

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	1312	100.0%	2.5%	368	100.0%	1.5%	944	100.0%	3.5%	437	100.0%	2.5%
Sexe												
Homme	368	28.0%	1.5%	368	100.0%	1.5%	0	0.0%	0.0%	116	26.5%	1.3%
Femme	944	72.0%	3.5%	0	0.0%	0.0%	944	100.0%	3.5%	321	73.5%	3.7%
Age												
15 à 24 ans	103	7.8%	1.4%	18	4.8%	0.5%	85	9.0%	2.3%	58	13.2%	1.8%
25 à 34 ans	52	3.9%	0.7%	9	2.3%	0.2%	43	4.6%	1.1%	22	5.0%	0.7%
35 à 49 ans	237	18.0%	1.9%	51	14.0%	0.8%	185	19.6%	2.9%	127	29.0%	2.1%
50 à 59 ans	231	17.6%	2.5%	66	17.8%	1.4%	166	17.5%	3.6%	138	31.6%	3.6%
60 ans et plus	690	52.6%	4.6%	225	61.1%	3.5%	465	49.2%	5.5%	92	21.1%	10.3%
Individu												
Ménagères	841	64.1%	3.6%	0	0.0%	0.0%	841	89.1%	3.6%	267	61.0%	3.8%
Personne de référence	629	48.0%	2.2%	343	93.3%	1.7%	286	30.3%	3.6%	169	38.6%	2.0%
Responsable des achats	1029	78.4%	2.9%	191	51.9%	1.5%	838	88.8%	3.7%	325	74.3%	3.0%
PCS Individu												
Agriculteurs	11	0.8%	2.0%	9	2.4%	2.3%	2	0.2%	1.3%	0	0.0%	0.0%
Petits patrons	57	4.3%	3.5%	13	3.6%	1.2%	44	4.6%	9.1%	56	12.9%	4.0%
Affaires et Cadres	151	11.5%	3.0%	70	18.9%	2.4%	82	8.7%	3.8%	131	29.9%	2.8%
Professions intermédiaires	120	9.2%	1.8%	23	6.3%	0.7%	97	10.3%	2.8%	97	22.2%	1.7%
Employés	168	12.8%	2.0%	21	5.8%	1.0%	146	15.5%	2.4%	34	7.8%	1.9%
Ouvriers	51	3.9%	0.8%	30	8.0%	0.6%	22	2.3%	1.6%	5	1.1%	1.1%
Retraités	518	39.5%	4.1%	182	49.4%	3.1%	336	35.6%	5.1%	24	5.6%	9.0%
Autres inactifs	235	17.9%	2.3%	20	5.5%	0.5%	215	22.8%	3.3%	90	20.5%	2.8%
PCS Personne de référence												
Agriculteurs	17	1.3%	2.1%	9	2.4%	2.0%	8	0.9%	2.3%	0	0.0%	0.0%
Petits patrons	87	6.6%	3.3%	14	3.8%	1.1%	73	7.7%	5.6%	87	19.9%	3.3%
Affaires et Cadres	257	19.6%	3.6%	79	21.5%	2.2%	178	18.9%	4.9%	257	58.9%	3.6%
Professions intermédiaires	93	7.1%	1.2%	23	6.2%	0.6%	70	7.4%	1.9%	93	21.2%	1.2%
Employés	97	7.4%	1.8%	18	5.0%	0.8%	79	8.3%	2.5%	0	0.0%	0.0%
Ouvriers	97	7.4%	1.0%	31	8.4%	0.6%	66	7.0%	1.5%	0	0.0%	0.0%
Retraités	587	44.7%	4.1%	183	49.7%	2.8%	404	42.8%	5.2%	0	0.0%	0.0%
Autres inactifs	77	5.8%	1.9%	11	3.0%	0.7%	66	7.0%	2.6%	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	301	22.9%	3.0%	63	17.2%	1.5%	238	25.2%	4.1%	65	14.8%	3.5%
2 personnes	616	46.9%	3.4%	208	56.4%	2.4%	408	43.2%	4.4%	147	33.6%	3.4%
3 personnes	150	11.5%	1.7%	46	12.4%	1.0%	105	11.1%	2.3%	76	17.4%	2.0%
4 personnes	165	12.6%	1.8%	30	8.3%	0.7%	135	14.3%	2.9%	94	21.6%	2.0%
5 personnes et +	80	6.1%	1.5%	21	5.7%	0.8%	59	6.2%	2.2%	55	12.6%	2.1%
Présence d'enfants de moins de 15 ans												
Oui	221	16.9%	1.4%	52	14.0%	0.7%	170	18.0%	2.1%	120	27.5%	1.6%
Non	1091	83.1%	3.0%	316	86.0%	1.8%	775	82.0%	4.1%	317	72.5%	3.3%
Habitat												
Communes rurales	164	12.5%	1.4%	57	15.4%	1.0%	107	11.3%	1.7%	32	7.3%	1.0%
Agglo. - 20 000 hab	140	10.6%	1.6%	40	10.8%	0.9%	100	10.6%	2.1%	41	9.4%	1.6%
Agglo. 20 000 à 100 000 hab	152	11.6%	2.2%	42	11.5%	1.3%	110	11.6%	3.0%	53	12.0%	2.8%
Agglo. + 100 000 hab	444	33.8%	2.9%	115	31.2%	1.5%	329	34.8%	4.2%	149	34.2%	2.6%
Agglo. Paris	413	31.5%	4.9%	114	31.1%	2.8%	299	31.6%	6.7%	162	37.1%	4.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	436	33.2%	4.6%	122	33.3%	2.7%	313	33.2%	6.3%	171	39.2%	3.9%
Nord Pas de Calais	58	4.4%	1.8%	20	5.5%	1.3%	37	4.0%	2.2%	16	3.6%	1.7%
Lorraine	25	1.9%	1.3%	6	1.6%	0.6%	19	2.0%	1.9%	9	2.1%	1.7%
Alsace	24	1.8%	1.6%	7	1.8%	0.9%	17	1.8%	2.2%	2	0.6%	0.5%
Franche-Comté	11	0.8%	1.1%	4	1.2%	1.0%	6	0.7%	1.3%	4	1.0%	1.6%
Champagne Ardennes	17	1.3%	1.5%	4	1.1%	0.8%	12	1.3%	2.2%	7	1.5%	2.3%
Picardie	24	1.8%	1.6%	15	4.2%	2.1%	8	0.9%	1.1%	7	1.7%	1.6%
Bourgogne	15	1.2%	1.1%	2	0.4%	0.3%	14	1.5%	2.0%	5	1.1%	1.3%
Haute Normandie	32	2.4%	2.2%	5	1.3%	0.7%	27	2.9%	3.5%	6	1.3%	1.3%
Basse Normandie	9	0.7%	0.7%	4	1.1%	0.7%	5	0.5%	0.8%	0	0.0%	0.0%
Centre	43	3.3%	2.1%	14	3.8%	1.4%	29	3.1%	2.7%	13	2.9%	2.0%
Pays de Loire	50	3.8%	1.7%	14	3.9%	1.0%	36	3.8%	2.3%	10	2.3%	1.1%
Bretagne	39	3.0%	1.5%	11	3.0%	0.9%	28	2.9%	2.0%	16	3.6%	2.0%
Poitou Charentes	52	3.9%	3.5%	16	4.4%	2.3%	36	3.8%	4.6%	12	2.8%	3.1%
Aquitaine	74	5.7%	2.7%	17	4.6%	1.3%	57	6.1%	4.0%	27	6.1%	3.1%
Midi Pyrénées	55	4.2%	2.3%	19	5.1%	1.6%	36	3.8%	2.9%	23	5.4%	2.9%
Limousin	12	0.9%	2.0%	5	1.3%	1.7%	7	0.8%	2.2%	2	0.4%	1.1%
Auvergne	17	1.3%	1.5%	5	1.3%	0.9%	13	1.3%	2.1%	11	2.5%	3.6%
Rhône Alpes	104	7.9%	2.0%	19	5.1%	0.8%	85	9.0%	3.2%	34	7.8%	1.9%
Languedoc Roussillon	67	5.1%	3.0%	17	4.6%	1.6%	50	5.3%	4.3%	16	3.7%	2.3%
Provence Alpes Côte d'Azur. Corse	150	11.4%	3.5%	42	11.4%	2.0%	108	11.5%	4.8%	45	10.4%	3.2%
Habitudes de connexion à Internet												
Tous les jours	855	65.2%	2.6%	242	65.9%	1.5%	613	64.9%	3.8%	362	82.8%	2.5%
Presque tous les jours	154	11.7%	2.6%	52	14.1%	1.8%	102	10.8%	3.3%	44	10.0%	2.2%
1 à 2 fois par semaine	69	5.2%	2.6%	17	4.7%	1.5%	52	5.5%	3.5%	23	5.2%	3.4%
1 à 3 fois par mois	15	1.1%	2.8%	1	0.4%	0.7%	13	1.4%	4.0%	0	0.0%	0.0%
Moins souvent	21	1.6%	2.3%	2	0.6%	0.6%	19	2.0%	3.6%	4	0.9%	5.0%

	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	38	2.9%	2.1%	7	2.0%	1.0%	31	3.3%	2.7%	7	1.6%	4.3%
De 9 000 à moins de 12 000 euros par an	47	3.6%	1.6%	1	0.3%	0.1%	46	4.9%	2.6%	1	0.2%	0.4%
De 12 000 à moins de 18 000 euros par an	82	6.2%	1.4%	26	7.1%	1.1%	56	5.9%	1.6%	17	3.9%	2.6%
De 18 000 à moins de 24 000 euros par an	131	10.0%	1.9%	29	7.9%	0.9%	102	10.8%	2.7%	27	6.1%	1.8%
De 24 000 à moins de 36 000 euros par an	221	16.9%	2.0%	53	14.3%	1.0%	169	17.9%	3.0%	59	13.6%	1.7%
De 36 000 à moins de 45 000 euros par an	167	12.7%	2.4%	53	14.4%	1.4%	114	12.1%	3.5%	48	11.1%	1.6%
De 45 000 à moins de 65 000 euros par an	209	16.0%	3.1%	64	17.4%	1.7%	146	15.4%	4.8%	81	18.6%	2.1%
De 65 000 à moins de 80 000 euros par an	77	5.8%	3.9%	30	8.1%	2.6%	47	4.9%	5.8%	27	6.2%	2.1%
De 80 000 à moins de 115 000 euros par an	88	6.7%	7.1%	44	11.9%	5.9%	44	4.7%	9.1%	53	12.2%	6.0%
115 000 euros et plus par an	85	6.4%	16.2%	41	11.1%	13.8%	44	4.6%	19.2%	64	14.7%	14.2%
Refus	115	8.8%	3.2%	17	4.5%	1.1%	99	10.4%	4.8%	24	5.5%	2.0%
Ne sait pas	51	3.9%	2.7%	4	1.1%	0.5%	47	5.0%	4.5%	28	6.5%	3.7%