

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	742	100.0%	1.4%	192	100.0%	0.8%	549	100.0%	2.0%	274	100.0%	1.6%
<b>Sexe</b>												
<b>Homme</b>	192	25.9%	0.8%	192	100.0%	0.8%	0	0.0%	0.0%	65	23.7%	0.7%
<b>Femme</b>	549	74.1%	2.0%	0	0.0%	0.0%	549	100.0%	2.0%	209	76.3%	2.4%
<b>Age</b>												
<b>15 à 24 ans</b>	58	7.8%	0.8%	16	8.5%	0.4%	42	7.6%	1.2%	29	10.5%	0.9%
<b>25 à 34 ans</b>	86	11.5%	1.1%	19	10.0%	0.5%	66	12.1%	1.7%	32	11.7%	1.0%
<b>35 à 49 ans</b>	211	28.4%	1.7%	55	28.6%	0.9%	156	28.4%	2.5%	124	45.2%	2.0%
<b>50 à 59 ans</b>	175	23.6%	1.9%	53	27.3%	1.1%	123	22.4%	2.6%	77	28.3%	2.0%
<b>60 ans et plus</b>	212	28.6%	1.4%	49	25.5%	0.7%	163	29.6%	1.9%	12	4.3%	1.4%
<b>Individu</b>												
<b>Ménagères</b>	501	67.5%	2.1%	0	0.0%	0.0%	501	91.2%	2.1%	189	69.0%	2.7%
<b>Personne de référence</b>	292	39.4%	1.0%	172	89.4%	0.8%	120	21.9%	1.5%	87	31.8%	1.0%
<b>Responsable des achats</b>	615	82.9%	1.7%	130	67.5%	1.0%	485	88.3%	2.1%	228	83.2%	2.1%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	8	1.0%	1.5%	2	1.0%	0.5%	6	1.1%	3.7%	0	0.0%	0.0%
<b>Petits patrons</b>	36	4.9%	2.3%	11	5.9%	1.0%	25	4.6%	5.6%	28	10.2%	1.9%
<b>Affaires et Cadres</b>	88	11.9%	1.8%	16	8.3%	0.6%	72	13.1%	3.5%	72	26.2%	1.6%
<b>Professions intermédiaires</b>	103	13.8%	1.4%	32	16.5%	0.9%	71	12.9%	1.9%	77	28.0%	1.3%
<b>Employés</b>	157	21.1%	1.9%	17	9.1%	0.8%	139	25.4%	2.3%	51	18.7%	2.8%
<b>Ouvriers</b>	56	7.5%	0.9%	36	18.8%	0.7%	20	3.6%	1.5%	2	0.7%	0.6%
<b>Retraités</b>	175	23.6%	1.4%	49	25.5%	0.8%	126	22.9%	1.9%	2	0.9%	1.2%
<b>Autres inactifs</b>	119	16.1%	1.1%	29	15.0%	0.8%	90	16.4%	1.3%	42	15.3%	1.3%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	13	1.8%	1.8%	2	1.0%	0.5%	11	2.1%	3.3%	0	0.0%	0.0%
<b>Petits patrons</b>	63	8.4%	2.4%	11	5.7%	0.8%	52	9.4%	4.0%	63	22.9%	2.4%
<b>Affaires et Cadres</b>	94	12.7%	1.4%	22	11.3%	0.6%	72	13.2%	2.1%	94	34.4%	1.4%
<b>Professions intermédiaires</b>	117	15.8%	1.5%	32	16.6%	0.8%	85	15.5%	2.2%	117	42.7%	1.5%
<b>Employés</b>	69	9.3%	1.3%	19	10.0%	0.8%	50	9.0%	1.6%	0	0.0%	0.0%
<b>Ouvriers</b>	109	14.8%	1.2%	36	18.5%	0.7%	74	13.4%	1.7%	0	0.0%	0.0%
<b>Retraités</b>	218	29.4%	1.5%	51	26.4%	0.8%	167	30.4%	2.1%	0	0.0%	0.0%
<b>Autres inactifs</b>	59	7.9%	1.4%	20	10.4%	1.3%	39	7.0%	1.5%	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>	129	17.4%	1.3%	28	14.7%	0.6%	101	18.3%	1.8%	33	12.2%	1.8%
<b>2 personnes</b>	276	37.1%	1.5%	72	37.5%	0.8%	203	37.0%	2.2%	59	21.4%	1.4%
<b>3 personnes</b>	110	14.8%	1.2%	20	10.2%	0.4%	90	16.4%	2.0%	50	18.1%	1.3%
<b>4 personnes</b>	136	18.3%	1.5%	45	23.4%	1.0%	91	16.5%	1.9%	76	27.9%	1.6%
<b>5 personnes et +</b>	92	12.4%	1.7%	27	14.2%	1.0%	64	11.7%	2.3%	56	20.3%	2.2%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	232	31.2%	1.5%	63	32.9%	0.9%	168	30.7%	2.1%	127	46.3%	1.6%
<b>Non</b>	510	68.8%	1.4%	129	67.1%	0.7%	381	69.3%	2.0%	147	53.7%	1.5%
<b>Habitat</b>												
<b>Communes rurales</b>	234	31.6%	2.0%	51	26.7%	0.9%	183	33.3%	2.9%	70	25.4%	2.1%
<b>Agglo. - 20 000 hab</b>	127	17.1%	1.4%	31	16.1%	0.7%	96	17.4%	2.0%	42	15.2%	1.6%
<b>Agglo. 20 000 à 100 000 hab</b>	84	11.4%	1.2%	27	14.2%	0.8%	57	10.4%	1.6%	37	13.6%	2.0%
<b>Agglo. + 100 000 hab</b>	182	24.6%	1.2%	53	27.8%	0.7%	129	23.5%	1.6%	81	29.5%	1.4%
<b>Agglo. Paris</b>	114	15.4%	1.3%	29	15.3%	0.7%	85	15.4%	1.9%	44	16.2%	1.1%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Régions INSEE</b>												
Ile de France	132	17.8%	1.4%	39	20.5%	0.9%	93	16.9%	1.8%	56	20.3%	1.3%
Nord Pas de Calais	24	3.3%	0.7%	12	6.4%	0.8%	12	2.2%	0.7%	9	3.3%	0.9%
Lorraine	21	2.8%	1.1%	4	2.2%	0.5%	17	3.1%	1.7%	11	4.1%	2.1%
Alsace	22	2.9%	1.4%	9	4.7%	1.2%	13	2.3%	1.6%	4	1.4%	0.8%
Franche-Comté	8	1.1%	0.9%	2	1.2%	0.5%	6	1.1%	1.2%	4	1.5%	1.5%
Champagne Ardennes	16	2.1%	1.4%	2	0.9%	0.3%	14	2.6%	2.5%	7	2.5%	2.3%
Picardie	29	3.9%	1.9%	5	2.6%	0.7%	24	4.4%	3.1%	12	4.2%	2.7%
Bourgogne	19	2.6%	1.4%	3	1.6%	0.5%	16	3.0%	2.3%	7	2.5%	2.0%
Haute Normandie	13	1.7%	0.8%	3	1.4%	0.4%	10	1.8%	1.3%	4	1.5%	0.9%
Basse Normandie	20	2.7%	1.7%	2	1.2%	0.4%	18	3.3%	2.9%	3	1.0%	0.9%
Centre	35	4.7%	1.7%	12	6.0%	1.2%	23	4.2%	2.1%	11	4.1%	1.7%
Pays de Loire	45	6.0%	1.5%	20	10.2%	1.4%	25	4.5%	1.6%	15	5.5%	1.6%
Bretagne	43	5.9%	1.6%	4	2.2%	0.3%	39	7.1%	2.8%	11	4.2%	1.5%
Poitou Charentes	33	4.5%	2.2%	6	3.4%	0.9%	27	4.9%	3.5%	10	3.6%	2.7%
Aquitaine	52	7.0%	1.9%	11	5.8%	0.8%	41	7.5%	2.8%	13	4.9%	1.6%
Midi Pyrénées	43	5.8%	1.7%	16	8.4%	1.4%	27	4.8%	2.1%	14	5.0%	1.8%
Limousin	14	1.9%	2.2%	6	3.2%	2.1%	8	1.4%	2.4%	1	0.4%	0.6%
Auvergne	20	2.7%	1.8%	2	1.1%	0.4%	18	3.3%	3.0%	8	2.9%	2.5%
Rhône Alpes	82	11.0%	1.6%	21	10.7%	0.8%	61	11.1%	2.3%	41	15.1%	2.1%
Languedoc Roussillon	14	1.9%	0.6%	2	1.0%	0.2%	12	2.2%	1.0%	7	2.6%	1.0%
Provence Alpes Côte d'Azur. Corse	56	7.6%	1.3%	10	5.4%	0.5%	46	8.4%	2.0%	26	9.4%	1.8%
<b>Habitudes de connexion à Internet</b>												
Tous les jours	503	67.8%	1.5%	134	69.4%	0.8%	369	67.2%	2.1%	217	79.3%	1.5%
Presque tous les jours	88	11.9%	1.5%	19	10.0%	0.7%	69	12.5%	2.1%	38	14.0%	2.1%
1 à 2 fois par semaine	52	7.0%	2.0%	11	5.6%	1.0%	41	7.4%	2.7%	13	4.8%	2.5%
1 à 3 fois par mois	5	0.7%	1.0%	0	0.0%	0.0%	5	0.9%	1.7%	2	0.6%	2.6%
Moins souvent	4	0.6%	0.6%	0	0.0%	0.0%	4	0.8%	1.2%	0	0.0%	0.0%
Jamais	1	0.1%	1.5%	0	0.0%	0.0%	1	0.2%	3.6%	0	0.0%	0.0%

## Lecture Dernière Période

	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>	16	2.2%	0.9%	9	4.9%	1.3%	7	1.3%	0.6%	5	1.8%	2.6%
<b>De 9 000 à moins de 12 000 euros par an</b>	28	3.7%	0.9%	10	5.2%	0.9%	18	3.2%	1.0%	1	0.4%	0.5%
<b>De 12 000 à moins de 18 000 euros par an</b>	81	10.9%	1.5%	17	9.0%	0.7%	64	11.6%	2.0%	8	2.8%	1.2%
<b>De 18 000 à moins de 24 000 euros par an</b>	112	15.1%	1.7%	24	12.6%	0.8%	88	16.0%	2.3%	28	10.3%	2.1%
<b>De 24 000 à moins de 36 000 euros par an</b>	143	19.3%	1.3%	39	20.0%	0.7%	105	19.1%	1.7%	47	17.3%	1.3%
<b>De 36 000 à moins de 45 000 euros par an</b>	80	10.8%	1.1%	18	9.4%	0.5%	62	11.3%	1.8%	33	12.0%	1.1%
<b>De 45 000 à moins de 65 000 euros par an</b>	140	18.9%	1.9%	38	19.9%	0.9%	102	18.5%	3.1%	78	28.4%	1.9%
<b>65 000 euros et plus par an</b>	77	10.3%	1.9%	26	13.3%	1.1%	51	9.3%	3.0%	50	18.3%	1.8%
<b>Refus</b>	53	7.2%	1.6%	10	5.3%	0.7%	43	7.9%	2.2%	20	7.2%	1.7%
<b>Ne sait pas</b>	11	1.5%	0.7%	1	0.3%	0.1%	11	1.9%	1.1%	4	1.4%	0.7%