

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	1914	100.0%	3.7%	1600	100.0%	6.5%	314	100.0%	1.2%	700	100.0%	4.0%
<b>Sexe</b>												
<b>Homme</b>	1600	83.6%	6.5%	1600	100.0%	6.5%	0	0.0%	0.0%	579	82.7%	6.6%
<b>Femme</b>	314	16.4%	1.2%	0	0.0%	0.0%	314	100.0%	1.2%	121	17.3%	1.4%
<b>Age</b>												
<b>15 à 24 ans</b>	274	14.3%	3.8%	248	15.5%	6.7%	26	8.4%	0.7%	104	14.8%	3.3%
<b>25 à 34 ans</b>	280	14.6%	3.7%	235	14.7%	6.3%	45	14.2%	1.1%	94	13.4%	2.8%
<b>35 à 49 ans</b>	542	28.3%	4.3%	448	28.0%	7.3%	94	30.0%	1.5%	290	41.4%	4.7%
<b>50 à 59 ans</b>	443	23.2%	4.8%	368	23.0%	8.0%	75	23.9%	1.6%	187	26.7%	4.9%
<b>60 ans et plus</b>	374	19.6%	2.5%	301	18.8%	4.5%	74	23.4%	0.9%	25	3.6%	2.6%
<b>Individu</b>												
<b>Ménagères</b>	282	14.7%	1.2%	0	0.0%	0.0%	282	89.9%	1.2%	106	15.2%	1.5%
<b>Personne de référence</b>	1360	71.1%	4.9%	1295	81.0%	6.4%	65	20.6%	0.8%	492	70.2%	6.0%
<b>Responsable des achats</b>	1103	57.6%	3.1%	819	51.2%	6.3%	284	90.6%	1.2%	382	54.5%	3.5%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	14	0.7%	2.7%	11	0.7%	2.9%	3	1.0%	2.1%	0	0.0%	0.0%
<b>Petits patrons</b>	104	5.5%	6.4%	95	5.9%	8.4%	10	3.0%	1.9%	99	14.1%	6.7%
<b>Affaires et Cadres</b>	208	10.9%	4.1%	182	11.4%	6.1%	25	8.1%	1.2%	197	28.2%	4.3%
<b>Professions intermédiaires</b>	275	14.4%	4.0%	235	14.7%	7.1%	39	12.6%	1.1%	250	35.7%	4.5%
<b>Employés</b>	268	14.0%	3.2%	171	10.7%	7.8%	97	30.9%	1.6%	38	5.5%	2.1%
<b>Ouvriers</b>	453	23.6%	7.0%	431	26.9%	8.5%	21	6.8%	1.6%	26	3.8%	6.2%
<b>Retraités</b>	347	18.1%	2.8%	281	17.5%	4.7%	66	21.0%	1.0%	3	0.5%	1.4%
<b>Autres inactifs</b>	245	12.8%	2.4%	193	12.1%	5.2%	52	16.5%	0.8%	86	12.3%	2.6%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	11	0.6%	1.3%	5	0.3%	1.2%	6	1.9%	1.5%	0	0.0%	0.0%
<b>Petits patrons</b>	126	6.6%	4.8%	103	6.4%	7.8%	24	7.5%	1.8%	126	18.1%	4.8%
<b>Affaires et Cadres</b>	249	13.0%	3.4%	204	12.8%	5.6%	45	14.2%	1.2%	249	35.6%	3.4%
<b>Professions intermédiaires</b>	324	17.0%	4.3%	271	17.0%	7.1%	53	16.9%	1.4%	324	46.4%	4.3%
<b>Employés</b>	232	12.1%	4.3%	194	12.1%	8.3%	38	12.3%	1.2%	0	0.0%	0.0%
<b>Ouvriers</b>	484	25.3%	5.1%	422	26.4%	8.2%	61	19.5%	1.4%	0	0.0%	0.0%
<b>Retraités</b>	382	20.0%	2.6%	312	19.5%	4.7%	70	22.3%	0.9%	0	0.0%	0.0%
<b>Autres inactifs</b>	105	5.5%	2.6%	89	5.5%	5.7%	17	5.4%	0.7%	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>	266	13.9%	2.7%	229	14.3%	5.1%	38	12.0%	0.7%	48	6.9%	2.8%
<b>2 personnes</b>	649	33.9%	3.6%	522	32.6%	6.0%	127	40.6%	1.4%	180	25.7%	4.2%
<b>3 personnes</b>	399	20.8%	4.4%	345	21.6%	7.7%	54	17.1%	1.2%	176	25.1%	4.4%
<b>4 personnes</b>	392	20.5%	4.2%	323	20.2%	6.9%	70	22.2%	1.5%	217	31.1%	4.4%
<b>5 personnes et +</b>	207	10.8%	3.9%	181	11.3%	7.3%	25	8.1%	0.9%	79	11.3%	3.1%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	615	32.2%	4.0%	509	31.8%	7.1%	106	33.7%	1.3%	302	43.1%	3.9%
<b>Non</b>	1298	67.8%	3.6%	1090	68.2%	6.2%	208	66.3%	1.1%	398	56.9%	4.1%
<b>Habitat</b>												
<b>Communes rurales</b>	419	21.9%	3.5%	337	21.0%	6.0%	82	26.2%	1.3%	137	19.6%	4.2%
<b>Agglo. - 20 000 hab</b>	341	17.8%	3.8%	281	17.6%	6.7%	60	19.2%	1.2%	112	16.0%	4.3%
<b>Agglo. 20 000 à 100 000 hab</b>	229	12.0%	3.3%	190	11.9%	5.6%	39	12.4%	1.1%	75	10.8%	4.2%
<b>Agglo. + 100 000 hab</b>	592	30.9%	3.8%	511	31.9%	6.8%	81	25.8%	1.0%	232	33.2%	4.1%
<b>Agglo. Paris</b>	333	17.4%	3.9%	281	17.6%	6.9%	52	16.4%	1.2%	143	20.5%	3.6%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Régions INSEE</b>												
<b>Ile de France</b>	367	19.2%	3.8%	310	19.4%	6.8%	56	18.0%	1.1%	162	23.1%	3.7%
<b>Nord Pas de Calais</b>	128	6.7%	4.0%	117	7.3%	7.6%	11	3.5%	0.7%	45	6.4%	4.5%
<b>Lorraine</b>	83	4.4%	4.3%	75	4.7%	8.1%	8	2.5%	0.8%	24	3.4%	4.3%
<b>Alsace</b>	59	3.1%	3.9%	52	3.3%	7.1%	7	2.1%	0.8%	27	3.9%	5.5%
<b>Franche-Comté</b>	45	2.4%	4.7%	36	2.3%	7.9%	9	2.7%	1.7%	21	2.9%	7.8%
<b>Champagne Ardennes</b>	48	2.5%	4.4%	39	2.4%	7.4%	9	2.9%	1.6%	22	3.2%	7.5%
<b>Picardie</b>	49	2.5%	3.2%	37	2.3%	5.0%	12	3.8%	1.5%	12	1.8%	3.0%
<b>Bourgogne</b>	59	3.1%	4.4%	46	2.9%	7.1%	13	4.1%	1.8%	15	2.1%	4.4%
<b>Haute Normandie</b>	47	2.5%	3.2%	36	2.2%	5.0%	11	3.7%	1.5%	23	3.3%	5.0%
<b>Basse Normandie</b>	36	1.9%	3.0%	31	1.9%	5.3%	5	1.6%	0.8%	9	1.3%	2.8%
<b>Centre</b>	79	4.1%	3.8%	67	4.2%	6.6%	12	3.9%	1.1%	28	4.0%	4.8%
<b>Pays de Loire</b>	108	5.6%	3.7%	89	5.6%	6.3%	19	5.9%	1.2%	27	3.9%	2.9%
<b>Bretagne</b>	82	4.3%	3.1%	63	4.0%	5.0%	18	5.9%	1.3%	34	4.9%	4.2%
<b>Poitou Charentes</b>	42	2.2%	2.8%	35	2.2%	4.9%	7	2.2%	0.9%	12	1.7%	2.9%
<b>Aquitaine</b>	80	4.2%	2.9%	62	3.9%	4.7%	18	5.8%	1.3%	24	3.5%	2.9%
<b>Midi Pyrénées</b>	80	4.2%	3.3%	66	4.1%	5.6%	14	4.4%	1.1%	29	4.1%	3.6%
<b>Limousin</b>	34	1.8%	5.5%	28	1.8%	9.6%	5	1.7%	1.7%	10	1.4%	6.1%
<b>Auvergne</b>	50	2.6%	4.4%	37	2.3%	6.9%	12	3.9%	2.1%	12	1.8%	4.0%
<b>Rhône Alpes</b>	182	9.5%	3.5%	153	9.6%	6.1%	28	9.1%	1.1%	75	10.7%	4.0%
<b>Languedoc Roussillon</b>	78	4.1%	3.4%	71	4.4%	6.6%	7	2.2%	0.6%	24	3.5%	3.4%
<b>Provence Alpes Côte d'Azur. Corse</b>	180	9.4%	4.1%	148	9.3%	7.2%	31	10.0%	1.4%	64	9.1%	4.3%
<b>Habitudes de connexion à Internet</b>												
<b>Tous les jours</b>	1378	72.0%	4.1%	1155	72.2%	6.8%	223	71.2%	1.3%	595	85.1%	4.1%
<b>Presque tous les jours</b>	233	12.2%	4.0%	191	11.9%	7.1%	42	13.3%	1.3%	72	10.3%	3.7%
<b>1 à 2 fois par semaine</b>	101	5.3%	4.1%	82	5.1%	7.6%	19	6.1%	1.4%	18	2.5%	3.3%
<b>1 à 3 fois par mois</b>	17	0.9%	3.4%	9	0.6%	4.6%	8	2.5%	2.6%	6	0.8%	9.6%
<b>Moins souvent</b>	30	1.6%	4.1%	26	1.6%	7.6%	4	1.2%	1.0%	1	0.2%	2.0%
<b>Jamais</b>	6	0.3%	6.7%	4	0.3%	7.0%	2	0.5%	6.0%	2	0.2%	25.1%

## Lecture Dernière Période

	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	53	2.8%	2.8%	49	3.0%	6.1%	5	1.5%	0.4%	8	1.1%	4.0%
De 9 000 à moins de 12 000 euros par an	59	3.1%	2.0%	51	3.2%	4.7%	8	2.6%	0.4%	4	0.5%	1.5%
De 12 000 à moins de 18 000 euros par an	165	8.6%	2.8%	136	8.5%	5.2%	29	9.3%	0.9%	19	2.7%	2.7%
De 18 000 à moins de 24 000 euros par an	232	12.1%	3.5%	185	11.6%	6.1%	47	14.9%	1.3%	47	6.7%	3.4%
De 24 000 à moins de 36 000 euros par an	449	23.5%	4.1%	384	24.0%	7.4%	65	20.8%	1.1%	131	18.8%	4.0%
De 36 000 à moins de 45 000 euros par an	312	16.3%	4.4%	249	15.6%	6.8%	63	20.1%	1.9%	137	19.5%	4.6%
De 45 000 à moins de 65 000 euros par an	308	16.1%	4.3%	263	16.5%	6.7%	45	14.3%	1.4%	157	22.4%	3.9%
De 65 000 à moins de 80 000 euros par an	82	4.3%	4.2%	72	4.5%	6.6%	10	3.0%	1.1%	56	8.0%	4.3%
De 80 000 à moins de 115 000 euros par an	65	3.4%	5.3%	58	3.6%	8.0%	7	2.2%	1.4%	52	7.5%	5.6%
115 000 euros et plus par an	33	1.7%	5.7%	29	1.8%	8.2%	4	1.3%	1.8%	21	3.0%	4.5%
Refus	85	4.4%	2.7%	68	4.2%	5.2%	17	5.4%	1.0%	31	4.5%	3.1%
Ne sait pas	70	3.6%	3.0%	56	3.5%	5.7%	14	4.5%	1.0%	38	5.4%	4.1%