

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	1047	100.0%	2.0%	423	100.0%	1.7%	624	100.0%	2.3%	238	100.0%	1.4%
<b>Sexe</b>												
<b>Homme</b>	423	40.4%	1.7%	423	100.0%	1.7%	0	0.0%	0.0%	125	52.8%	1.4%
<b>Femme</b>	624	59.6%	2.3%	0	0.0%	0.0%	624	100.0%	2.3%	112	47.2%	1.3%
<b>Age</b>												
<b>15 à 24 ans</b>	32	3.1%	0.4%	6	1.5%	0.2%	26	4.1%	0.7%	7	2.9%	0.2%
<b>25 à 34 ans</b>	80	7.6%	1.1%	48	11.3%	1.3%	32	5.1%	0.8%	41	17.1%	1.3%
<b>35 à 49 ans</b>	182	17.4%	1.5%	85	20.0%	1.4%	98	15.6%	1.5%	90	37.7%	1.4%
<b>50 à 59 ans</b>	225	21.5%	2.5%	91	21.6%	2.0%	134	21.5%	3.0%	83	34.9%	2.2%
<b>60 ans et plus</b>	527	50.4%	3.3%	193	45.6%	2.8%	335	53.6%	3.8%	17	7.3%	1.7%
<b>Individu</b>												
<b>Ménagères</b>	602	57.5%	2.6%	0	0.0%	0.0%	602	96.5%	2.6%	104	43.9%	1.5%
<b>Personne de référence</b>	573	54.7%	2.0%	405	95.8%	2.0%	167	26.8%	2.1%	140	58.8%	1.6%
<b>Responsable des achats</b>	807	77.1%	2.2%	242	57.3%	1.8%	565	90.5%	2.5%	161	68.0%	1.5%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	10	1.0%	2.1%	4	1.0%	1.2%	6	1.0%	3.7%	3	1.1%	9.9%
<b>Petits patrons</b>	30	2.9%	1.9%	15	3.6%	1.3%	15	2.4%	3.5%	24	10.0%	1.7%
<b>Affaires et Cadres</b>	52	5.0%	1.1%	29	6.9%	1.0%	23	3.7%	1.1%	45	19.1%	1.0%
<b>Professions intermédiaires</b>	129	12.4%	1.8%	75	17.8%	2.1%	54	8.7%	1.5%	107	44.9%	1.8%
<b>Employés</b>	152	14.5%	1.8%	28	6.5%	1.2%	125	20.0%	2.0%	35	14.5%	1.9%
<b>Ouvriers</b>	74	7.1%	1.2%	60	14.1%	1.2%	14	2.3%	1.1%	2	0.6%	0.4%
<b>Retraités</b>	435	41.6%	3.4%	187	44.2%	3.1%	248	39.8%	3.7%	6	2.6%	3.0%
<b>Autres inactifs</b>	163	15.5%	1.6%	25	5.9%	0.7%	138	22.1%	2.1%	17	7.1%	0.5%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	28	2.7%	3.7%	9	2.2%	2.3%	19	3.0%	5.3%	0	0.0%	0.0%
<b>Petits patrons</b>	31	2.9%	1.2%	19	4.4%	1.3%	12	1.9%	1.0%	31	12.9%	1.2%
<b>Affaires et Cadres</b>	74	7.1%	1.1%	30	7.1%	0.9%	45	7.1%	1.3%	74	31.4%	1.1%
<b>Professions intermédiaires</b>	132	12.7%	1.7%	77	18.2%	1.9%	56	8.9%	1.5%	132	55.7%	1.7%
<b>Employés</b>	67	6.4%	1.2%	27	6.4%	1.1%	40	6.4%	1.3%	0	0.0%	0.0%
<b>Ouvriers</b>	135	12.9%	1.4%	54	12.7%	1.1%	81	13.1%	1.8%	0	0.0%	0.0%
<b>Retraités</b>	491	46.9%	3.3%	191	45.2%	2.9%	300	48.1%	3.7%	0	0.0%	0.0%
<b>Autres inactifs</b>	88	8.4%	2.1%	16	3.9%	1.1%	71	11.4%	2.8%	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>	196	18.8%	2.0%	59	13.9%	1.4%	137	22.0%	2.4%	17	7.1%	0.9%
<b>2 personnes</b>	535	51.1%	3.0%	209	49.4%	2.4%	326	52.3%	3.5%	82	34.7%	2.0%
<b>3 personnes</b>	125	11.9%	1.4%	56	13.3%	1.2%	68	10.9%	1.5%	44	18.6%	1.1%
<b>4 personnes</b>	140	13.4%	1.5%	78	18.5%	1.7%	62	10.0%	1.3%	67	28.2%	1.4%
<b>5 personnes et +</b>	50	4.8%	0.9%	20	4.8%	0.8%	30	4.8%	1.1%	27	11.4%	1.1%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	214	20.4%	1.4%	103	24.4%	1.4%	110	17.7%	1.3%	92	38.5%	1.2%
<b>Non</b>	833	79.6%	2.3%	320	75.6%	1.8%	513	82.3%	2.7%	146	61.5%	1.5%
<b>Habitat</b>												
<b>Communes rurales</b>	437	41.7%	3.6%	185	43.6%	3.2%	252	40.4%	4.0%	95	39.9%	3.0%
<b>Agglo. - 20 000 hab</b>	243	23.2%	2.7%	88	20.7%	2.0%	155	24.8%	3.3%	58	24.5%	2.3%
<b>Agglo. 20 000 à 100 000 hab</b>	130	12.4%	1.9%	44	10.4%	1.3%	86	13.8%	2.4%	23	9.6%	1.1%
<b>Agglo. + 100 000 hab</b>	138	13.1%	0.9%	71	16.9%	1.0%	66	10.6%	0.8%	41	17.2%	0.7%
<b>Agglo. Paris</b>	100	9.5%	1.2%	35	8.4%	0.9%	64	10.3%	1.4%	21	8.8%	0.5%

	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>	124	11.9%	1.3%	43	10.2%	0.9%	81	13.0%	1.6%	33	13.7%	0.7%
<b>Nord Pas de Calais</b>	56	5.4%	1.8%	33	7.7%	2.1%	24	3.8%	1.4%	6	2.5%	0.6%
<b>Lorraine</b>	51	4.8%	2.6%	23	5.5%	2.5%	27	4.3%	2.7%	15	6.3%	2.8%
<b>Alsace</b>	31	3.0%	2.0%	15	3.6%	2.0%	16	2.5%	2.0%	3	1.1%	0.6%
<b>Franche-Comté</b>	15	1.4%	1.6%	4	0.9%	0.8%	11	1.8%	2.3%	4	1.5%	1.4%
<b>Champagne Ardennes</b>	38	3.6%	3.5%	18	4.2%	3.4%	20	3.2%	3.5%	14	6.0%	5.0%
<b>Picardie</b>	44	4.2%	2.9%	16	3.8%	2.1%	29	4.6%	3.6%	6	2.4%	1.3%
<b>Bourgogne</b>	56	5.3%	4.1%	26	6.1%	4.0%	30	4.8%	4.2%	4	1.7%	1.2%
<b>Haute Normandie</b>	22	2.1%	1.5%	6	1.4%	0.8%	16	2.6%	2.1%	4	1.7%	0.9%
<b>Basse Normandie</b>	24	2.3%	2.0%	8	2.0%	1.5%	16	2.6%	2.6%	6	2.6%	1.7%
<b>Centre</b>	69	6.5%	3.3%	23	5.4%	2.3%	46	7.3%	4.2%	15	6.4%	2.3%
<b>Pays de Loire</b>	56	5.4%	1.9%	25	6.0%	1.7%	31	5.0%	2.0%	16	6.9%	1.8%
<b>Bretagne</b>	90	8.6%	3.3%	25	6.0%	2.0%	64	10.3%	4.6%	17	7.3%	2.4%
<b>Poitou Charentes</b>	46	4.4%	3.1%	21	5.1%	3.0%	24	3.9%	3.2%	8	3.4%	2.2%
<b>Aquitaine</b>	59	5.7%	2.1%	19	4.5%	1.4%	40	6.5%	2.8%	11	4.7%	1.4%
<b>Midi Pyrénées</b>	45	4.3%	1.8%	13	3.1%	1.1%	32	5.2%	2.5%	10	4.4%	1.3%
<b>Limousin</b>	20	1.9%	3.3%	6	1.4%	2.1%	14	2.3%	4.4%	3	1.3%	1.9%
<b>Auvergne</b>	35	3.3%	3.1%	22	5.2%	4.0%	13	2.0%	2.2%	7	2.8%	2.2%
<b>Rhône Alpes</b>	88	8.4%	1.7%	45	10.7%	1.8%	43	6.9%	1.6%	29	12.2%	1.5%
<b>Languedoc Roussillon</b>	35	3.3%	1.5%	18	4.2%	1.6%	17	2.8%	1.4%	13	5.5%	1.8%
<b>Provence Alpes Côte d'Azur. Corse</b>	42	4.0%	1.0%	13	3.1%	0.6%	29	4.6%	1.2%	13	5.5%	0.9%
<b>Habitudes de connexion à Internet</b>												
<b>Tous les jours</b>	673	64.3%	1.8%	285	67.3%	1.6%	389	62.3%	2.1%	194	81.7%	1.3%
<b>Presque tous les jours</b>	130	12.5%	2.3%	49	11.5%	1.9%	82	13.1%	2.7%	26	10.8%	1.6%
<b>1 à 2 fois par semaine</b>	70	6.7%	2.6%	34	8.0%	2.9%	36	5.8%	2.3%	16	6.9%	3.2%
<b>1 à 3 fois par mois</b>	8	0.7%	1.5%	3	0.6%	1.1%	5	0.8%	1.8%	1	0.6%	1.7%
<b>Moins souvent</b>	11	1.0%	1.9%	10	2.3%	3.4%	1	0.2%	0.4%	0	0.0%	0.0%

	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>	20	1.9%	1.2%	4	0.8%	0.5%	17	2.7%	1.8%	0	0.0%	0.0%
<b>De 9 000 à moins de 12 000 euros par an</b>	41	3.9%	1.5%	10	2.3%	0.9%	31	5.0%	1.9%	5	2.2%	2.0%
<b>De 12 000 à moins de 18 000 euros par an</b>	93	8.9%	1.7%	42	10.0%	1.9%	51	8.2%	1.6%	3	1.1%	0.4%
<b>De 18 000 à moins de 24 000 euros par an</b>	179	17.1%	2.7%	69	16.4%	2.3%	110	17.6%	2.9%	21	8.6%	1.4%
<b>De 24 000 à moins de 36 000 euros par an</b>	247	23.6%	2.1%	95	22.5%	1.7%	152	24.4%	2.5%	51	21.3%	1.4%
<b>De 36 000 à moins de 45 000 euros par an</b>	158	15.1%	2.1%	70	16.6%	1.9%	87	14.0%	2.4%	57	24.2%	2.0%
<b>De 45 000 à moins de 65 000 euros par an</b>	140	13.4%	2.0%	67	15.9%	1.7%	73	11.7%	2.4%	54	22.6%	1.4%
<b>65 000 euros et plus par an</b>	63	6.0%	1.5%	28	6.6%	1.1%	35	5.6%	2.0%	33	13.8%	1.1%
<b>Refus</b>	86	8.2%	2.0%	28	6.7%	1.6%	58	9.2%	2.3%	9	3.9%	0.6%
<b>Ne sait pas</b>	19	1.8%	1.7%	9	2.0%	1.8%	10	1.6%	1.7%	5	2.3%	1.4%