

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	834	100.0%	1.6%	109	100.0%	0.4%	725	100.0%	2.7%	286	100.0%	1.7%
Sexe												
Homme	109	13.1%	0.4%	109	100.0%	0.4%	0	0.0%	0.0%	30	10.6%	0.3%
Femme	725	86.9%	2.7%	0	0.0%	0.0%	725	100.0%	2.7%	256	89.4%	3.1%
Age												
15 à 24 ans	37	4.4%	0.5%	5	5.0%	0.1%	31	4.3%	0.9%	10	3.5%	0.3%
25 à 34 ans	85	10.2%	1.1%	12	10.5%	0.3%	73	10.1%	1.9%	36	12.5%	1.1%
35 à 49 ans	252	30.3%	2.0%	31	28.8%	0.5%	221	30.5%	3.5%	139	48.6%	2.2%
50 à 59 ans	208	24.9%	2.3%	21	19.5%	0.5%	186	25.7%	4.2%	88	30.6%	2.4%
60 ans et plus	252	30.3%	1.7%	39	36.1%	0.6%	213	29.4%	2.6%	14	4.7%	1.9%
Individu												
Ménagères	694	83.2%	3.0%	0	0.0%	0.0%	694	95.8%	3.0%	249	87.0%	3.6%
Personne de référence	280	33.5%	1.0%	99	90.6%	0.5%	181	25.0%	2.3%	69	24.1%	0.8%
Responsable des achats	731	87.6%	2.1%	55	50.1%	0.4%	676	93.3%	2.9%	252	88.2%	2.3%
PCS Individu												
Agriculteurs	9	1.1%	1.8%	2	1.7%	0.5%	8	1.0%	4.4%	0	0.0%	0.0%
Petits patrons	36	4.4%	2.2%	3	2.3%	0.2%	34	4.7%	6.7%	29	10.2%	2.0%
Affaires et Cadres	50	6.0%	1.0%	7	6.3%	0.2%	43	6.0%	2.3%	42	14.6%	0.9%
Professions intermédiaires	129	15.4%	1.9%	17	15.3%	0.5%	112	15.5%	3.4%	105	36.8%	1.9%
Employés	217	26.0%	2.6%	9	8.3%	0.5%	208	28.7%	3.3%	48	16.9%	2.7%
Ouvriers	45	5.5%	0.7%	16	14.6%	0.3%	30	4.1%	2.0%	7	2.5%	1.6%
Retraités	206	24.7%	1.6%	42	38.2%	0.7%	164	22.7%	2.5%	6	2.0%	2.4%
Autres inactifs	141	16.9%	1.4%	14	13.3%	0.4%	126	17.4%	1.9%	49	17.0%	1.5%
PCS Personne de référence												
Agriculteurs	16	1.9%	2.0%	3	2.8%	0.7%	13	1.8%	3.3%	0	0.0%	0.0%
Petits patrons	48	5.7%	1.8%	4	3.5%	0.3%	44	6.0%	3.3%	48	16.7%	1.8%
Affaires et Cadres	107	12.8%	1.5%	8	7.2%	0.2%	99	13.6%	2.9%	107	37.4%	1.5%
Professions intermédiaires	132	15.8%	1.7%	19	17.1%	0.5%	113	15.6%	3.2%	132	46.0%	1.7%
Employés	106	12.7%	2.0%	13	11.6%	0.6%	93	12.8%	2.9%	0	0.0%	0.0%
Ouvriers	123	14.7%	1.3%	16	14.6%	0.3%	107	14.7%	2.4%	0	0.0%	0.0%
Retraités	273	32.8%	1.9%	42	38.2%	0.6%	232	32.0%	2.9%	0	0.0%	0.0%
Autres inactifs	30	3.6%	0.8%	5	5.0%	0.4%	25	3.4%	1.0%	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	124	14.9%	1.3%	13	11.9%	0.3%	111	15.4%	2.0%	25	8.9%	1.4%
2 personnes	348	41.7%	1.9%	51	46.8%	0.6%	297	41.0%	3.2%	71	24.7%	1.7%
3 personnes	131	15.7%	1.4%	17	15.6%	0.4%	114	15.7%	2.5%	72	25.0%	1.8%
4 personnes	154	18.5%	1.7%	17	15.8%	0.4%	137	18.9%	3.0%	85	29.9%	1.8%
5 personnes et +	76	9.1%	1.4%	11	9.8%	0.4%	66	9.0%	2.3%	33	11.6%	1.3%
Présence d'enfants de moins de 15 ans												
Oui	254	30.4%	1.6%	33	29.9%	0.4%	221	30.5%	2.6%	134	46.9%	1.7%
Non	581	69.6%	1.6%	77	70.1%	0.4%	504	69.5%	2.7%	152	53.1%	1.6%
Habitat												
Communes rurales	209	25.0%	1.8%	20	18.4%	0.4%	189	26.0%	3.1%	56	19.6%	1.7%
Agglo. - 20 000 hab	184	22.1%	2.1%	27	24.4%	0.6%	158	21.7%	3.4%	62	21.7%	2.3%
Agglo. 20 000 à 100 000 hab	116	13.9%	1.7%	15	13.9%	0.4%	100	13.8%	2.9%	41	14.2%	2.0%
Agglo. + 100 000 hab	210	25.2%	1.4%	36	33.2%	0.5%	174	24.0%	2.2%	74	25.9%	1.4%
Agglo. Paris	115	13.8%	1.4%	11	10.1%	0.3%	104	14.4%	2.4%	53	18.7%	1.4%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	135	16.2%	1.4%	12	10.9%	0.3%	123	17.0%	2.5%	60	21.1%	1.4%
Nord Pas de Calais	63	7.5%	2.0%	7	6.7%	0.5%	55	7.6%	3.3%	22	7.9%	2.4%
Lorraine	29	3.4%	1.5%	4	4.1%	0.5%	24	3.3%	2.4%	6	2.2%	1.2%
Alsace	20	2.4%	1.3%	4	3.4%	0.5%	17	2.3%	2.1%	6	2.1%	1.2%
Franche-Comté	14	1.7%	1.5%	1	1.0%	0.2%	13	1.8%	2.7%	3	1.1%	1.2%
Champagne Ardennes	19	2.3%	1.8%	6	5.2%	1.1%	14	1.9%	2.5%	6	2.2%	2.1%
Picardie	22	2.7%	1.5%	4	3.9%	0.6%	18	2.5%	2.3%	5	1.8%	1.2%
Bourgogne	27	3.2%	2.0%	1	0.8%	0.1%	26	3.6%	3.7%	2	0.7%	0.5%
Haute Normandie	20	2.4%	1.3%	0	0.0%	0.0%	20	2.7%	2.5%	8	2.8%	1.8%
Basse Normandie	21	2.5%	1.7%	3	2.4%	0.5%	18	2.5%	2.9%	9	3.1%	2.8%
Centre	30	3.6%	1.4%	3	2.9%	0.3%	27	3.7%	2.5%	17	5.9%	2.7%
Pays de Loire	39	4.7%	1.3%	10	9.2%	0.7%	29	4.0%	1.9%	8	2.6%	0.9%
Bretagne	47	5.7%	1.8%	7	6.0%	0.5%	41	5.6%	3.0%	19	6.8%	2.5%
Poitou Charentes	34	4.1%	2.3%	8	7.4%	1.1%	26	3.6%	3.4%	5	1.9%	1.3%
Aquitaine	60	7.2%	2.2%	7	6.2%	0.5%	54	7.4%	3.8%	26	9.2%	3.2%
Midi Pyrénées	33	4.0%	1.4%	1	0.7%	0.1%	32	4.5%	2.6%	10	3.4%	1.2%
Limousin	17	2.0%	2.7%	1	0.7%	0.3%	16	2.2%	5.0%	5	1.7%	3.2%
Auvergne	28	3.4%	2.5%	1	1.3%	0.3%	27	3.7%	4.6%	12	4.1%	3.9%
Rhône Alpes	67	8.1%	1.3%	3	3.2%	0.1%	64	8.8%	2.4%	25	8.7%	1.3%
Languedoc Roussillon	46	5.5%	2.1%	10	8.8%	0.9%	36	5.0%	3.1%	13	4.6%	1.9%
Provence Alpes Côte d'Azur. Corse	62	7.4%	1.4%	17	15.2%	0.8%	45	6.2%	2.0%	17	6.0%	1.2%
Habitudes de connexion à Internet												
Tous les jours	500	59.9%	1.8%	57	52.5%	0.4%	443	61.1%	3.1%	221	77.1%	1.7%
Presque tous les jours	108	13.0%	1.7%	13	11.9%	0.4%	95	13.1%	2.8%	34	11.7%	1.4%
1 à 2 fois par semaine	79	9.5%	2.5%	10	8.9%	0.7%	70	9.6%	3.8%	17	6.0%	1.9%
1 à 3 fois par mois	15	1.7%	1.7%	1	1.0%	0.3%	13	1.9%	2.8%	4	1.3%	2.3%
Moins souvent	26	3.2%	2.1%	2	2.1%	0.4%	24	3.3%	3.5%	6	2.2%	5.1%
Jamais	1	0.1%	0.5%	0	0.0%	0.0%	1	0.1%	0.9%	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	16	1.9%	0.8%	8	7.7%	1.0%	7	1.0%	0.6%	2	0.8%	1.3%
De 9 000 à moins de 12 000 euros par an	39	4.6%	1.2%	1	0.7%	0.1%	38	5.2%	1.8%	5	1.7%	1.8%
De 12 000 à moins de 18 000 euros par an	87	10.4%	1.4%	7	6.9%	0.3%	79	10.9%	2.1%	9	3.2%	1.2%
De 18 000 à moins de 24 000 euros par an	111	13.3%	1.5%	13	12.1%	0.4%	98	13.5%	2.6%	27	9.5%	1.8%
De 24 000 à moins de 36 000 euros par an	256	30.7%	2.2%	27	25.2%	0.5%	229	31.6%	3.8%	78	27.1%	2.1%
De 36 000 à moins de 45 000 euros par an	109	13.1%	1.6%	20	18.1%	0.5%	89	12.3%	2.9%	47	16.4%	1.5%
De 45 000 à moins de 65 000 euros par an	112	13.5%	1.8%	15	13.7%	0.4%	97	13.4%	3.6%	64	22.4%	1.7%
De 65 000 à moins de 80 000 euros par an	21	2.5%	1.3%	4	4.0%	0.5%	17	2.3%	2.5%	16	5.6%	1.4%
De 80 000 à moins de 115 000 euros par an	13	1.5%	1.3%	0	0.0%	0.0%	13	1.8%	3.2%	9	3.2%	1.2%
115 000 euros et plus par an	4	0.5%	1.0%	2	1.8%	0.7%	2	0.3%	1.4%	4	1.5%	1.1%
Refus	61	7.3%	1.9%	8	7.1%	0.6%	53	7.3%	2.9%	25	8.6%	2.1%
Ne sait pas	6	0.7%	0.4%	3	2.7%	0.5%	3	0.4%	0.3%	0	0.0%	0.0%