

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	2296	100.0%	4.4%	378	100.0%	1.5%	1918	100.0%	7.1%	893	100.0%	5.1%
<b>Sexe</b>												
<b>Homme</b>	378	16.5%	1.5%	378	100.0%	1.5%	0	0.0%	0.0%	161	18.0%	1.8%
<b>Femme</b>	1918	83.5%	7.1%	0	0.0%	0.0%	1918	100.0%	7.1%	732	82.0%	8.5%
<b>Age</b>												
<b>15 à 24 ans</b>	222	9.7%	3.1%	17	4.5%	0.5%	205	10.7%	5.7%	115	12.9%	3.7%
<b>25 à 34 ans</b>	287	12.5%	3.8%	41	10.8%	1.1%	246	12.8%	6.3%	130	14.6%	4.0%
<b>35 à 49 ans</b>	590	25.7%	4.7%	112	29.6%	1.8%	478	24.9%	7.6%	296	33.2%	4.8%
<b>50 à 59 ans</b>	600	26.1%	6.4%	123	32.4%	2.6%	478	24.9%	10.2%	312	34.9%	8.0%
<b>60 ans et plus</b>	596	26.0%	4.0%	86	22.6%	1.3%	511	26.6%	6.0%	39	4.3%	3.9%
<b>Individu</b>												
<b>Ménagères</b>	1657	72.2%	7.1%	0	0.0%	0.0%	1657	86.4%	7.1%	609	68.2%	8.6%
<b>Personne de référence</b>	891	38.8%	3.2%	342	90.5%	1.7%	549	28.6%	7.1%	273	30.6%	3.3%
<b>Responsable des achats</b>	1831	79.7%	5.1%	194	51.3%	1.5%	1637	85.4%	7.2%	662	74.2%	6.1%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	26	1.1%	5.0%	7	1.8%	1.9%	19	1.0%	12.6%	0	0.0%	0.0%
<b>Petits patrons</b>	83	3.6%	5.1%	33	8.8%	3.0%	50	2.6%	9.5%	70	7.8%	4.8%
<b>Affaires et Cadres</b>	261	11.4%	5.1%	59	15.5%	2.0%	202	10.5%	9.3%	227	25.5%	4.9%
<b>Professions intermédiaires</b>	341	14.9%	4.9%	60	15.8%	1.7%	281	14.7%	8.1%	267	29.9%	4.8%
<b>Employés</b>	504	22.0%	6.1%	42	11.2%	2.0%	462	24.1%	7.5%	146	16.4%	8.0%
<b>Ouvriers</b>	162	7.1%	2.5%	66	17.3%	1.3%	96	5.0%	7.0%	14	1.5%	3.4%
<b>Retraités</b>	483	21.1%	3.8%	76	20.0%	1.3%	408	21.3%	6.1%	12	1.4%	5.0%
<b>Autres inactifs</b>	435	19.0%	4.2%	36	9.6%	1.0%	399	20.8%	6.1%	157	17.6%	4.8%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	40	1.8%	4.9%	7	1.8%	1.7%	33	1.7%	8.4%	0	0.0%	0.0%
<b>Petits patrons</b>	152	6.6%	5.8%	32	8.6%	2.5%	119	6.2%	8.9%	152	17.0%	5.8%
<b>Affaires et Cadres</b>	392	17.1%	5.4%	59	15.6%	1.6%	333	17.4%	9.1%	392	43.9%	5.4%
<b>Professions intermédiaires</b>	349	15.2%	4.6%	69	18.4%	1.8%	280	14.6%	7.7%	349	39.1%	4.6%
<b>Employés</b>	245	10.7%	4.5%	36	9.6%	1.6%	209	10.9%	6.8%	0	0.0%	0.0%
<b>Ouvriers</b>	338	14.7%	3.5%	61	16.2%	1.2%	277	14.4%	6.2%	0	0.0%	0.0%
<b>Retraités</b>	587	25.5%	4.1%	89	23.4%	1.3%	498	26.0%	6.3%	0	0.0%	0.0%
<b>Autres inactifs</b>	193	8.4%	4.7%	24	6.5%	1.5%	169	8.8%	6.7%	0	0.0%	0.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Taille du foyer</b>												
<b>1 personne</b>	417	18.2%	4.2%	48	12.7%	1.1%	369	19.3%	6.5%	74	8.3%	4.3%
<b>2 personnes</b>	820	35.7%	4.6%	156	41.3%	1.8%	664	34.6%	7.2%	249	27.9%	5.7%
<b>3 personnes</b>	466	20.3%	5.1%	76	20.2%	1.7%	389	20.3%	8.5%	228	25.6%	6.0%
<b>4 personnes</b>	430	18.7%	4.6%	76	20.0%	1.7%	354	18.5%	7.4%	237	26.5%	4.8%
<b>5 personnes et +</b>	163	7.1%	3.0%	22	5.9%	0.9%	141	7.3%	5.1%	105	11.7%	4.0%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	654	28.5%	4.2%	120	31.8%	1.7%	534	27.8%	6.5%	357	40.0%	4.6%
<b>Non</b>	1642	71.5%	4.5%	258	68.2%	1.5%	1384	72.2%	7.4%	535	60.0%	5.5%
<b>Habitat</b>												
<b>Communes rurales</b>	425	18.5%	3.6%	82	21.7%	1.5%	343	17.9%	5.5%	144	16.2%	4.3%
<b>Agglo. - 20 000 hab</b>	333	14.5%	3.7%	62	16.5%	1.5%	270	14.1%	5.8%	115	12.8%	4.4%
<b>Agglo. 20 000 à 100 000 hab</b>	289	12.6%	4.2%	55	14.4%	1.6%	234	12.2%	6.5%	94	10.6%	5.2%
<b>Agglo. + 100 000 hab</b>	810	35.3%	5.3%	118	31.1%	1.6%	693	36.1%	8.7%	321	35.9%	5.6%
<b>Agglo. Paris</b>	439	19.1%	5.1%	62	16.3%	1.5%	377	19.7%	8.4%	218	24.5%	5.5%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Régions INSEE</b>												
<b>Ile de France</b>	473	20.6%	5.0%	71	18.9%	1.6%	401	20.9%	8.0%	235	26.3%	5.4%
<b>Nord Pas de Calais</b>	112	4.9%	3.5%	16	4.2%	1.0%	96	5.0%	5.7%	42	4.7%	4.4%
<b>Lorraine</b>	62	2.7%	3.2%	24	6.3%	2.5%	38	2.0%	3.9%	29	3.2%	5.2%
<b>Alsace</b>	92	4.0%	6.0%	20	5.2%	2.7%	72	3.8%	9.2%	34	3.8%	6.9%
<b>Franche-Comté</b>	46	2.0%	4.8%	13	3.6%	2.9%	33	1.7%	6.7%	17	1.9%	6.4%
<b>Champagne Ardennes</b>	37	1.6%	3.4%	6	1.5%	1.1%	31	1.6%	5.5%	5	0.5%	1.7%
<b>Picardie</b>	63	2.8%	4.1%	6	1.7%	0.9%	57	3.0%	7.2%	17	1.9%	3.9%
<b>Bourgogne</b>	50	2.2%	3.7%	5	1.4%	0.8%	45	2.3%	6.4%	13	1.5%	3.8%
<b>Haute Normandie</b>	58	2.5%	3.9%	7	2.0%	1.0%	51	2.7%	6.6%	18	2.1%	3.9%
<b>Basse Normandie</b>	31	1.3%	2.6%	8	2.2%	1.4%	23	1.2%	3.6%	14	1.6%	4.1%
<b>Centre</b>	74	3.2%	3.5%	14	3.8%	1.4%	59	3.1%	5.4%	23	2.5%	3.8%
<b>Pays de Loire</b>	107	4.7%	3.6%	26	6.9%	1.8%	81	4.2%	5.3%	44	5.0%	4.7%
<b>Bretagne</b>	81	3.5%	3.0%	16	4.3%	1.3%	64	3.3%	4.7%	29	3.2%	3.5%
<b>Poitou Charentes</b>	49	2.1%	3.3%	2	0.5%	0.3%	47	2.5%	6.1%	14	1.6%	3.4%
<b>Aquitaine</b>	135	5.9%	4.9%	21	5.6%	1.6%	114	5.9%	7.9%	46	5.1%	5.2%
<b>Midi Pyrénées</b>	115	5.0%	4.7%	15	3.9%	1.3%	100	5.2%	7.9%	53	6.0%	6.8%
<b>Limousin</b>	18	0.8%	2.9%	1	0.3%	0.3%	17	0.9%	5.2%	4	0.4%	2.4%
<b>Auvergne</b>	65	2.9%	5.8%	13	3.6%	2.5%	52	2.7%	8.8%	23	2.6%	8.0%
<b>Rhône Alpes</b>	276	12.0%	5.3%	33	8.8%	1.3%	242	12.6%	9.0%	110	12.4%	6.0%
<b>Languedoc Roussillon</b>	98	4.3%	4.3%	23	6.0%	2.1%	75	3.9%	6.3%	39	4.4%	5.3%
<b>Provence Alpes Côte d'Azur. Corse</b>	255	11.1%	5.9%	36	9.5%	1.7%	219	11.4%	9.6%	83	9.3%	5.6%
<b>Habitudes de connexion à Internet</b>												
<b>Tous les jours</b>	1538	67.0%	4.6%	266	70.2%	1.6%	1273	66.4%	7.7%	740	82.9%	5.1%
<b>Presque tous les jours</b>	315	13.7%	5.4%	39	10.4%	1.4%	276	14.4%	8.7%	108	12.1%	5.6%
<b>1 à 2 fois par semaine</b>	105	4.6%	4.1%	17	4.5%	1.5%	88	4.6%	6.4%	34	3.8%	5.3%
<b>1 à 3 fois par mois</b>	23	1.0%	4.5%	2	0.5%	1.0%	21	1.1%	6.7%	1	0.1%	1.3%
<b>Moins souvent</b>	27	1.2%	3.2%	1	0.3%	0.3%	25	1.3%	5.4%	0	0.0%	0.0%
<b>Jamais</b>	5	0.2%	4.1%	3	0.9%	3.9%	2	0.1%	4.6%	5	0.6%	53.9%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Revenus du foyer</b>												
Moins de 9 000 euros par an	83	3.6%	4.4%	6	1.6%	0.7%	77	4.0%	7.2%	11	1.2%	7.7%
De 9 000 à moins de 12 000 euros par an	100	4.4%	3.5%	7	1.8%	0.6%	94	4.9%	5.2%	5	0.6%	2.1%
De 12 000 à moins de 18 000 euros par an	200	8.7%	3.3%	11	2.9%	0.4%	190	9.9%	5.4%	28	3.2%	3.8%
De 18 000 à moins de 24 000 euros par an	265	11.6%	4.0%	57	15.0%	1.8%	209	10.9%	5.9%	50	5.6%	3.7%
De 24 000 à moins de 36 000 euros par an	513	22.4%	4.7%	90	23.8%	1.7%	423	22.1%	7.4%	163	18.3%	4.9%
De 36 000 à moins de 45 000 euros par an	278	12.1%	4.0%	45	11.9%	1.2%	233	12.1%	7.1%	135	15.1%	4.4%
De 45 000 à moins de 65 000 euros par an	399	17.4%	5.8%	90	23.7%	2.5%	309	16.1%	9.5%	236	26.4%	6.2%
De 65 000 à moins de 80 000 euros par an	112	4.9%	5.7%	27	7.2%	2.4%	85	4.4%	10.2%	73	8.1%	5.6%
De 80 000 à moins de 115 000 euros par an	76	3.3%	6.0%	15	3.9%	2.0%	61	3.2%	12.0%	57	6.4%	6.2%
115 000 euros et plus par an	36	1.6%	6.1%	12	3.1%	3.1%	25	1.3%	10.8%	36	4.0%	7.0%
Refus	139	6.1%	4.2%	11	3.0%	0.8%	128	6.7%	6.5%	52	5.8%	4.8%
Ne sait pas	94	4.1%	4.1%	8	2.2%	0.9%	85	4.4%	6.4%	47	5.3%	5.0%