

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	974	100.0%	1.9%	415	100.0%	1.7%	559	100.0%	2.1%	216	100.0%	1.3%
Sexe												
Homme	415	42.6%	1.7%	415	100.0%	1.7%	0	0.0%	0.0%	103	47.8%	1.2%
Femme	559	57.4%	2.1%	0	0.0%	0.0%	559	100.0%	2.1%	113	52.2%	1.4%
Age												
15 à 24 ans	115	11.8%	1.6%	31	7.5%	0.8%	84	14.9%	2.3%	15	6.8%	0.5%
25 à 34 ans	172	17.6%	2.2%	65	15.6%	1.7%	107	19.1%	2.7%	44	20.3%	1.3%
35 à 49 ans	230	23.6%	1.8%	115	27.7%	1.8%	115	20.6%	1.8%	85	39.2%	1.3%
50 à 59 ans	171	17.6%	1.9%	72	17.4%	1.6%	99	17.7%	2.2%	63	29.3%	1.7%
60 ans et plus	286	29.4%	2.0%	131	31.7%	2.1%	154	27.6%	1.9%	9	4.4%	1.3%
Individu												
Ménagères	511	52.4%	2.2%	0	0.0%	0.0%	511	91.4%	2.2%	106	49.0%	1.5%
Personne de référence	494	50.7%	1.8%	360	86.6%	1.8%	134	24.0%	1.7%	101	47.0%	1.2%
Responsable des achats	741	76.1%	2.1%	233	56.0%	1.8%	509	91.1%	2.2%	155	71.7%	1.4%
PCS Individu												
Agriculteurs	19	2.0%	3.6%	10	2.4%	2.7%	9	1.7%	5.6%	3	1.5%	14.0%
Petits patrons	23	2.4%	1.4%	12	3.0%	1.1%	11	1.9%	2.1%	19	8.6%	1.3%
Affaires et Cadres	48	4.9%	1.0%	32	7.7%	1.0%	16	2.9%	0.8%	44	20.2%	1.0%
Professions intermédiaires	106	10.8%	1.6%	52	12.5%	1.5%	54	9.6%	1.6%	81	37.3%	1.4%
Employés	165	16.9%	2.0%	29	7.0%	1.4%	136	24.4%	2.2%	34	15.7%	1.9%
Ouvriers	161	16.5%	2.5%	114	27.6%	2.3%	47	8.4%	3.2%	9	4.0%	1.9%
Retraités	268	27.5%	2.1%	128	30.9%	2.1%	139	25.0%	2.1%	1	0.6%	0.6%
Autres inactifs	184	18.9%	1.8%	38	9.1%	1.1%	147	26.3%	2.2%	26	12.0%	0.8%
PCS Personne de référence												
Agriculteurs	32	3.2%	3.9%	12	2.9%	2.9%	20	3.5%	5.0%	0	0.0%	0.0%
Petits patrons	33	3.4%	1.3%	13	3.2%	1.0%	19	3.5%	1.5%	33	15.2%	1.3%
Affaires et Cadres	79	8.1%	1.1%	38	9.1%	1.0%	41	7.3%	1.2%	79	36.5%	1.1%
Professions intermédiaires	104	10.7%	1.4%	52	12.5%	1.3%	52	9.4%	1.5%	104	48.3%	1.4%
Employés	84	8.6%	1.6%	27	6.6%	1.3%	57	10.2%	1.8%	0	0.0%	0.0%
Ouvriers	253	26.0%	2.7%	110	26.6%	2.3%	143	25.5%	3.2%	0	0.0%	0.0%
Retraités	298	30.6%	2.0%	142	34.3%	2.1%	156	27.9%	2.0%	0	0.0%	0.0%
Autres inactifs	91	9.4%	2.3%	20	4.8%	1.3%	71	12.7%	2.9%	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	165	16.9%	1.7%	70	16.8%	1.7%	95	17.0%	1.7%	15	6.8%	0.8%
2 personnes	375	38.5%	2.1%	169	40.6%	1.9%	206	36.9%	2.2%	68	31.6%	1.7%
3 personnes	154	15.9%	1.7%	53	12.7%	1.1%	102	18.2%	2.2%	50	23.0%	1.3%
4 personnes	157	16.2%	1.7%	66	15.9%	1.5%	92	16.4%	2.0%	48	22.0%	1.0%
5 personnes et +	122	12.6%	2.3%	58	14.0%	2.3%	64	11.5%	2.3%	36	16.6%	1.4%
Présence d'enfants de moins de 15 ans												
Oui	317	32.6%	2.0%	123	29.7%	1.7%	194	34.7%	2.3%	90	41.8%	1.2%
Non	656	67.4%	1.8%	292	70.3%	1.7%	365	65.3%	2.0%	126	58.2%	1.3%
Habitat												
Communes rurales	324	33.3%	2.8%	121	29.2%	2.2%	203	36.3%	3.3%	53	24.6%	1.6%
Agglo. - 20 000 hab	202	20.8%	2.3%	87	21.0%	2.1%	115	20.6%	2.5%	39	18.2%	1.5%
Agglo. 20 000 à 100 000 hab	195	20.0%	2.8%	82	19.7%	2.4%	113	20.2%	3.2%	57	26.3%	2.8%
Agglo. + 100 000 hab	239	24.5%	1.6%	120	28.9%	1.6%	119	21.3%	1.5%	57	26.3%	1.1%
Agglo. Paris	14	1.4%	0.2%	5	1.2%	0.1%	9	1.6%	0.2%	10	4.6%	0.3%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	14	1.4%	0.1%	5	1.2%	0.1%	9	1.6%	0.2%	10	4.6%	0.2%
Nord Pas de Calais	651	66.9%	20.3%	266	64.1%	17.5%	385	68.9%	22.9%	145	67.1%	15.7%
Lorraine	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Alsace	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Franche-Comté	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Champagne Ardennes	9	0.9%	0.8%	4	1.0%	0.8%	4	0.8%	0.8%	3	1.3%	0.9%
Picardie	64	6.6%	4.2%	28	6.8%	3.8%	36	6.4%	4.6%	8	3.5%	1.8%
Bourgogne	2	0.2%	0.1%	0	0.1%	0.1%	1	0.2%	0.2%	1	0.6%	0.3%
Haute Normandie	1	0.2%	0.1%	1	0.4%	0.2%	0	0.0%	0.0%	1	0.7%	0.3%
Basse Normandie	232	23.8%	19.2%	109	26.2%	18.8%	123	22.1%	19.6%	47	21.8%	14.7%
Centre	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Pays de Loire	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Bretagne	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Poitou Charentes	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Aquitaine	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Midi Pyrénées	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Limousin	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Auvergne	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Rhône Alpes	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Languedoc Roussillon	1	0.1%	0.1%	1	0.3%	0.1%	0	0.0%	0.0%	1	0.5%	0.2%
Provence Alpes Côte d'Azur. Corse	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Habitudes de connexion à Internet												
Tous les jours	504	51.8%	1.8%	223	53.7%	1.5%	282	50.4%	2.0%	169	78.5%	1.3%
Presque tous les jours	122	12.5%	1.9%	61	14.6%	2.0%	62	11.0%	1.8%	26	12.2%	1.1%
1 à 2 fois par semaine	59	6.1%	1.9%	10	2.4%	0.7%	49	8.8%	2.7%	8	3.9%	0.9%
1 à 3 fois par mois	27	2.8%	3.1%	5	1.1%	1.2%	23	4.1%	4.7%	7	3.3%	4.4%
Moins souvent	13	1.4%	1.1%	7	1.7%	1.3%	6	1.1%	0.9%	0	0.0%	0.0%
Jamais	2	0.2%	1.7%	2	0.5%	3.6%	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	57	5.9%	2.8%	14	3.3%	1.6%	44	7.8%	3.5%	0	0.2%	0.3%
De 9 000 à moins de 12 000 euros par an	78	8.0%	2.3%	31	7.5%	2.6%	47	8.3%	2.2%	0	0.0%	0.0%
De 12 000 à moins de 18 000 euros par an	169	17.3%	2.6%	53	12.9%	2.0%	115	20.6%	3.1%	13	6.1%	1.8%
De 18 000 à moins de 24 000 euros par an	157	16.1%	2.2%	62	14.8%	1.8%	95	17.0%	2.5%	25	11.8%	1.7%
De 24 000 à moins de 36 000 euros par an	222	22.8%	1.9%	111	26.8%	2.0%	111	19.9%	1.9%	61	28.1%	1.6%
De 36 000 à moins de 45 000 euros par an	105	10.7%	1.6%	56	13.4%	1.5%	49	8.7%	1.6%	42	19.3%	1.4%
De 45 000 à moins de 65 000 euros par an	90	9.3%	1.4%	43	10.3%	1.2%	48	8.5%	1.7%	48	22.2%	1.3%
De 65 000 à moins de 80 000 euros par an	14	1.4%	0.8%	12	3.0%	1.3%	1	0.2%	0.2%	9	4.0%	0.7%
De 80 000 à moins de 115 000 euros par an	12	1.3%	1.3%	7	1.8%	1.3%	5	0.9%	1.2%	6	3.0%	0.8%
115 000 euros et plus par an	1	0.1%	0.2%	0	0.0%	0.0%	1	0.2%	0.6%	1	0.5%	0.3%
Refus	43	4.4%	1.4%	13	3.1%	1.0%	30	5.3%	1.6%	8	3.6%	0.7%
Ne sait pas	27	2.7%	1.7%	13	3.1%	2.0%	13	2.4%	1.4%	3	1.2%	0.5%