

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	543	100.0%	1.1%	158	100.0%	0.6%	385	100.0%	1.4%	205	100.0%	1.2%
Sexe												
Homme	158	29.0%	0.6%	158	100.0%	0.6%	0	0.0%	0.0%	57	27.7%	0.6%
Femme	385	71.0%	1.4%	0	0.0%	0.0%	385	100.0%	1.4%	148	72.3%	1.8%
Age												
15 à 24 ans	19	3.6%	0.3%	10	6.4%	0.3%	9	2.4%	0.3%	13	6.5%	0.4%
25 à 34 ans	53	9.8%	0.7%	23	14.9%	0.6%	30	7.8%	0.8%	24	11.9%	0.7%
35 à 49 ans	138	25.4%	1.1%	37	23.7%	0.6%	100	26.1%	1.6%	91	44.4%	1.4%
50 à 59 ans	125	23.0%	1.4%	41	26.2%	0.9%	83	21.6%	1.9%	52	25.6%	1.4%
60 ans et plus	208	38.2%	1.4%	45	28.8%	0.7%	162	42.1%	2.0%	24	11.6%	3.3%
Individu												
Ménagères	376	69.2%	1.6%	0	0.0%	0.0%	376	97.4%	1.6%	141	68.7%	2.0%
Personne de référence	257	47.3%	0.9%	131	83.1%	0.6%	126	32.6%	1.6%	77	37.6%	0.9%
Responsable des achats	470	86.5%	1.3%	101	64.3%	0.8%	368	95.5%	1.6%	184	90.0%	1.7%
PCS Individu												
Agriculteurs	7	1.3%	1.3%	3	1.7%	0.7%	4	1.1%	2.4%	0	0.0%	0.0%
Petits patrons	17	3.1%	1.0%	4	2.6%	0.4%	13	3.3%	2.5%	11	5.5%	0.8%
Affaires et Cadres	56	10.3%	1.1%	22	14.1%	0.7%	34	8.8%	1.8%	50	24.5%	1.1%
Professions intermédiaires	78	14.4%	1.2%	23	14.4%	0.6%	56	14.4%	1.7%	69	33.6%	1.2%
Employés	79	14.6%	1.0%	8	5.4%	0.4%	71	18.3%	1.1%	22	10.7%	1.2%
Ouvriers	38	6.9%	0.6%	32	20.2%	0.6%	6	1.5%	0.4%	6	3.0%	1.4%
Retraités	157	28.8%	1.2%	45	28.5%	0.7%	112	29.0%	1.7%	7	3.2%	2.7%
Autres inactifs	112	20.6%	1.1%	21	13.0%	0.6%	91	23.7%	1.4%	40	19.5%	1.3%
PCS Personne de référence												
Agriculteurs	14	2.6%	1.7%	3	1.7%	0.6%	11	3.0%	2.9%	0	0.0%	0.0%
Petits patrons	22	4.0%	0.8%	4	2.2%	0.3%	18	4.8%	1.4%	22	10.7%	0.8%
Affaires et Cadres	108	19.8%	1.5%	24	15.2%	0.7%	84	21.7%	2.4%	108	52.6%	1.5%
Professions intermédiaires	75	13.8%	1.0%	29	18.4%	0.7%	46	12.0%	1.3%	75	36.7%	1.0%
Employés	40	7.4%	0.7%	12	7.9%	0.6%	28	7.2%	0.9%	0	0.0%	0.0%
Ouvriers	51	9.5%	0.6%	28	18.0%	0.6%	23	6.0%	0.5%	0	0.0%	0.0%
Retraités	176	32.4%	1.2%	47	29.7%	0.7%	129	33.4%	1.6%	0	0.0%	0.0%
Autres inactifs	57	10.5%	1.5%	11	6.8%	0.7%	46	12.1%	1.9%	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	114	20.9%	1.2%	31	19.4%	0.7%	83	21.6%	1.5%	27	13.2%	1.4%
2 personnes	214	39.4%	1.2%	54	34.0%	0.6%	161	41.7%	1.7%	57	27.7%	1.4%
3 personnes	79	14.5%	0.9%	29	18.6%	0.6%	49	12.8%	1.1%	37	18.1%	1.0%
4 personnes	76	14.0%	0.8%	18	11.7%	0.4%	58	15.0%	1.2%	47	23.0%	1.0%
5 personnes et +	60	11.1%	1.1%	26	16.3%	1.0%	35	9.0%	1.2%	37	18.1%	1.4%
Présence d'enfants de moins de 15 ans												
Oui	136	25.1%	0.9%	41	25.8%	0.6%	96	24.8%	1.1%	84	41.0%	1.1%
Non	407	74.9%	1.1%	117	74.2%	0.7%	290	75.2%	1.6%	121	59.0%	1.3%
Habitat												
Communes rurales	132	24.4%	1.1%	48	30.3%	0.9%	85	22.0%	1.4%	35	17.0%	1.0%
Agglo. - 20 000 hab	87	16.1%	1.0%	27	17.0%	0.6%	60	15.7%	1.3%	24	11.8%	0.9%
Agglo. 20 000 à 100 000 hab	79	14.5%	1.1%	8	5.3%	0.2%	70	18.2%	2.0%	25	12.3%	1.2%
Agglo. + 100 000 hab	133	24.5%	0.9%	35	22.5%	0.5%	97	25.3%	1.2%	70	34.1%	1.3%
Agglo. Paris	112	20.6%	1.3%	39	25.0%	1.0%	73	18.8%	1.6%	51	24.7%	1.3%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	134	24.7%	1.4%	53	33.6%	1.2%	81	21.1%	1.6%	57	28.0%	1.3%
Nord Pas de Calais	18	3.2%	0.5%	6	4.1%	0.4%	11	2.9%	0.7%	7	3.5%	0.8%
Lorraine	18	3.4%	1.0%	3	2.1%	0.4%	15	3.9%	1.5%	9	4.3%	1.7%
Alsace	23	4.2%	1.5%	2	1.4%	0.3%	20	5.3%	2.6%	8	4.0%	1.6%
Franche-Comté	8	1.4%	0.8%	5	3.4%	1.1%	3	0.7%	0.5%	2	0.9%	0.7%
Champagne Ardennes	12	2.1%	1.1%	5	3.2%	1.0%	7	1.7%	1.2%	4	2.2%	1.5%
Picardie	20	3.7%	1.3%	7	4.6%	1.0%	13	3.4%	1.7%	7	3.2%	1.5%
Bourgogne	18	3.3%	1.3%	7	4.3%	1.0%	11	2.9%	1.6%	4	2.1%	1.1%
Haute Normandie	10	1.9%	0.7%	4	2.6%	0.6%	6	1.6%	0.8%	4	1.8%	0.8%
Basse Normandie	6	1.1%	0.5%	2	1.4%	0.4%	4	1.0%	0.6%	0	0.2%	0.1%
Centre	17	3.1%	0.8%	1	0.5%	0.1%	16	4.2%	1.5%	10	5.1%	1.7%
Pays de Loire	32	6.0%	1.1%	19	11.9%	1.3%	14	3.6%	0.9%	8	3.9%	0.9%
Bretagne	35	6.4%	1.3%	4	2.7%	0.3%	31	7.9%	2.2%	9	4.3%	1.1%
Poitou Charentes	16	3.0%	1.1%	5	2.9%	0.6%	12	3.0%	1.5%	6	2.7%	1.4%
Aquitaine	36	6.7%	1.3%	3	2.1%	0.3%	33	8.6%	2.3%	22	10.6%	2.6%
Midi Pyrénées	20	3.6%	0.8%	0	0.2%	-	19	5.0%	1.5%	3	1.4%	0.3%
Limousin	6	1.1%	0.9%	1	0.9%	0.5%	4	1.1%	1.3%	3	1.7%	2.2%
Auvergne	10	1.8%	0.9%	1	0.7%	0.2%	9	2.3%	1.5%	5	2.4%	1.6%
Rhône Alpes	39	7.3%	0.8%	5	3.4%	0.2%	34	8.8%	1.3%	14	6.6%	0.7%
Languedoc Roussillon	17	3.1%	0.8%	7	4.3%	0.6%	10	2.6%	0.9%	7	3.6%	1.1%
Provence Alpes Côte d'Azur. Corse	48	8.8%	1.1%	15	9.7%	0.8%	33	8.5%	1.4%	16	7.6%	1.1%
Habitudes de connexion à Internet												
Tous les jours	293	53.9%	1.0%	92	58.6%	0.6%	200	51.9%	1.4%	146	71.4%	1.1%
Presque tous les jours	83	15.3%	1.3%	26	16.3%	0.8%	57	14.9%	1.7%	38	18.6%	1.6%
1 à 2 fois par semaine	52	9.5%	1.6%	6	4.0%	0.5%	45	11.8%	2.5%	18	8.9%	2.0%
1 à 3 fois par mois	9	1.6%	1.0%	2	1.5%	0.6%	6	1.6%	1.3%	0	0.0%	0.0%
Moins souvent	6	1.1%	0.5%	2	1.1%	0.3%	4	1.1%	0.6%	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	4.6%	1.2%	8	5.2%	1.0%	17	4.3%	1.3%	4	1.8%	2.1%
De 9 000 à moins de 12 000 euros par an	18	3.3%	0.5%	11	7.1%	1.0%	7	1.8%	0.3%	2	0.8%	0.6%
De 12 000 à moins de 18 000 euros par an	74	13.7%	1.2%	22	13.9%	0.8%	53	13.7%	1.4%	5	2.5%	0.7%
De 18 000 à moins de 24 000 euros par an	59	10.9%	0.8%	10	6.2%	0.3%	50	12.9%	1.3%	20	9.8%	1.3%
De 24 000 à moins de 36 000 euros par an	121	22.2%	1.0%	41	26.3%	0.7%	79	20.5%	1.3%	27	13.3%	0.7%
De 36 000 à moins de 45 000 euros par an	72	13.2%	1.1%	24	15.4%	0.7%	47	12.3%	1.5%	35	17.1%	1.1%
De 45 000 à moins de 65 000 euros par an	71	13.1%	1.1%	20	12.5%	0.6%	52	13.4%	1.9%	45	22.1%	1.2%
De 65 000 à moins de 80 000 euros par an	34	6.2%	2.0%	6	3.6%	0.6%	28	7.2%	4.1%	22	10.8%	1.9%
De 80 000 à moins de 115 000 euros par an	17	3.2%	1.8%	6	4.1%	1.2%	11	2.8%	2.7%	13	6.5%	1.7%
115 000 euros et plus par an	13	2.3%	2.8%	3	2.1%	1.2%	9	2.4%	5.4%	12	5.8%	3.0%
Refus	33	6.1%	1.1%	6	3.6%	0.4%	27	7.1%	1.5%	13	6.6%	1.2%
Ne sait pas	6	1.1%	0.4%	0	0.0%	0.0%	6	1.6%	0.6%	6	3.0%	1.1%