

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	409	100.0%	0.8%	83	100.0%	0.3%	326	100.0%	1.2%	141	100.0%	0.8%
Sexe												
Homme	83	20.3%	0.3%	83	100.0%	0.3%	0	0.0%	0.0%	25	17.4%	0.3%
Femme	326	79.7%	1.2%	0	0.0%	0.0%	326	100.0%	1.2%	116	82.6%	1.4%
Age												
15 à 24 ans	50	12.3%	0.7%	17	20.1%	0.4%	34	10.3%	0.9%	5	3.5%	0.2%
25 à 34 ans	55	13.4%	0.7%	10	11.7%	0.3%	45	13.8%	1.2%	27	19.0%	0.8%
35 à 49 ans	148	36.2%	1.2%	29	35.2%	0.5%	119	36.4%	1.9%	62	44.2%	1.0%
50 à 59 ans	97	23.8%	1.1%	21	25.1%	0.5%	77	23.5%	1.7%	44	31.3%	1.2%
60 ans et plus	59	14.3%	0.4%	7	8.0%	0.1%	52	15.9%	0.6%	3	1.9%	0.4%
Individu												
Ménagères	303	74.1%	1.3%	0	0.0%	0.0%	303	93.0%	1.3%	115	81.8%	1.7%
Personne de référence	163	39.8%	0.6%	62	75.2%	0.3%	100	30.8%	1.3%	40	28.5%	0.5%
Responsable des achats	341	83.4%	1.0%	51	61.8%	0.4%	290	88.9%	1.3%	121	86.0%	1.1%
PCS Individu												
Agriculteurs	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Petits patrons	15	3.6%	0.9%	5	6.6%	0.5%	9	2.8%	1.8%	13	8.9%	0.9%
Affaires et Cadres	25	6.2%	0.5%	6	7.3%	0.2%	19	6.0%	1.0%	22	15.3%	0.5%
Professions intermédiaires	69	16.9%	1.0%	8	9.9%	0.2%	61	18.7%	1.9%	58	41.4%	1.0%
Employés	128	31.4%	1.6%	12	15.0%	0.6%	116	35.6%	1.9%	28	20.0%	1.6%
Ouvriers	56	13.7%	0.9%	26	31.0%	0.5%	30	9.3%	2.1%	4	2.6%	0.8%
Retraités	48	11.8%	0.4%	6	7.2%	0.1%	42	12.9%	0.6%	2	1.5%	0.8%
Autres inactifs	67	16.4%	0.7%	19	23.0%	0.5%	48	14.8%	0.7%	14	10.2%	0.5%
PCS Personne de référence												
Agriculteurs	1	0.3%	0.1%	0	0.0%	0.0%	1	0.4%	0.3%	0	0.0%	0.0%
Petits patrons	19	4.7%	0.7%	5	6.6%	0.4%	14	4.2%	1.0%	19	13.6%	0.7%
Affaires et Cadres	60	14.6%	0.8%	8	9.1%	0.2%	52	16.0%	1.5%	60	42.3%	0.8%
Professions intermédiaires	62	15.2%	0.8%	12	13.9%	0.3%	51	15.5%	1.4%	62	44.1%	0.8%
Employés	73	17.9%	1.4%	13	15.4%	0.6%	60	18.5%	1.9%	0	0.0%	0.0%
Ouvriers	96	23.4%	1.0%	22	26.0%	0.4%	74	22.7%	1.7%	0	0.0%	0.0%
Retraités	67	16.4%	0.5%	8	10.0%	0.1%	59	18.0%	0.7%	0	0.0%	0.0%
Autres inactifs	31	7.6%	0.8%	16	19.0%	1.1%	15	4.7%	0.6%	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	54	13.2%	0.6%	12	14.1%	0.3%	42	12.9%	0.8%	14	9.7%	0.7%
2 personnes	134	32.7%	0.7%	30	36.5%	0.3%	103	31.7%	1.1%	44	30.9%	1.1%
3 personnes	89	21.7%	1.0%	18	21.5%	0.4%	71	21.8%	1.5%	31	21.7%	0.8%
4 personnes	77	18.9%	0.8%	13	16.2%	0.3%	64	19.6%	1.4%	40	28.2%	0.8%
5 personnes et +	55	13.5%	1.0%	10	11.9%	0.4%	45	13.9%	1.6%	13	9.5%	0.5%
Présence d'enfants de moins de 15 ans												
Oui	161	39.3%	1.0%	29	35.5%	0.4%	131	40.3%	1.6%	68	48.2%	0.9%
Non	248	60.7%	0.7%	54	64.5%	0.3%	194	59.7%	1.1%	73	51.8%	0.8%
Habitat												
Communes rurales	90	22.1%	0.8%	14	16.9%	0.3%	76	23.4%	1.3%	42	30.1%	1.3%
Agglo. - 20 000 hab	84	20.6%	0.9%	19	23.0%	0.5%	65	20.0%	1.4%	25	17.8%	1.0%
Agglo. 20 000 à 100 000 hab	64	15.7%	0.9%	14	16.3%	0.4%	51	15.6%	1.5%	22	15.4%	1.1%
Agglo. + 100 000 hab	90	22.1%	0.6%	19	22.4%	0.3%	72	22.0%	0.9%	33	23.3%	0.6%
Agglo. Paris	80	19.5%	0.9%	18	21.5%	0.4%	62	19.0%	1.4%	19	13.3%	0.5%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	92	22.4%	1.0%	21	25.1%	0.5%	71	21.7%	1.4%	24	17.2%	0.5%
Nord Pas de Calais	30	7.3%	0.9%	8	9.2%	0.5%	22	6.8%	1.3%	5	3.3%	0.5%
Lorraine	7	1.7%	0.4%	5	5.5%	0.5%	2	0.7%	0.2%	2	1.6%	0.4%
Alsace	13	3.1%	0.9%	3	4.2%	0.5%	9	2.9%	1.2%	3	2.5%	0.7%
Franche-Comté	5	1.3%	0.6%	0	0.5%	0.1%	5	1.6%	1.0%	1	1.1%	0.6%
Champagne Ardennes	13	3.1%	1.2%	7	8.0%	1.3%	6	1.9%	1.1%	5	3.2%	1.5%
Picardie	11	2.7%	0.7%	5	6.3%	0.7%	6	1.8%	0.8%	5	3.7%	1.2%
Bourgogne	7	1.7%	0.5%	0	0.0%	0.0%	7	2.2%	1.0%	0	0.0%	0.0%
Haute Normandie	8	2.0%	0.6%	0	0.0%	0.0%	8	2.5%	1.1%	1	0.7%	0.2%
Basse Normandie	6	1.6%	0.5%	2	2.6%	0.4%	4	1.3%	0.7%	2	1.3%	0.6%
Centre	16	4.0%	0.8%	3	4.2%	0.3%	13	4.0%	1.2%	7	4.9%	1.1%
Pays de Loire	20	4.9%	0.7%	4	4.7%	0.3%	16	5.0%	1.1%	7	5.1%	0.8%
Bretagne	28	6.9%	1.1%	1	1.5%	0.1%	27	8.3%	2.0%	11	8.0%	1.5%
Poitou Charentes	12	3.0%	0.8%	1	1.6%	0.2%	11	3.4%	1.4%	5	3.3%	1.2%
Aquitaine	26	6.4%	1.0%	3	3.5%	0.2%	23	7.2%	1.6%	12	8.3%	1.4%
Midi Pyrénées	14	3.5%	0.6%	3	3.7%	0.3%	11	3.4%	0.9%	8	5.9%	1.0%
Limousin	9	2.1%	1.4%	0	0.0%	0.0%	9	2.7%	2.7%	2	1.8%	1.6%
Auvergne	6	1.4%	0.5%	0	0.0%	0.0%	6	1.8%	1.0%	2	1.7%	0.8%
Rhône Alpes	41	10.1%	0.8%	6	7.1%	0.2%	35	10.9%	1.3%	23	16.1%	1.2%
Languedoc Roussillon	14	3.4%	0.6%	1	1.5%	0.1%	13	3.9%	1.1%	2	1.7%	0.4%
Provence Alpes Côte d'Azur. Corse	29	7.0%	0.7%	9	10.8%	0.4%	20	6.1%	0.9%	12	8.7%	0.9%
Habitudes de connexion à Internet												
Tous les jours	225	55.0%	0.8%	42	51.0%	0.3%	182	56.0%	1.3%	102	72.7%	0.8%
Presque tous les jours	62	15.3%	1.0%	11	13.4%	0.4%	51	15.8%	1.5%	26	18.8%	1.1%
1 à 2 fois par semaine	55	13.4%	1.7%	15	18.4%	1.1%	40	12.1%	2.2%	9	6.7%	1.0%
1 à 3 fois par mois	8	1.9%	0.9%	1	1.3%	0.3%	7	2.0%	1.4%	2	1.2%	1.0%
Moins souvent	5	1.1%	0.4%	0	0.0%	0.0%	5	1.4%	0.7%	0	0.0%	0.0%
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	25	6.1%	1.2%	14	16.9%	1.7%	11	3.3%	0.9%	3	2.3%	1.8%
De 9 000 à moins de 12 000 euros par an	22	5.4%	0.7%	3	3.8%	0.3%	19	5.8%	0.9%	1	1.0%	0.5%
De 12 000 à moins de 18 000 euros par an	43	10.6%	0.7%	4	4.4%	0.1%	40	12.2%	1.1%	4	2.8%	0.5%
De 18 000 à moins de 24 000 euros par an	52	12.7%	0.7%	8	9.6%	0.2%	44	13.5%	1.1%	12	8.3%	0.8%
De 24 000 à moins de 36 000 euros par an	117	28.5%	1.0%	26	31.8%	0.5%	90	27.7%	1.5%	32	22.8%	0.9%
De 36 000 à moins de 45 000 euros par an	46	11.2%	0.7%	12	14.0%	0.3%	34	10.5%	1.1%	26	18.7%	0.9%
De 45 000 à moins de 65 000 euros par an	45	11.1%	0.7%	4	4.8%	0.1%	41	12.7%	1.5%	33	23.6%	0.9%
De 65 000 à moins de 80 000 euros par an	17	4.3%	1.1%	3	3.4%	0.3%	15	4.5%	2.2%	14	9.9%	1.2%
De 80 000 à moins de 115 000 euros par an	4	1.0%	0.4%	1	1.0%	0.2%	3	1.0%	0.9%	4	3.0%	0.6%
115 000 euros et plus par an	1	0.4%	0.3%	1	1.8%	0.5%	0	0.0%	0.0%	1	1.0%	0.4%
Refus	22	5.5%	0.7%	2	2.9%	0.2%	20	6.1%	1.1%	9	6.5%	0.8%
Ne sait pas	13	3.3%	0.8%	5	5.6%	0.7%	9	2.7%	0.9%	0	0.0%	0.0%