

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	1722	100.0%	3.3%	761	100.0%	3.1%	961	100.0%	3.5%	503	100.0%	2.9%
<b>Sexe</b>												
<b>Homme</b>	761	44.2%	3.1%	761	100.0%	3.1%	0	0.0%	0.0%	270	53.6%	3.0%
<b>Femme</b>	961	55.8%	3.5%	0	0.0%	0.0%	961	100.0%	3.5%	233	46.4%	2.7%
<b>Age</b>												
<b>15 à 24 ans</b>	131	7.6%	1.8%	75	9.9%	2.1%	55	5.7%	1.5%	74	14.7%	2.4%
<b>25 à 34 ans</b>	167	9.7%	2.2%	77	10.1%	2.1%	90	9.3%	2.3%	60	12.0%	1.9%
<b>35 à 49 ans</b>	221	12.8%	1.8%	105	13.8%	1.7%	116	12.0%	1.8%	128	25.4%	2.0%
<b>50 à 59 ans</b>	294	17.1%	3.3%	163	21.4%	3.6%	131	13.6%	2.9%	158	31.3%	4.1%
<b>60 ans et plus</b>	910	52.8%	5.8%	341	44.8%	5.0%	569	59.2%	6.4%	83	16.6%	8.3%
<b>Individu</b>												
<b>Ménagères</b>	894	51.9%	3.8%	0	0.0%	0.0%	894	93.0%	3.8%	204	40.5%	2.9%
<b>Personne de référence</b>	934	54.3%	3.3%	650	85.5%	3.2%	284	29.6%	3.6%	240	47.7%	2.8%
<b>Responsable des achats</b>	1237	71.8%	3.4%	370	48.6%	2.8%	867	90.2%	3.8%	314	62.4%	2.8%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	13	0.8%	2.6%	8	1.1%	2.5%	5	0.5%	3.0%	3	0.5%	10.7%
<b>Petits patrons</b>	88	5.1%	5.5%	70	9.2%	6.0%	18	1.9%	4.1%	84	16.6%	5.8%
<b>Affaires et Cadres</b>	184	10.7%	3.8%	107	14.0%	3.8%	78	8.1%	3.7%	165	32.8%	3.7%
<b>Professions intermédiaires</b>	103	6.0%	1.4%	45	5.9%	1.2%	58	6.0%	1.6%	93	18.4%	1.6%
<b>Employés</b>	194	11.3%	2.3%	69	9.1%	3.1%	125	13.0%	2.0%	44	8.7%	2.4%
<b>Ouvriers</b>	83	4.8%	1.3%	68	8.9%	1.3%	15	1.6%	1.2%	10	1.9%	2.8%
<b>Retraités</b>	676	39.3%	5.3%	297	39.0%	4.9%	379	39.5%	5.6%	13	2.5%	6.1%
<b>Autres inactifs</b>	380	22.1%	3.7%	97	12.7%	2.7%	283	29.5%	4.2%	93	18.5%	2.8%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	15	0.9%	2.0%	8	1.1%	2.1%	7	0.7%	1.9%	0	0.0%	0.0%
<b>Petits patrons</b>	120	7.0%	4.6%	84	11.0%	6.0%	37	3.8%	3.0%	120	23.9%	4.6%
<b>Affaires et Cadres</b>	251	14.6%	3.7%	119	15.6%	3.5%	132	13.7%	3.8%	251	49.8%	3.7%
<b>Professions intermédiaires</b>	132	7.7%	1.7%	67	8.8%	1.6%	65	6.7%	1.7%	132	26.2%	1.7%
<b>Employés</b>	119	6.9%	2.2%	50	6.6%	2.1%	69	7.2%	2.3%	0	0.0%	0.0%
<b>Ouvriers</b>	147	8.5%	1.5%	73	9.6%	1.4%	74	7.7%	1.7%	0	0.0%	0.0%
<b>Retraités</b>	769	44.6%	5.2%	312	41.0%	4.7%	457	47.5%	5.6%	0	0.0%	0.0%
<b>Autres inactifs</b>	169	9.8%	4.1%	47	6.2%	3.1%	122	12.6%	4.7%	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>	372	21.6%	3.7%	129	16.9%	3.0%	244	25.3%	4.3%	65	12.9%	3.3%
<b>2 personnes</b>	813	47.2%	4.5%	351	46.2%	4.0%	461	48.0%	4.9%	158	31.4%	3.8%
<b>3 personnes</b>	193	11.2%	2.1%	86	11.3%	1.8%	107	11.1%	2.4%	85	16.8%	2.1%
<b>4 personnes</b>	215	12.5%	2.3%	111	14.6%	2.5%	104	10.8%	2.2%	124	24.7%	2.6%
<b>5 personnes et +</b>	130	7.5%	2.4%	84	11.0%	3.2%	46	4.8%	1.6%	71	14.2%	2.8%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	312	18.1%	2.0%	157	20.6%	2.1%	156	16.2%	1.9%	158	31.3%	2.0%
<b>Non</b>	1410	81.9%	3.9%	604	79.4%	3.4%	805	83.8%	4.3%	345	68.7%	3.6%
<b>Habitat</b>												
<b>Communes rurales</b>	229	13.3%	1.9%	110	14.4%	1.9%	119	12.4%	1.9%	53	10.5%	1.6%
<b>Agglo. - 20 000 hab</b>	239	13.9%	2.6%	93	12.2%	2.1%	146	15.2%	3.1%	59	11.8%	2.3%
<b>Agglo. 20 000 à 100 000 hab</b>	184	10.7%	2.6%	80	10.5%	2.4%	104	10.8%	2.9%	41	8.1%	2.0%
<b>Agglo. + 100 000 hab</b>	550	31.9%	3.6%	231	30.4%	3.1%	319	33.2%	4.0%	151	30.1%	2.7%
<b>Agglo. Paris</b>	521	30.2%	6.1%	248	32.6%	6.1%	273	28.4%	6.1%	198	39.4%	5.0%

	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>	560	32.5%	5.8%	265	34.8%	5.8%	295	30.7%	5.9%	214	42.5%	4.9%
<b>Nord Pas de Calais</b>	68	3.9%	2.1%	24	3.1%	1.5%	44	4.6%	2.6%	15	3.0%	1.5%
<b>Lorraine</b>	51	2.9%	2.7%	20	2.6%	2.1%	31	3.2%	3.1%	11	2.2%	2.1%
<b>Alsace</b>	52	3.0%	3.4%	35	4.5%	4.6%	17	1.8%	2.2%	11	2.1%	2.4%
<b>Franche-Comté</b>	22	1.3%	2.3%	7	1.0%	1.6%	14	1.5%	2.9%	4	0.8%	1.5%
<b>Champagne Ardennes</b>	29	1.7%	2.6%	17	2.2%	3.1%	12	1.3%	2.2%	10	2.0%	3.6%
<b>Picardie</b>	30	1.8%	2.0%	14	1.8%	1.9%	16	1.7%	2.1%	6	1.1%	1.3%
<b>Bourgogne</b>	45	2.6%	3.3%	16	2.1%	2.4%	29	3.0%	4.1%	10	1.9%	2.9%
<b>Haute Normandie</b>	19	1.1%	1.3%	8	1.1%	1.1%	11	1.2%	1.5%	3	0.6%	0.7%
<b>Basse Normandie</b>	12	0.7%	1.0%	4	0.5%	0.7%	8	0.8%	1.3%	6	1.2%	1.8%
<b>Centre</b>	45	2.6%	2.1%	17	2.2%	1.7%	28	2.9%	2.5%	12	2.3%	1.8%
<b>Pays de Loire</b>	64	3.7%	2.1%	26	3.4%	1.8%	38	4.0%	2.5%	18	3.5%	2.0%
<b>Bretagne</b>	53	3.1%	2.0%	12	1.6%	0.9%	40	4.2%	2.9%	11	2.2%	1.6%
<b>Poitou Charentes</b>	33	1.9%	2.2%	15	2.0%	2.1%	18	1.9%	2.3%	2	0.4%	0.5%
<b>Aquitaine</b>	74	4.3%	2.7%	33	4.3%	2.4%	42	4.3%	2.9%	20	4.1%	2.5%
<b>Midi Pyrénées</b>	71	4.1%	2.9%	24	3.1%	2.0%	48	5.0%	3.7%	11	2.2%	1.4%
<b>Limousin</b>	20	1.1%	3.2%	7	0.9%	2.2%	13	1.4%	4.1%	11	2.1%	6.5%
<b>Auvergne</b>	36	2.1%	3.2%	5	0.6%	0.9%	32	3.3%	5.3%	7	1.4%	2.3%
<b>Rhône Alpes</b>	160	9.3%	3.1%	93	12.2%	3.7%	67	7.0%	2.5%	55	11.0%	2.9%
<b>Languedoc Roussillon</b>	93	5.4%	4.0%	38	4.9%	3.4%	55	5.8%	4.6%	16	3.1%	2.1%
<b>Provence Alpes Côte d'Azur. Corse</b>	186	10.8%	4.2%	85	11.1%	4.1%	102	10.6%	4.4%	51	10.2%	3.3%
<b>Habitudes de connexion à Internet</b>												
<b>Tous les jours</b>	1281	74.4%	3.4%	590	77.5%	3.2%	691	71.9%	3.7%	430	85.6%	2.9%
<b>Presque tous les jours</b>	214	12.4%	3.8%	71	9.3%	2.8%	143	14.9%	4.7%	49	9.7%	3.1%
<b>1 à 2 fois par semaine</b>	89	5.2%	3.3%	49	6.5%	4.3%	40	4.1%	2.5%	21	4.1%	4.0%
<b>1 à 3 fois par mois</b>	14	0.8%	2.8%	4	0.6%	1.8%	10	1.0%	3.7%	1	0.2%	1.2%
<b>Moins souvent</b>	11	0.6%	2.0%	5	0.6%	1.7%	6	0.6%	2.2%	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>												
Moins de 9 000 euros par an	36	2.1%	2.1%	18	2.4%	2.4%	18	1.9%	1.9%	3	0.6%	1.8%
De 9 000 à moins de 12 000 euros par an	63	3.7%	2.3%	24	3.1%	2.3%	39	4.1%	2.4%	4	0.9%	1.7%
De 12 000 à moins de 18 000 euros par an	130	7.6%	2.4%	48	6.3%	2.1%	83	8.6%	2.6%	15	3.1%	2.3%
De 18 000 à moins de 24 000 euros par an	171	9.9%	2.6%	67	8.8%	2.3%	105	10.9%	2.8%	37	7.4%	2.6%
De 24 000 à moins de 36 000 euros par an	269	15.6%	2.3%	110	14.4%	2.0%	159	16.6%	2.6%	74	14.6%	2.1%
De 36 000 à moins de 45 000 euros par an	198	11.5%	2.7%	76	10.0%	2.0%	122	12.7%	3.4%	60	11.9%	2.1%
De 45 000 à moins de 65 000 euros par an	333	19.4%	4.8%	166	21.8%	4.2%	168	17.5%	5.5%	91	18.1%	2.4%
65 000 euros et plus par an	299	17.4%	7.1%	164	21.6%	6.7%	135	14.1%	7.6%	149	29.5%	5.1%
Refus	198	11.5%	4.7%	84	11.0%	4.7%	114	11.9%	4.6%	58	11.4%	3.9%
Ne sait pas	25	1.4%	2.3%	6	0.8%	1.2%	19	1.9%	3.2%	12	2.4%	3.1%