

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	1145	100.0%	2.2%	284	100.0%	1.1%	862	100.0%	3.2%	428	100.0%	2.5%
<b>Sexe</b>												
<b>Homme</b>	284	24.8%	1.1%	284	100.0%	1.1%	0	0.0%	0.0%	87	20.2%	1.0%
<b>Femme</b>	862	75.2%	3.2%	0	0.0%	0.0%	862	100.0%	3.2%	341	79.8%	4.0%
<b>Age</b>												
<b>15 à 24 ans</b>	51	4.4%	0.7%	11	4.0%	0.3%	39	4.6%	1.1%	17	4.0%	0.5%
<b>25 à 34 ans</b>	113	9.9%	1.5%	34	12.0%	0.9%	79	9.2%	2.0%	48	11.2%	1.4%
<b>35 à 49 ans</b>	367	32.0%	2.9%	87	30.5%	1.4%	280	32.5%	4.4%	187	43.8%	3.0%
<b>50 à 59 ans</b>	330	28.8%	3.6%	97	34.1%	2.1%	234	27.1%	5.1%	142	33.1%	3.7%
<b>60 ans et plus</b>	284	24.8%	1.9%	55	19.4%	0.8%	229	26.6%	2.7%	34	8.0%	3.5%
<b>Individu</b>												
<b>Ménagères</b>	812	70.9%	3.5%	0	0.0%	0.0%	812	94.2%	3.5%	319	74.5%	4.5%
<b>Personne de référence</b>	421	36.8%	1.5%	258	90.9%	1.3%	163	19.0%	2.1%	113	26.5%	1.4%
<b>Responsable des achats</b>	950	83.0%	2.7%	162	57.0%	1.2%	789	91.5%	3.5%	353	82.5%	3.2%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	13	1.1%	2.5%	5	1.9%	1.4%	8	0.9%	4.9%	0	0.0%	0.0%
<b>Petits patrons</b>	31	2.7%	1.9%	11	3.9%	1.0%	20	2.4%	4.1%	25	5.8%	1.7%
<b>Affaires et Cadres</b>	114	10.0%	2.2%	35	12.4%	1.2%	79	9.2%	3.7%	98	22.8%	2.1%
<b>Professions intermédiaires</b>	189	16.5%	2.7%	40	14.1%	1.2%	149	17.3%	4.2%	147	34.4%	2.7%
<b>Employés</b>	224	19.5%	2.7%	26	9.2%	1.2%	197	22.9%	3.2%	59	13.8%	3.3%
<b>Ouvriers</b>	134	11.7%	2.1%	73	25.8%	1.4%	61	7.1%	4.5%	23	5.3%	5.3%
<b>Retraités</b>	245	21.4%	1.9%	44	15.5%	0.7%	201	23.3%	3.1%	16	3.7%	6.4%
<b>Autres inactifs</b>	195	17.0%	1.9%	49	17.3%	1.3%	146	16.9%	2.2%	60	14.1%	1.8%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	31	2.7%	3.8%	7	2.4%	1.7%	24	2.8%	5.9%	0	0.0%	0.0%
<b>Petits patrons</b>	89	7.8%	3.4%	11	3.9%	0.8%	78	9.1%	5.9%	89	20.9%	3.4%
<b>Affaires et Cadres</b>	184	16.0%	2.5%	37	13.1%	1.0%	146	17.0%	4.1%	184	42.9%	2.5%
<b>Professions intermédiaires</b>	155	13.5%	2.0%	38	13.5%	1.0%	117	13.5%	3.1%	155	36.2%	2.0%
<b>Employés</b>	108	9.4%	2.0%	15	5.5%	0.7%	93	10.7%	3.0%	0	0.0%	0.0%
<b>Ouvriers</b>	225	19.6%	2.4%	83	29.1%	1.6%	142	16.5%	3.2%	0	0.0%	0.0%
<b>Retraités</b>	267	23.3%	1.8%	48	16.8%	0.7%	219	25.5%	2.8%	0	0.0%	0.0%
<b>Autres inactifs</b>	87	7.6%	2.1%	45	15.7%	2.9%	43	4.9%	1.7%	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>	155	13.6%	1.6%	47	16.7%	1.1%	108	12.5%	2.0%	26	6.1%	1.5%
<b>2 personnes</b>	443	38.7%	2.5%	101	35.5%	1.2%	343	39.8%	3.7%	122	28.5%	2.9%
<b>3 personnes</b>	189	16.5%	2.1%	55	19.3%	1.2%	135	15.6%	2.9%	97	22.8%	2.5%
<b>4 personnes</b>	194	16.9%	2.1%	44	15.6%	1.0%	150	17.4%	3.2%	101	23.5%	2.0%
<b>5 personnes et +</b>	163	14.2%	3.0%	37	12.9%	1.5%	126	14.7%	4.4%	82	19.1%	3.2%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	386	33.7%	2.5%	84	29.6%	1.2%	302	35.1%	3.6%	211	49.4%	2.7%
<b>Non</b>	759	66.3%	2.1%	200	70.4%	1.1%	559	64.9%	3.0%	216	50.6%	2.2%
<b>Habitat</b>												
<b>Communes rurales</b>	345	30.1%	2.9%	82	28.9%	1.5%	263	30.5%	4.2%	115	26.8%	3.5%
<b>Agglo. - 20 000 hab</b>	176	15.3%	2.0%	55	19.3%	1.3%	121	14.0%	2.5%	62	14.4%	2.3%
<b>Agglo. 20 000 à 100 000 hab</b>	167	14.6%	2.4%	31	11.0%	0.9%	136	15.8%	3.8%	49	11.4%	2.7%
<b>Agglo. + 100 000 hab</b>	310	27.1%	2.0%	76	26.8%	1.0%	234	27.2%	3.0%	137	32.0%	2.4%
<b>Agglo. Paris</b>	148	12.9%	1.7%	40	14.0%	1.0%	108	12.5%	2.4%	66	15.4%	1.6%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Régions INSEE</b>												
Ile de France	166	14.5%	1.7%	40	14.0%	0.9%	126	14.6%	2.5%	74	17.3%	1.7%
Nord Pas de Calais	60	5.3%	1.9%	17	5.8%	1.1%	44	5.1%	2.6%	17	4.0%	1.7%
Lorraine	24	2.1%	1.3%	15	5.3%	1.6%	9	1.1%	0.9%	6	1.5%	1.1%
Alsace	31	2.7%	2.0%	10	3.5%	1.3%	21	2.5%	2.7%	13	3.0%	2.6%
Franche-Comté	24	2.1%	2.5%	4	1.5%	0.9%	20	2.3%	4.0%	10	2.3%	3.7%
Champagne Ardennes	38	3.3%	3.5%	15	5.4%	2.9%	23	2.6%	4.1%	13	3.0%	4.4%
Picardie	48	4.2%	3.1%	9	3.1%	1.2%	39	4.6%	5.0%	19	4.4%	4.4%
Bourgogne	32	2.8%	2.4%	12	4.1%	1.8%	21	2.4%	3.0%	6	1.3%	1.6%
Haute Normandie	36	3.1%	2.4%	6	2.2%	0.9%	29	3.4%	3.8%	4	1.0%	0.9%
Basse Normandie	31	2.7%	2.6%	12	4.3%	2.1%	19	2.2%	3.1%	9	2.0%	2.6%
Centre	59	5.2%	2.8%	14	5.1%	1.4%	45	5.2%	4.1%	18	4.2%	3.1%
Pays de Loire	59	5.1%	2.0%	11	3.7%	0.7%	48	5.6%	3.2%	22	5.1%	2.3%
Bretagne	78	6.9%	3.0%	14	5.0%	1.1%	64	7.5%	4.7%	31	7.4%	3.9%
Poitou Charentes	39	3.4%	2.7%	9	3.1%	1.2%	31	3.6%	4.0%	14	3.2%	3.4%
Aquitaine	58	5.1%	2.1%	14	4.9%	1.1%	44	5.1%	3.1%	18	4.2%	2.1%
Midi Pyrénées	73	6.4%	3.0%	18	6.3%	1.5%	55	6.4%	4.4%	31	7.2%	3.9%
Limousin	9	0.8%	1.4%	2	0.6%	0.6%	7	0.8%	2.2%	3	0.7%	1.8%
Auvergne	26	2.2%	2.3%	4	1.5%	0.8%	21	2.5%	3.6%	7	1.6%	2.2%
Rhône Alpes	122	10.7%	2.4%	24	8.3%	0.9%	98	11.4%	3.7%	61	14.2%	3.2%
Languedoc Roussillon	46	4.1%	2.1%	17	6.1%	1.6%	29	3.4%	2.5%	17	3.9%	2.4%
Provence Alpes Côte d'Azur. Corse	84	7.4%	1.9%	18	6.2%	0.9%	67	7.7%	2.9%	38	8.8%	2.5%
<b>Habitudes de connexion à Internet</b>												
Tous les jours	765	66.8%	2.3%	184	65.1%	1.1%	580	67.3%	3.4%	343	80.2%	2.3%
Presque tous les jours	137	12.0%	2.4%	20	6.9%	0.7%	118	13.7%	3.8%	57	13.4%	2.9%
1 à 2 fois par semaine	73	6.4%	2.9%	19	6.8%	1.8%	54	6.3%	3.8%	23	5.5%	4.3%
1 à 3 fois par mois	18	1.6%	3.6%	7	2.6%	3.6%	11	1.2%	3.6%	0	0.0%	0.0%
Moins souvent	13	1.1%	1.7%	4	1.6%	1.3%	8	0.9%	2.1%	0	0.0%	0.0%
Jamais	3	0.3%	3.9%	3	1.2%	5.5%	0	0.0%	0.0%	3	0.7%	49.4%

	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	47	4.1%	2.5%	14	5.0%	1.8%	33	3.8%	2.9%	4	0.9%	2.1%
De 9 000 à moins de 12 000 euros par an	32	2.8%	1.1%	5	1.7%	0.4%	27	3.2%	1.5%	2	0.6%	1.0%
De 12 000 à moins de 18 000 euros par an	132	11.6%	2.3%	34	11.9%	1.3%	99	11.5%	3.0%	6	1.5%	0.9%
De 18 000 à moins de 24 000 euros par an	123	10.7%	1.9%	39	13.7%	1.3%	84	9.8%	2.4%	28	6.5%	2.0%
De 24 000 à moins de 36 000 euros par an	258	22.5%	2.4%	58	20.3%	1.1%	200	23.3%	3.5%	86	20.1%	2.6%
De 36 000 à moins de 45 000 euros par an	147	12.9%	2.1%	23	8.2%	0.6%	124	14.4%	3.7%	62	14.6%	2.1%
De 45 000 à moins de 65 000 euros par an	186	16.2%	2.6%	50	17.5%	1.3%	136	15.8%	4.1%	112	26.2%	2.8%
De 65 000 à moins de 80 000 euros par an	63	5.5%	3.2%	22	7.9%	2.0%	41	4.8%	4.7%	44	10.3%	3.4%
De 80 000 à moins de 115 000 euros par an	54	4.8%	4.4%	13	4.7%	1.8%	41	4.8%	8.2%	42	9.9%	4.5%
115 000 euros et plus par an	15	1.3%	2.6%	7	2.4%	1.9%	8	1.0%	3.6%	12	2.9%	2.6%
Refus	58	5.1%	1.9%	10	3.5%	0.8%	48	5.6%	2.7%	17	4.0%	1.7%
Ne sait pas	29	2.5%	1.2%	9	3.3%	1.0%	19	2.2%	1.4%	11	2.6%	1.2%