

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	525	100.0%	1.0%	142	100.0%	0.6%	383	100.0%	1.4%	292	100.0%	1.7%
Sexe												
Homme	142	27.0%	0.6%	142	100.0%	0.6%	0	0.0%	0.0%	87	29.9%	1.0%
Femme	383	73.0%	1.4%	0	0.0%	0.0%	383	100.0%	1.4%	205	70.1%	2.4%
Age												
15 à 24 ans	35	6.6%	0.5%	12	8.6%	0.3%	22	5.8%	0.6%	22	7.4%	0.7%
25 à 34 ans	43	8.3%	0.6%	13	8.8%	0.3%	31	8.1%	0.8%	32	11.1%	1.0%
35 à 49 ans	175	33.3%	1.4%	57	40.0%	0.9%	118	30.9%	1.9%	127	43.7%	2.1%
50 à 59 ans	137	26.2%	1.5%	30	21.4%	0.7%	107	27.9%	2.3%	98	33.7%	2.6%
60 ans et plus	135	25.6%	0.9%	30	21.1%	0.5%	105	27.3%	1.2%	12	4.2%	1.4%
Individu												
Ménagères	357	68.1%	1.5%	0	0.0%	0.0%	357	93.3%	1.5%	194	66.5%	2.8%
Personne de référence	219	41.6%	0.8%	130	91.4%	0.6%	89	23.2%	1.1%	113	38.7%	1.4%
Responsable des achats	419	79.9%	1.2%	77	54.5%	0.6%	342	89.3%	1.5%	239	81.8%	2.2%
PCS Individu												
Agriculteurs	2	0.4%	0.4%	0	0.2%	0.1%	2	0.5%	1.5%	0	0.0%	0.0%
Petits patrons	45	8.6%	2.8%	23	16.3%	2.0%	22	5.8%	4.6%	43	14.8%	3.0%
Affaires et Cadres	95	18.0%	1.9%	40	28.4%	1.4%	55	14.2%	2.6%	84	29.0%	1.8%
Professions intermédiaires	89	16.9%	1.3%	20	14.1%	0.6%	69	17.9%	2.0%	73	25.0%	1.3%
Employés	92	17.5%	1.1%	12	8.5%	0.6%	80	20.8%	1.3%	40	13.7%	2.2%
Ouvriers	28	5.3%	0.4%	12	8.2%	0.2%	16	4.2%	1.2%	12	4.0%	2.8%
Retraités	111	21.1%	0.9%	25	17.4%	0.4%	86	22.4%	1.3%	1	0.5%	0.5%
Autres inactifs	64	12.2%	0.6%	10	7.1%	0.3%	54	14.1%	0.8%	38	13.0%	1.2%
PCS Personne de référence												
Agriculteurs	5	0.9%	0.6%	0	0.2%	0.1%	4	1.1%	1.1%	0	0.0%	0.0%
Petits patrons	51	9.6%	1.9%	24	16.7%	1.8%	27	7.0%	2.1%	51	17.3%	1.9%
Affaires et Cadres	141	26.9%	2.0%	42	29.8%	1.2%	99	25.8%	2.7%	141	48.4%	2.0%
Professions intermédiaires	100	19.1%	1.3%	21	14.9%	0.5%	79	20.6%	2.2%	100	34.3%	1.3%
Employés	49	9.3%	0.9%	12	8.5%	0.5%	37	9.6%	1.2%	0	0.0%	0.0%
Ouvriers	40	7.6%	0.4%	12	8.7%	0.2%	27	7.2%	0.6%	0	0.0%	0.0%
Retraités	130	24.7%	0.9%	28	19.6%	0.4%	102	26.6%	1.3%	0	0.0%	0.0%
Autres inactifs	10	2.0%	0.3%	2	1.6%	0.1%	8	2.1%	0.3%	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	86	16.3%	0.9%	23	15.9%	0.5%	63	16.5%	1.1%	33	11.4%	1.8%
2 personnes	188	35.9%	1.1%	45	31.7%	0.5%	143	37.4%	1.6%	81	27.6%	1.9%
3 personnes	81	15.4%	0.9%	29	20.2%	0.6%	52	13.6%	1.2%	55	18.8%	1.5%
4 personnes	104	19.9%	1.1%	32	22.7%	0.7%	72	18.8%	1.5%	71	24.4%	1.5%
5 personnes et +	66	12.5%	1.2%	14	9.5%	0.5%	52	13.6%	1.9%	52	17.8%	1.9%
Présence d'enfants de moins de 15 ans												
Oui	179	34.1%	1.2%	54	37.9%	0.7%	125	32.7%	1.5%	124	42.6%	1.6%
Non	346	65.9%	1.0%	88	62.1%	0.5%	258	67.3%	1.4%	167	57.4%	1.7%
Habitat												
Communes rurales	68	13.0%	0.6%	19	13.5%	0.3%	49	12.8%	0.8%	41	14.1%	1.3%
Agglo. - 20 000 hab	51	9.8%	0.6%	12	8.7%	0.3%	39	10.1%	0.8%	22	7.4%	0.9%
Agglo. 20 000 à 100 000 hab	74	14.2%	1.1%	13	9.2%	0.4%	61	16.0%	1.7%	39	13.4%	2.1%
Agglo. + 100 000 hab	216	41.1%	1.4%	58	41.2%	0.8%	157	41.1%	2.0%	107	36.8%	1.9%
Agglo. Paris	115	22.0%	1.4%	39	27.3%	1.0%	76	20.0%	1.7%	83	28.3%	2.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	122	23.2%	1.3%	41	28.9%	0.9%	81	21.1%	1.6%	88	30.0%	2.0%
Nord Pas de Calais	9	1.7%	0.3%	5	3.3%	0.3%	4	1.2%	0.3%	3	1.1%	0.3%
Lorraine	24	4.6%	1.2%	5	3.5%	0.5%	19	4.9%	1.9%	13	4.4%	2.4%
Alsace	52	9.8%	3.4%	12	8.4%	1.6%	40	10.4%	5.1%	18	6.2%	3.9%
Franche-Comté	13	2.5%	1.4%	7	4.8%	1.5%	7	1.7%	1.4%	2	0.7%	0.7%
Champagne Ardennes	8	1.4%	0.7%	1	0.9%	0.2%	6	1.6%	1.1%	4	1.5%	1.5%
Picardie	1	0.2%	0.1%	1	0.6%	0.1%	0	0.0%	0.0%	1	0.3%	0.2%
Bourgogne	13	2.4%	0.9%	2	1.1%	0.2%	11	2.9%	1.6%	6	2.1%	1.7%
Haute Normandie	15	2.9%	1.0%	2	1.5%	0.3%	13	3.4%	1.7%	8	2.9%	1.8%
Basse Normandie	4	0.7%	0.3%	0	0.0%	0.0%	4	1.0%	0.6%	1	0.4%	0.3%
Centre	22	4.1%	1.0%	7	4.7%	0.7%	15	3.9%	1.4%	11	3.8%	1.8%
Pays de Loire	15	2.8%	0.5%	4	2.6%	0.3%	11	2.9%	0.7%	10	3.5%	1.1%
Bretagne	22	4.1%	0.8%	9	6.1%	0.7%	13	3.4%	1.0%	7	2.3%	0.9%
Poitou Charentes	10	1.8%	0.7%	2	1.7%	0.3%	7	1.9%	0.9%	3	1.0%	0.8%
Aquitaine	18	3.5%	0.7%	7	4.9%	0.5%	11	3.0%	0.8%	12	4.0%	1.3%
Midi Pyrénées	15	2.8%	0.6%	1	0.8%	0.1%	14	3.6%	1.1%	8	2.9%	1.0%
Limousin	4	0.7%	0.6%	0	0.0%	0.0%	4	1.0%	1.2%	3	1.1%	2.1%
Auvergne	4	0.8%	0.4%	2	1.4%	0.4%	2	0.6%	0.4%	1	0.4%	0.4%
Rhône Alpes	81	15.4%	1.6%	23	16.2%	0.9%	58	15.1%	2.2%	49	16.8%	2.7%
Languedoc Roussillon	13	2.6%	0.6%	2	1.1%	0.1%	12	3.1%	1.0%	4	1.3%	0.5%
Provence Alpes Côte d'Azur. Corse	62	11.7%	1.4%	11	7.5%	0.5%	51	13.3%	2.2%	39	13.4%	2.7%
Habitudes de connexion à Internet												
Tous les jours	402	76.7%	1.2%	118	83.0%	0.7%	285	74.3%	1.8%	252	86.5%	1.8%
Presque tous les jours	70	13.3%	1.2%	15	10.3%	0.5%	55	14.4%	1.8%	27	9.3%	1.4%
1 à 2 fois par semaine	30	5.7%	1.2%	6	4.3%	0.5%	24	6.3%	1.6%	11	3.9%	1.7%
1 à 3 fois par mois	1	0.2%	0.2%	0	0.0%	0.0%	1	0.3%	0.4%	1	0.2%	0.8%
Moins souvent	0	0.1%	0.0%	0	0.0%	0.0%	0	0.1%	0.1%	0	0.1%	0.5%

	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	5	1.0%	0.3%	2	1.7%	0.3%	3	0.7%	0.3%	0	0.1%	0.1%
De 9 000 à moins de 12 000 euros par an	7	1.3%	0.2%	0	0.2%	0.0%	7	1.8%	0.4%	1	0.2%	0.3%
De 12 000 à moins de 18 000 euros par an	23	4.4%	0.4%	5	3.2%	0.2%	19	4.9%	0.5%	6	2.1%	0.9%
De 18 000 à moins de 24 000 euros par an	42	8.1%	0.6%	9	6.2%	0.3%	33	8.7%	0.9%	15	5.2%	1.1%
De 24 000 à moins de 36 000 euros par an	100	19.0%	0.9%	24	16.7%	0.4%	76	19.8%	1.3%	46	15.6%	1.3%
De 36 000 à moins de 45 000 euros par an	99	19.0%	1.4%	24	17.1%	0.7%	75	19.6%	2.3%	60	20.6%	2.0%
De 45 000 à moins de 65 000 euros par an	84	16.0%	1.2%	19	13.6%	0.5%	65	16.9%	2.1%	46	15.7%	1.2%
De 65 000 à moins de 80 000 euros par an	28	5.3%	1.4%	10	7.0%	0.9%	18	4.7%	2.2%	22	7.4%	1.7%
De 80 000 à moins de 115 000 euros par an	40	7.6%	3.3%	17	12.0%	2.3%	23	6.0%	4.8%	31	10.5%	3.4%
115 000 euros et plus par an	32	6.1%	6.1%	19	13.5%	6.5%	13	3.4%	5.7%	32	11.0%	7.1%
Refus	42	8.1%	1.2%	11	7.8%	0.7%	31	8.2%	1.5%	24	8.2%	2.0%
Ne sait pas	21	4.1%	1.2%	1	0.9%	0.2%	20	5.3%	1.9%	10	3.3%	1.3%