

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	1132	100.0%	2.2%	266	100.0%	1.1%	866	100.0%	3.2%	422	100.0%	2.4%
<b>Sexe</b>												
<b>Homme</b>	266	23.5%	1.1%	266	100.0%	1.1%	0	0.0%	0.0%	86	20.4%	1.0%
<b>Femme</b>	866	76.5%	3.2%	0	0.0%	0.0%	866	100.0%	3.2%	336	79.6%	3.9%
<b>Age</b>												
<b>15 à 24 ans</b>	67	5.9%	0.9%	16	6.0%	0.4%	51	5.9%	1.4%	28	6.7%	0.9%
<b>25 à 34 ans</b>	116	10.2%	1.5%	39	14.8%	1.1%	76	8.8%	2.0%	43	10.1%	1.3%
<b>35 à 49 ans</b>	373	33.0%	3.0%	102	38.5%	1.7%	271	31.3%	4.3%	201	47.7%	3.2%
<b>50 à 59 ans</b>	303	26.8%	3.3%	68	25.4%	1.5%	235	27.2%	5.1%	126	29.8%	3.3%
<b>60 ans et plus</b>	273	24.1%	1.8%	41	15.3%	0.6%	232	26.8%	2.7%	24	5.8%	2.8%
<b>Individu</b>												
<b>Ménagères</b>	813	71.8%	3.5%	0	0.0%	0.0%	813	93.9%	3.5%	306	72.5%	4.4%
<b>Personne de référence</b>	409	36.1%	1.4%	237	89.2%	1.2%	171	19.8%	2.2%	121	28.7%	1.4%
<b>Responsable des achats</b>	954	84.3%	2.6%	176	66.3%	1.3%	778	89.8%	3.4%	336	79.6%	3.1%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	11	1.0%	2.2%	4	1.5%	1.2%	7	0.8%	4.4%	1	0.3%	8.3%
<b>Petits patrons</b>	42	3.7%	2.6%	14	5.4%	1.3%	28	3.2%	6.2%	34	8.1%	2.4%
<b>Affaires et Cadres</b>	98	8.6%	2.0%	26	9.8%	0.9%	71	8.3%	3.5%	83	19.6%	1.9%
<b>Professions intermédiaires</b>	196	17.3%	2.7%	44	16.6%	1.3%	152	17.6%	4.2%	155	36.7%	2.7%
<b>Employés</b>	242	21.3%	2.9%	19	7.2%	0.9%	222	25.7%	3.6%	73	17.2%	3.9%
<b>Ouvriers</b>	118	10.4%	1.9%	72	27.2%	1.4%	45	5.2%	3.4%	10	2.4%	2.9%
<b>Retraités</b>	243	21.5%	1.9%	40	15.1%	0.7%	203	23.5%	3.1%	9	2.2%	4.4%
<b>Autres inactifs</b>	182	16.1%	1.7%	46	17.1%	1.2%	137	15.8%	2.0%	58	13.7%	1.8%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	20	1.8%	2.7%	3	1.2%	0.8%	17	1.9%	4.9%	0	0.0%	0.0%
<b>Petits patrons</b>	77	6.8%	2.9%	13	4.8%	1.0%	64	7.4%	5.0%	77	18.1%	2.9%
<b>Affaires et Cadres</b>	163	14.4%	2.4%	27	10.1%	0.8%	136	15.8%	4.0%	163	38.7%	2.4%
<b>Professions intermédiaires</b>	182	16.1%	2.3%	46	17.5%	1.2%	136	15.7%	3.5%	182	43.2%	2.3%
<b>Employés</b>	119	10.5%	2.2%	25	9.5%	1.1%	94	10.8%	3.1%	0	0.0%	0.0%
<b>Ouvriers</b>	195	17.3%	2.1%	68	25.6%	1.3%	127	14.7%	2.9%	0	0.0%	0.0%
<b>Retraités</b>	296	26.1%	2.0%	46	17.3%	0.7%	250	28.9%	3.1%	0	0.0%	0.0%
<b>Autres inactifs</b>	80	7.0%	1.9%	37	14.0%	2.3%	42	4.9%	1.6%	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>	165	14.6%	1.6%	43	16.3%	1.0%	122	14.1%	2.2%	39	9.2%	2.1%
<b>2 personnes</b>	449	39.6%	2.5%	101	38.1%	1.2%	347	40.1%	3.7%	103	24.4%	2.5%
<b>3 personnes</b>	173	15.3%	1.9%	43	16.0%	0.9%	130	15.0%	2.8%	90	21.2%	2.3%
<b>4 personnes</b>	209	18.5%	2.3%	57	21.4%	1.2%	152	17.6%	3.3%	119	28.2%	2.4%
<b>5 personnes et +</b>	136	12.0%	2.5%	22	8.2%	0.8%	114	13.2%	4.1%	71	16.9%	2.8%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	385	34.1%	2.5%	91	34.1%	1.2%	295	34.0%	3.6%	213	50.4%	2.7%
<b>Non</b>	747	65.9%	2.0%	175	65.9%	1.0%	571	66.0%	3.0%	210	49.6%	2.2%
<b>Habitat</b>												
<b>Communes rurales</b>	324	28.7%	2.7%	58	21.6%	1.0%	267	30.8%	4.3%	106	25.1%	3.2%
<b>Agglo. - 20 000 hab</b>	179	15.8%	2.0%	53	20.1%	1.3%	125	14.5%	2.6%	67	16.0%	2.7%
<b>Agglo. 20 000 à 100 000 hab</b>	183	16.2%	2.6%	57	21.5%	1.7%	126	14.6%	3.5%	60	14.2%	3.2%
<b>Agglo. + 100 000 hab</b>	308	27.2%	2.0%	67	25.4%	0.9%	240	27.8%	3.0%	119	28.2%	2.1%
<b>Agglo. Paris</b>	138	12.2%	1.6%	30	11.4%	0.7%	107	12.4%	2.4%	70	16.5%	1.8%

	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>	155	13.7%	1.6%	32	12.0%	0.7%	123	14.3%	2.5%	78	18.5%	1.8%
<b>Nord Pas de Calais</b>	73	6.4%	2.2%	18	6.6%	1.1%	55	6.3%	3.2%	16	3.9%	1.7%
<b>Lorraine</b>	30	2.7%	1.6%	8	3.1%	0.9%	22	2.6%	2.2%	14	3.4%	2.7%
<b>Alsace</b>	32	2.8%	2.1%	13	4.8%	1.7%	19	2.2%	2.4%	8	1.9%	1.7%
<b>Franche-Comté</b>	19	1.7%	2.0%	3	1.2%	0.7%	16	1.8%	3.2%	9	2.2%	3.4%
<b>Champagne Ardennes</b>	46	4.0%	4.2%	15	5.5%	2.8%	31	3.6%	5.5%	16	3.8%	5.4%
<b>Picardie</b>	52	4.6%	3.4%	14	5.4%	1.9%	38	4.4%	4.8%	16	3.8%	3.8%
<b>Bourgogne</b>	24	2.1%	1.8%	6	2.3%	1.0%	18	2.0%	2.5%	8	1.9%	2.4%
<b>Haute Normandie</b>	32	2.9%	2.2%	7	2.7%	1.0%	25	2.9%	3.2%	9	2.2%	2.1%
<b>Basse Normandie</b>	31	2.7%	2.5%	8	3.1%	1.4%	22	2.6%	3.5%	8	1.9%	2.4%
<b>Centre</b>	56	4.9%	2.6%	13	4.8%	1.3%	43	4.9%	3.9%	28	6.6%	4.3%
<b>Pays de Loire</b>	47	4.1%	1.6%	9	3.4%	0.6%	38	4.4%	2.4%	21	4.9%	2.2%
<b>Bretagne</b>	64	5.6%	2.4%	10	3.9%	0.8%	54	6.2%	3.9%	19	4.5%	2.5%
<b>Poitou Charentes</b>	38	3.3%	2.5%	8	2.9%	1.1%	30	3.4%	3.8%	12	2.8%	3.3%
<b>Aquitaine</b>	77	6.8%	2.8%	12	4.5%	0.9%	65	7.5%	4.5%	22	5.2%	2.6%
<b>Midi Pyrénées</b>	54	4.8%	2.2%	12	4.6%	1.0%	42	4.9%	3.3%	23	5.5%	3.0%
<b>Limousin</b>	14	1.2%	2.3%	2	0.6%	0.5%	13	1.5%	3.9%	3	0.7%	1.7%
<b>Auvergne</b>	25	2.2%	2.2%	6	2.1%	1.0%	20	2.3%	3.4%	8	1.9%	2.5%
<b>Rhône Alpes</b>	128	11.3%	2.5%	38	14.2%	1.5%	91	10.5%	3.3%	50	11.8%	2.6%
<b>Languedoc Roussillon</b>	49	4.4%	2.2%	17	6.2%	1.5%	33	3.8%	2.7%	17	4.0%	2.5%
<b>Provence Alpes Côte d'Azur. Corse</b>	85	7.5%	2.0%	16	6.0%	0.8%	69	8.0%	3.0%	36	8.5%	2.5%
<b>Habitudes de connexion à Internet</b>												
<b>Tous les jours</b>	768	67.9%	2.2%	185	69.7%	1.1%	583	67.3%	3.4%	347	82.3%	2.4%
<b>Presque tous les jours</b>	134	11.9%	2.3%	21	7.9%	0.8%	113	13.1%	3.5%	46	10.9%	2.5%
<b>1 à 2 fois par semaine</b>	88	7.8%	3.4%	19	7.2%	1.8%	69	7.9%	4.6%	16	3.8%	3.1%
<b>1 à 3 fois par mois</b>	19	1.6%	3.8%	8	3.2%	4.3%	10	1.2%	3.5%	2	0.5%	3.1%
<b>Moins souvent</b>	17	1.5%	2.4%	2	0.6%	0.4%	15	1.8%	4.3%	9	2.2%	19.5%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Revenus du foyer</b>												
<b>Moins de 9 000 euros par an</b>	38	3.3%	2.1%	12	4.4%	1.6%	26	3.0%	2.4%	4	0.8%	1.9%
<b>De 9 000 à moins de 12 000 euros par an</b>	52	4.6%	1.7%	9	3.6%	0.8%	43	4.9%	2.3%	5	1.1%	2.0%
<b>De 12 000 à moins de 18 000 euros par an</b>	136	12.1%	2.5%	35	13.2%	1.4%	101	11.7%	3.2%	13	3.1%	2.1%
<b>De 18 000 à moins de 24 000 euros par an</b>	158	14.0%	2.3%	43	16.3%	1.5%	115	13.2%	3.0%	43	10.1%	3.2%
<b>De 24 000 à moins de 36 000 euros par an</b>	230	20.3%	2.0%	55	20.6%	1.0%	175	20.2%	2.9%	75	17.8%	2.1%
<b>De 36 000 à moins de 45 000 euros par an</b>	158	14.0%	2.2%	28	10.5%	0.8%	130	15.1%	3.8%	73	17.4%	2.5%
<b>De 45 000 à moins de 65 000 euros par an</b>	156	13.8%	2.1%	34	12.8%	0.8%	122	14.1%	3.8%	96	22.7%	2.4%
<b>65 000 euros et plus par an</b>	113	9.9%	2.8%	28	10.5%	1.2%	85	9.8%	5.0%	84	20.0%	3.1%
<b>Refus</b>	65	5.7%	1.9%	13	4.9%	0.9%	52	6.0%	2.7%	16	3.8%	1.4%
<b>Ne sait pas</b>	26	2.3%	1.6%	9	3.3%	1.2%	18	2.0%	1.9%	14	3.2%	2.4%