.6%	4.0%
Ouvriers	142	9.8%	2.2%	79	24.5%	1.6%	62	5.6%	4.2%	6	2.0%	1.5%
Retraités	342	23.7%	2.7%	112	34.5%	1.9%	229	20.5%	3.5%	11	3.4%	4.5%
Autres inactifs	337	23.4%	3.3%	43	13.1%	1.2%	295	26.4%	4.5%	63	19.2%	2.0%
PCS Personne de référence												
Agriculteurs	5	0.3%	0.6%	1	0.4%	0.3%	3	0.3%	0.8%	0	0.0%	0.0%
Petits patrons	55	3.8%	2.1%	16	5.1%	1.3%	38	3.4%	2.9%	55	16.6%	2.1%
Affaires et Cadres	107	7.4%	1.5%	21	6.4%	0.6%	86	7.7%	2.5%	107	32.4%	1.5%
Professions intermédiaires	168	11.6%	2.2%	36	11.1%	0.9%	132	11.8%	3.7%	168	51.0%	2.2%
Employés	203	14.1%	3.8%	29	9.0%	1.3%	174	15.6%	5.5%	0	0.0%	0.0%
Ouvriers	310	21.5%	3.3%	64	19.6%	1.3%	247	22.1%	5.6%	0	0.0%	0.0%
Retraités	423	29.3%	2.9%	119	36.7%	1.8%	304	27.2%	3.8%	0	0.0%	0.0%
Autres inactifs	172	11.9%	4.4%	38	11.8%	2.6%	133	11.9%	5.5%	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	273	18.9%	2.8%	61	18.9%	1.5%	212	19.0%	3.9%	29	8.8%	1.6%
2 personnes	498	34.6%	2.8%	130	40.2%	1.5%	368	33.0%	4.0%	83	25.2%	2.0%
3 personnes	269	18.6%	2.9%	66	20.3%	1.4%	203	18.2%	4.4%	87	26.3%	2.2%
4 personnes	239	16.6%	2.6%	40	12.4%	0.9%	198	17.8%	4.3%	87	26.3%	1.8%
5 personnes et +	163	11.3%	3.1%	27	8.3%	1.1%	136	12.2%	4.8%	44	13.3%	1.7%
Présence d'enfants de moins de 15 ans												
Oui	462	32.0%	2.9%	73	22.6%	1.0%	388	34.8%	4.7%	128	38.9%	1.6%
Non	980	68.0%	2.8%	251	77.4%	1.5%	728	65.2%	4.0%	201	61.1%	2.1%
Habitat												
Communes rurales	377	26.1%	3.3%	99	30.6%	1.8%	277	24.8%	4.6%	84	25.6%	2.5%
Agglo. - 20 000 hab	262	18.2%	3.0%	74	22.9%	1.8%	188	16.8%	4.0%	48	14.6%	1.8%
Agglo. 20 000 à 100 000 hab	186	12.9%	2.7%	42	13.0%	1.2%	144	12.9%	4.1%	35	10.7%	1.7%
Agglo. + 100 000 hab	389	27.0%	2.5%	78	24.1%	1.1%	311	27.9%	3.9%	94	28.5%	1.8%
Agglo. Paris	227	15.7%	2.7%	30	9.3%	0.8%	196	17.6%	4.4%	68	20.6%	1.7%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	253	17.5%	2.7%	39	12.1%	0.9%	213	19.1%	4.3%	75	22.9%	1.7%
Nord Pas de Calais	81	5.6%	2.5%	16	4.8%	1.0%	65	5.9%	3.9%	23	6.9%	2.5%
Lorraine	46	3.2%	2.4%	10	3.0%	1.0%	36	3.2%	3.6%	7	2.2%	1.4%
Alsace	53	3.7%	3.5%	9	2.8%	1.2%	44	3.9%	5.6%	21	6.5%	4.2%
Franche-Comté	34	2.4%	3.6%	11	3.4%	2.3%	23	2.1%	4.8%	4	1.4%	1.7%
Champagne Ardennes	40	2.8%	3.7%	15	4.6%	2.9%	25	2.2%	4.4%	6	1.9%	2.0%
Picardie	48	3.3%	3.1%	13	4.0%	1.8%	35	3.1%	4.4%	11	3.4%	2.6%
Bourgogne	29	2.0%	2.1%	4	1.4%	0.7%	24	2.2%	3.5%	8	2.3%	2.0%
Haute Normandie	46	3.2%	3.1%	10	3.2%	1.4%	35	3.2%	4.6%	6	1.7%	1.2%
Basse Normandie	34	2.3%	2.8%	14	4.3%	2.4%	20	1.7%	3.1%	4	1.3%	1.3%
Centre	56	3.9%	2.7%	13	4.1%	1.3%	42	3.8%	3.9%	13	3.9%	2.1%
Pays de Loire	64	4.4%	2.2%	19	5.9%	1.4%	45	4.0%	3.0%	11	3.5%	1.3%
Bretagne	106	7.3%	4.0%	30	9.1%	2.3%	76	6.8%	5.5%	14	4.4%	1.9%
Poitou Charentes	48	3.3%	3.3%	18	5.6%	2.6%	30	2.7%	3.9%	7	2.1%	1.8%
Aquitaine	67	4.7%	2.5%	15	4.5%	1.1%	53	4.7%	3.7%	11	3.3%	1.3%
Midi Pyrénées	68	4.7%	2.8%	6	1.9%	0.5%	62	5.5%	4.9%	16	4.9%	2.0%
Limousin	15	1.0%	2.4%	5	1.4%	1.5%	10	0.9%	3.1%	1	0.3%	0.6%
Auvergne	40	2.7%	3.5%	9	2.8%	1.7%	30	2.7%	5.2%	13	3.8%	4.2%
Rhône Alpes	137	9.5%	2.7%	23	7.1%	0.9%	114	10.2%	4.3%	39	11.8%	2.0%
Languedoc Roussillon	50	3.4%	2.3%	19	5.7%	1.8%	31	2.8%	2.7%	10	3.2%	1.5%
Provence Alpes Côte d'Azur. Corse	130	9.0%	3.0%	27	8.4%	1.3%	103	9.2%	4.5%	27	8.3%	2.0%
Habitudes de connexion à Internet												
Tous les jours	608	42.2%	2.1%	129	39.7%	0.9%	480	42.9%	3.4%	217	65.8%	1.6%
Presque tous les jours	227	15.7%	3.5%	49	15.0%	1.6%	178	16.0%	5.3%	65	19.7%	2.8%
1 à 2 fois par semaine	125	8.7%	3.9%	24	7.4%	1.8%	101	9.1%	5.6%	21	6.5%	2.3%
1 à 3 fois par mois	36	2.5%	4.1%	3	0.8%	0.7%	33	3.0%	6.9%	4	1.1%	2.3%
Moins souvent	66	4.6%	5.4%	12	3.6%	2.2%	55	4.9%	7.9%	12	3.7%	9.8%
Jamais	4	0.3%	3.1%	2	0.7%	3.8%	2	0.2%	2.5%	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	104	7.2%	5.1%	36	11.2%	4.5%	68	6.1%	5.5%	15	4.4%	8.1%
De 9 000 à moins de 12 000 euros par an	120	8.3%	3.6%	23	7.0%	1.9%	97	8.7%	4.5%	5	1.4%	1.7%
De 12 000 à moins de 18 000 euros par an	245	17.0%	3.8%	50	15.3%	1.9%	196	17.5%	5.3%	20	6.1%	2.7%
De 18 000 à moins de 24 000 euros par an	251	17.4%	3.5%	61	18.7%	1.8%	190	17.0%	5.0%	31	9.5%	2.1%
De 24 000 à moins de 36 000 euros par an	321	22.2%	2.8%	55	17.0%	1.0%	266	23.8%	4.5%	93	28.4%	2.5%
De 36 000 à moins de 45 000 euros par an	152	10.5%	2.3%	42	12.8%	1.2%	110	9.9%	3.6%	58	17.7%	1.9%
De 45 000 à moins de 65 000 euros par an	125	8.7%	2.0%	23	7.2%	0.7%	102	9.1%	3.7%	58	17.6%	1.6%
De 65 000 à moins de 80 000 euros par an	22	1.5%	1.3%	5	1.7%	0.6%	17	1.5%	2.5%	18	5.4%	1.5%
De 80 000 à moins de 115 000 euros par an	7	0.5%	0.7%	2	0.5%	0.3%	6	0.5%	1.4%	6	1.9%	0.8%
115 000 euros et plus par an	0	-	0.1%	0	0.0%	0.0%	0	-	0.2%	0	0.0%	0.0%
Refus	64	4.4%	2.0%	22	6.9%	1.7%	41	3.7%	2.2%	15	4.6%	1.3%
Ne sait pas	30	2.1%	1.9%	6	1.7%	0.9%	24	2.2%	2.6%	10	3.0%	1.7%