

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	1332	100.0%	2.6%	762	100.0%	3.1%	570	100.0%	2.1%	539	100.0%	3.1%
Sexe												
Homme	762	57.2%	3.1%	762	100.0%	3.1%	0	0.0%	0.0%	348	64.7%	3.9%
Femme	570	42.8%	2.1%	0	0.0%	0.0%	570	100.0%	2.1%	190	35.3%	2.3%
Age												
15 à 24 ans	201	15.1%	2.7%	130	17.0%	3.5%	71	12.5%	1.9%	98	18.2%	3.1%
25 à 34 ans	158	11.8%	2.1%	91	11.9%	2.4%	67	11.7%	1.7%	85	15.8%	2.5%
35 à 49 ans	248	18.6%	2.0%	161	21.1%	2.6%	87	15.3%	1.4%	165	30.6%	2.6%
50 à 59 ans	206	15.4%	2.3%	123	16.1%	2.7%	83	14.5%	1.8%	137	25.4%	3.7%
60 ans et plus	519	39.0%	3.5%	258	33.8%	4.1%	262	46.0%	3.2%	54	10.0%	7.5%
Individu												
Ménagères	500	37.6%	2.1%	0	0.0%	0.0%	500	87.8%	2.1%	158	29.4%	2.3%
Personne de référence	792	59.4%	2.8%	615	80.6%	3.0%	177	31.0%	2.2%	313	58.1%	3.7%
Responsable des achats	858	64.4%	2.4%	369	48.5%	2.9%	489	85.8%	2.1%	318	59.1%	2.9%
PCS Individu												
Agriculteurs	7	0.5%	1.3%	6	0.8%	1.8%	0	-	0.2%	0	0.0%	0.0%
Petits patrons	59	4.4%	3.7%	45	5.8%	4.0%	15	2.6%	2.9%	54	10.1%	3.7%
Affaires et Cadres	224	16.8%	4.5%	165	21.6%	5.4%	59	10.4%	3.1%	209	38.8%	4.6%
Professions intermédiaires	136	10.2%	2.0%	85	11.2%	2.4%	51	8.9%	1.5%	114	21.2%	2.0%
Employés	128	9.6%	1.5%	59	7.7%	2.9%	69	12.1%	1.1%	28	5.1%	1.6%
Ouvriers	60	4.5%	0.9%	53	7.0%	1.1%	6	1.1%	0.4%	1	0.2%	0.3%
Retraités	417	31.3%	3.3%	232	30.4%	3.8%	185	32.5%	2.8%	14	2.6%	5.8%
Autres inactifs	301	22.6%	3.0%	118	15.4%	3.3%	184	32.3%	2.8%	119	22.0%	3.8%
PCS Personne de référence												
Agriculteurs	16	1.2%	2.0%	8	1.1%	2.0%	8	1.4%	2.1%	0	0.0%	0.0%
Petits patrons	81	6.1%	3.1%	52	6.9%	4.1%	29	5.0%	2.2%	81	15.0%	3.1%
Affaires et Cadres	314	23.6%	4.4%	195	25.6%	5.3%	118	20.8%	3.4%	314	58.2%	4.4%
Professions intermédiaires	144	10.8%	1.9%	101	13.2%	2.5%	43	7.6%	1.2%	144	26.7%	1.9%
Employés	94	7.1%	1.8%	55	7.2%	2.5%	39	6.8%	1.2%	0	0.0%	0.0%
Ouvriers	104	7.8%	1.1%	60	7.9%	1.2%	44	7.7%	1.0%	0	0.0%	0.0%
Retraités	494	37.1%	3.4%	262	34.4%	3.9%	232	40.7%	2.9%	0	0.0%	0.0%
Autres inactifs	85	6.4%	2.2%	28	3.7%	1.9%	56	9.9%	2.3%	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	245	18.4%	2.5%	107	14.0%	2.6%	138	24.2%	2.5%	75	14.0%	4.0%
2 personnes	544	40.8%	3.0%	318	41.7%	3.6%	226	39.7%	2.5%	145	26.8%	3.5%
3 personnes	215	16.2%	2.3%	141	18.5%	3.1%	75	13.1%	1.6%	102	18.9%	2.6%
4 personnes	167	12.5%	1.8%	105	13.8%	2.3%	62	10.9%	1.3%	113	21.0%	2.3%
5 personnes et +	161	12.1%	3.0%	92	12.0%	3.7%	69	12.1%	2.4%	104	19.3%	4.1%
Présence d'enfants de moins de 15 ans												
Oui	318	23.9%	2.0%	185	24.3%	2.5%	133	23.3%	1.6%	196	36.4%	2.5%
Non	1014	76.1%	2.8%	577	75.7%	3.3%	437	76.7%	2.4%	343	63.6%	3.6%
Habitat												
Communes rurales	159	12.0%	1.4%	90	11.7%	1.6%	70	12.3%	1.1%	52	9.6%	1.6%
Agglo. - 20 000 hab	151	11.3%	1.7%	78	10.3%	1.9%	72	12.7%	1.5%	51	9.4%	1.9%
Agglo. 20 000 à 100 000 hab	145	10.9%	2.1%	102	13.4%	2.9%	43	7.5%	1.2%	52	9.6%	2.5%
Agglo. + 100 000 hab	378	28.3%	2.5%	223	29.3%	3.0%	154	27.1%	1.9%	142	26.4%	2.7%
Agglo. Paris	499	37.5%	5.9%	269	35.3%	6.7%	230	40.5%	5.2%	242	44.9%	6.2%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	525	39.4%	5.5%	284	37.2%	6.3%	241	42.3%	4.9%	256	47.6%	5.8%
Nord Pas de Calais	71	5.3%	2.2%	41	5.4%	2.7%	30	5.2%	1.8%	20	3.7%	2.2%
Lorraine	34	2.6%	1.8%	23	3.0%	2.5%	11	1.9%	1.1%	13	2.4%	2.4%
Alsace	24	1.8%	1.6%	14	1.9%	2.0%	10	1.7%	1.3%	6	1.2%	1.3%
Franche-Comté	7	0.6%	0.8%	4	0.5%	0.9%	3	0.6%	0.7%	3	0.5%	1.1%
Champagne Ardennes	18	1.4%	1.7%	12	1.6%	2.3%	6	1.1%	1.1%	4	0.7%	1.2%
Picardie	19	1.4%	1.2%	13	1.6%	1.7%	6	1.1%	0.8%	7	1.3%	1.6%
Bourgogne	24	1.8%	1.7%	13	1.8%	2.1%	10	1.8%	1.4%	9	1.6%	2.3%
Haute Normandie	28	2.1%	1.9%	17	2.2%	2.4%	11	1.9%	1.4%	10	1.9%	2.3%
Basse Normandie	11	0.8%	0.9%	8	1.1%	1.5%	3	0.5%	0.4%	2	0.4%	0.6%
Centre	40	3.0%	1.9%	24	3.2%	2.4%	16	2.9%	1.5%	13	2.5%	2.1%
Pays de Loire	56	4.2%	1.9%	30	4.0%	2.2%	25	4.5%	1.7%	22	4.0%	2.5%
Bretagne	42	3.1%	1.6%	23	3.1%	1.9%	18	3.2%	1.3%	18	3.4%	2.4%
Poitou Charentes	25	1.9%	1.7%	13	1.7%	1.8%	12	2.1%	1.6%	7	1.2%	1.7%
Aquitaine	54	4.1%	2.0%	31	4.0%	2.4%	24	4.1%	1.7%	21	3.9%	2.5%
Midi Pyrénées	47	3.5%	2.0%	31	4.0%	2.6%	16	2.9%	1.3%	16	2.9%	2.0%
Limousin	14	1.0%	2.2%	11	1.4%	3.6%	3	0.5%	0.9%	5	0.9%	3.1%
Auvergne	13	1.0%	1.2%	6	0.8%	1.1%	7	1.3%	1.2%	4	0.8%	1.4%
Rhône Alpes	107	8.0%	2.1%	68	8.9%	2.8%	39	6.8%	1.5%	38	7.0%	2.0%
Languedoc Roussillon	52	3.9%	2.4%	39	5.2%	3.8%	13	2.3%	1.1%	26	4.9%	3.9%
Provence Alpes Côte d'Azur. Corse	120	9.0%	2.8%	56	7.3%	2.7%	64	11.3%	2.8%	39	7.3%	2.8%
Habitudes de connexion à Internet												
Tous les jours	940	70.6%	3.3%	569	74.7%	3.9%	371	65.0%	2.6%	469	87.1%	3.5%
Presque tous les jours	135	10.1%	2.1%	72	9.5%	2.4%	62	11.0%	1.9%	43	7.9%	1.8%
1 à 2 fois par semaine	66	5.0%	2.1%	32	4.2%	2.3%	34	6.0%	1.9%	15	2.8%	1.6%
1 à 3 fois par mois	10	0.7%	1.1%	7	0.9%	1.7%	3	0.6%	0.7%	1	0.2%	0.7%
Moins souvent	19	1.4%	1.6%	6	0.8%	1.1%	13	2.4%	1.9%	3	0.6%	2.6%
Jamais	1	0.1%	0.8%	1	0.1%	1.6%	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	33	2.5%	1.6%	20	2.6%	2.5%	13	2.2%	1.0%	5	0.9%	2.8%
De 9 000 à moins de 12 000 euros par an	33	2.5%	1.0%	10	1.3%	0.9%	23	4.0%	1.1%	5	1.0%	1.9%
De 12 000 à moins de 18 000 euros par an	86	6.4%	1.3%	39	5.2%	1.5%	46	8.1%	1.2%	12	2.3%	1.7%
De 18 000 à moins de 24 000 euros par an	111	8.3%	1.5%	59	7.7%	1.7%	52	9.2%	1.4%	21	4.0%	1.4%
De 24 000 à moins de 36 000 euros par an	251	18.9%	2.2%	134	17.6%	2.4%	118	20.6%	2.0%	81	15.1%	2.2%
De 36 000 à moins de 45 000 euros par an	188	14.1%	2.8%	106	13.9%	2.9%	82	14.4%	2.7%	88	16.3%	2.9%
De 45 000 à moins de 65 000 euros par an	228	17.1%	3.6%	161	21.1%	4.6%	67	11.7%	2.4%	103	19.1%	2.8%
De 65 000 à moins de 80 000 euros par an	97	7.3%	5.9%	68	8.9%	7.0%	29	5.1%	4.3%	60	11.2%	5.2%
De 80 000 à moins de 115 000 euros par an	67	5.0%	7.0%	52	6.9%	9.3%	15	2.6%	3.8%	41	7.6%	5.4%
115 000 euros et plus par an	56	4.2%	12.5%	35	4.7%	12.9%	21	3.6%	11.8%	48	8.8%	11.9%
Refus	130	9.8%	4.1%	63	8.3%	4.9%	67	11.7%	3.6%	52	9.7%	4.5%
Ne sait pas	52	3.9%	3.3%	14	1.9%	2.2%	38	6.7%	4.1%	22	4.0%	3.8%