

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	1030	100.0%	2.0%	260	100.0%	1.1%	769	100.0%	2.9%	409	100.0%	2.4%
Sexe												
Homme	260	25.3%	1.1%	260	100.0%	1.1%	0	0.0%	0.0%	104	25.4%	1.2%
Femme	769	74.7%	2.9%	0	0.0%	0.0%	769	100.0%	2.9%	305	74.6%	3.5%
Age												
15 à 24 ans	53	5.1%	0.7%	13	4.9%	0.3%	40	5.2%	1.1%	24	5.7%	0.7%
25 à 34 ans	120	11.6%	1.6%	44	16.8%	1.2%	76	9.9%	1.9%	58	14.1%	1.7%
35 à 49 ans	318	30.9%	2.5%	76	29.4%	1.2%	241	31.4%	3.8%	186	45.4%	3.0%
50 à 59 ans	265	25.7%	2.9%	66	25.4%	1.4%	199	25.8%	4.3%	109	26.6%	2.9%
60 ans et plus	275	26.7%	1.9%	61	23.6%	0.9%	213	27.7%	2.5%	33	8.1%	3.7%
Individu												
Ménagères	732	71.1%	3.2%	0	0.0%	0.0%	732	95.2%	3.2%	289	70.6%	4.1%
Personne de référence	442	43.0%	1.6%	234	90.0%	1.2%	208	27.1%	2.7%	140	34.1%	1.7%
Responsable des achats	885	86.0%	2.5%	174	66.7%	1.4%	711	92.4%	3.1%	348	85.1%	3.2%
PCS Individu												
Agriculteurs	13	1.2%	2.4%	3	1.2%	0.8%	9	1.2%	7.0%	0	0.0%	0.0%
Petits patrons	41	4.0%	2.5%	19	7.3%	1.7%	22	2.8%	4.5%	33	7.9%	2.3%
Affaires et Cadres	118	11.5%	2.3%	40	15.4%	1.4%	78	10.2%	3.7%	102	24.8%	2.2%
Professions intermédiaires	187	18.2%	2.7%	41	15.8%	1.2%	146	19.0%	4.2%	150	36.6%	2.7%
Employés	225	21.8%	2.7%	33	12.8%	1.6%	191	24.9%	3.1%	62	15.2%	3.4%
Ouvriers	92	8.9%	1.4%	47	18.1%	0.9%	44	5.8%	3.3%	9	2.2%	2.2%
Retraités	209	20.3%	1.7%	58	22.2%	1.0%	151	19.7%	2.3%	12	3.0%	4.6%
Autres inactifs	145	14.1%	1.4%	19	7.2%	0.5%	127	16.4%	2.0%	42	10.3%	1.3%
PCS Personne de référence												
Agriculteurs	29	2.8%	3.6%	4	1.4%	0.8%	25	3.3%	6.9%	0	0.0%	0.0%
Petits patrons	56	5.5%	2.1%	15	5.6%	1.1%	42	5.4%	3.2%	56	13.7%	2.1%
Affaires et Cadres	172	16.8%	2.4%	43	16.7%	1.2%	129	16.8%	3.5%	172	42.1%	2.4%
Professions intermédiaires	181	17.6%	2.4%	46	17.8%	1.2%	134	17.5%	3.7%	181	44.1%	2.4%
Employés	128	12.4%	2.4%	29	11.1%	1.3%	99	12.9%	3.2%	0	0.0%	0.0%
Ouvriers	159	15.4%	1.7%	49	18.9%	1.0%	110	14.3%	2.5%	0	0.0%	0.0%
Retraités	231	22.4%	1.6%	60	23.1%	0.9%	171	22.2%	2.2%	0	0.0%	0.0%
Autres inactifs	74	7.1%	1.8%	14	5.5%	0.9%	59	7.7%	2.4%	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	213	20.7%	2.1%	51	19.7%	1.2%	162	21.0%	2.8%	36	8.7%	1.9%
2 personnes	365	35.4%	2.0%	77	29.5%	0.9%	288	37.4%	3.1%	116	28.4%	2.7%
3 personnes	159	15.4%	1.8%	57	21.8%	1.2%	102	13.3%	2.3%	83	20.2%	2.2%
4 personnes	185	17.9%	2.0%	50	19.1%	1.1%	135	17.5%	2.9%	113	27.6%	2.4%
5 personnes et +	108	10.5%	2.0%	26	9.9%	1.0%	83	10.7%	3.1%	62	15.1%	2.3%
Présence d'enfants de moins de 15 ans												
Oui	366	35.5%	2.4%	103	39.7%	1.4%	262	34.1%	3.2%	199	48.6%	2.6%
Non	664	64.5%	1.8%	157	60.3%	0.9%	507	65.9%	2.7%	210	51.4%	2.2%
Habitat												
Communes rurales	270	26.2%	2.3%	85	32.6%	1.5%	185	24.0%	3.0%	88	21.5%	2.7%
Agglo. - 20 000 hab	145	14.0%	1.6%	20	7.7%	0.5%	124	16.2%	2.7%	56	13.8%	2.2%
Agglo. 20 000 à 100 000 hab	137	13.3%	2.0%	40	15.5%	1.2%	97	12.6%	2.6%	54	13.2%	2.9%
Agglo. + 100 000 hab	343	33.3%	2.2%	83	32.0%	1.1%	260	33.8%	3.3%	142	34.7%	2.5%
Agglo. Paris	135	13.1%	1.6%	32	12.2%	0.8%	103	13.4%	2.3%	69	16.8%	1.7%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	161	15.6%	1.7%	45	17.4%	1.0%	115	15.0%	2.3%	76	18.6%	1.7%
Nord Pas de Calais	46	4.5%	1.4%	4	1.4%	0.2%	42	5.5%	2.5%	19	4.7%	2.0%
Lorraine	23	2.2%	1.2%	2	0.6%	0.2%	21	2.7%	2.1%	10	2.4%	1.8%
Alsace	23	2.2%	1.5%	6	2.3%	0.8%	17	2.2%	2.2%	3	0.7%	0.6%
Franche-Comté	28	2.7%	3.0%	7	2.6%	1.5%	22	2.8%	4.4%	4	1.0%	1.5%
Champagne Ardennes	27	2.6%	2.5%	8	2.9%	1.5%	20	2.5%	3.5%	7	1.7%	2.5%
Picardie	22	2.1%	1.4%	9	3.5%	1.2%	13	1.6%	1.6%	8	2.1%	1.9%
Bourgogne	22	2.1%	1.6%	2	0.8%	0.3%	20	2.6%	2.8%	9	2.1%	2.4%
Haute Normandie	37	3.6%	2.5%	9	3.5%	1.3%	28	3.6%	3.6%	22	5.4%	4.9%
Basse Normandie	17	1.7%	1.4%	3	1.2%	0.5%	14	1.8%	2.3%	8	1.9%	2.2%
Centre	40	3.9%	1.9%	19	7.2%	1.9%	22	2.8%	2.0%	10	2.5%	1.6%
Pays de Loire	59	5.7%	2.0%	16	6.1%	1.1%	43	5.6%	2.8%	29	7.2%	3.1%
Bretagne	69	6.7%	2.6%	20	7.8%	1.6%	48	6.3%	3.5%	26	6.2%	3.3%
Poitou Charentes	33	3.2%	2.2%	4	1.6%	0.6%	29	3.7%	3.7%	10	2.3%	2.4%
Aquitaine	86	8.3%	3.1%	24	9.0%	1.8%	62	8.1%	4.4%	25	6.0%	2.8%
Midi Pyrénées	57	5.5%	2.3%	13	5.1%	1.1%	43	5.6%	3.5%	20	4.9%	2.5%
Limousin	15	1.4%	2.3%	1	0.4%	0.4%	13	1.7%	4.1%	6	1.4%	3.7%
Auvergne	19	1.9%	1.7%	7	2.7%	1.3%	12	1.6%	2.1%	10	2.6%	3.4%
Rhône Alpes	110	10.7%	2.2%	37	14.4%	1.5%	73	9.5%	2.7%	60	14.7%	3.3%
Languedoc Roussillon	43	4.1%	1.9%	10	3.9%	0.9%	33	4.2%	2.8%	12	3.0%	1.8%
Provence Alpes Côte d'Azur. Corse	95	9.3%	2.2%	15	5.7%	0.7%	80	10.5%	3.5%	36	8.7%	2.5%
Habitudes de connexion à Internet												
Tous les jours	685	66.5%	2.1%	174	66.8%	1.1%	511	66.4%	3.2%	321	78.3%	2.2%
Presque tous les jours	133	12.9%	2.3%	22	8.6%	0.8%	110	14.4%	3.6%	57	13.9%	2.8%
1 à 2 fois par semaine	64	6.2%	2.4%	22	8.5%	2.0%	42	5.4%	2.8%	23	5.7%	3.5%
1 à 3 fois par mois	9	0.9%	1.8%	4	1.5%	1.9%	5	0.7%	1.6%	4	1.0%	5.3%
Moins souvent	18	1.8%	2.0%	5	2.1%	1.4%	13	1.7%	2.4%	2	0.5%	2.6%

	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	37	3.6%	2.0%	11	4.2%	1.5%	26	3.4%	2.3%	2	0.4%	1.1%
De 9 000 à moins de 12 000 euros par an	57	5.5%	1.9%	18	7.1%	1.6%	38	5.0%	2.1%	4	0.9%	1.6%
De 12 000 à moins de 18 000 euros par an	117	11.4%	2.0%	19	7.2%	0.8%	98	12.8%	2.9%	17	4.1%	2.6%
De 18 000 à moins de 24 000 euros par an	139	13.5%	2.0%	44	17.0%	1.4%	94	12.3%	2.5%	28	7.0%	2.0%
De 24 000 à moins de 36 000 euros par an	212	20.6%	1.9%	45	17.2%	0.8%	167	21.7%	2.9%	82	20.0%	2.4%
De 36 000 à moins de 45 000 euros par an	130	12.7%	1.9%	32	12.1%	0.9%	99	12.8%	3.0%	67	16.5%	2.2%
De 45 000 à moins de 65 000 euros par an	166	16.1%	2.5%	39	15.0%	1.1%	127	16.5%	4.2%	96	23.5%	2.5%
De 65 000 à moins de 80 000 euros par an	56	5.5%	2.9%	29	11.3%	2.6%	27	3.5%	3.3%	48	11.7%	3.7%
De 80 000 à moins de 115 000 euros par an	43	4.1%	3.5%	15	5.7%	2.0%	28	3.6%	5.7%	35	8.5%	3.9%
115 000 euros et plus par an	5	0.4%	0.9%	0	0.0%	0.0%	5	0.6%	2.0%	4	1.1%	1.0%
Refus	48	4.7%	1.3%	6	2.2%	0.4%	42	5.5%	2.0%	22	5.3%	1.8%
Ne sait pas	21	2.0%	1.1%	3	1.0%	0.3%	18	2.3%	1.7%	4	1.0%	0.5%