

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	1250	100.0%	2.4%	376	100.0%	1.5%	874	100.0%	3.2%	327	100.0%	1.9%
<b>Sexe</b>												
<b>Homme</b>	376	30.1%	1.5%	376	100.0%	1.5%	0	0.0%	0.0%	101	31.0%	1.1%
<b>Femme</b>	874	69.9%	3.2%	0	0.0%	0.0%	874	100.0%	3.2%	225	69.0%	2.6%
<b>Age</b>												
<b>15 à 24 ans</b>	61	4.9%	0.8%	6	1.6%	0.2%	55	6.2%	1.5%	33	10.0%	1.1%
<b>25 à 34 ans</b>	72	5.8%	1.0%	17	4.5%	0.5%	55	6.3%	1.4%	34	10.5%	1.1%
<b>35 à 49 ans</b>	186	14.9%	1.5%	41	11.0%	0.7%	145	16.6%	2.3%	95	29.1%	1.5%
<b>50 à 59 ans</b>	170	13.6%	1.9%	68	18.1%	1.5%	102	11.6%	2.3%	99	30.4%	2.6%
<b>60 ans et plus</b>	760	60.8%	4.8%	243	64.8%	3.5%	517	59.2%	5.8%	65	20.0%	6.5%
<b>Individu</b>												
<b>Ménagères</b>	810	64.9%	3.4%	0	0.0%	0.0%	810	92.7%	3.4%	193	59.2%	2.8%
<b>Personne de référence</b>	613	49.0%	2.2%	358	95.2%	1.7%	255	29.2%	3.2%	136	41.6%	1.6%
<b>Responsable des achats</b>	978	78.3%	2.7%	194	51.7%	1.5%	784	89.7%	3.4%	222	67.9%	2.0%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	11	0.8%	2.1%	4	1.1%	1.2%	7	0.8%	4.0%	0	0.0%	0.0%
<b>Petits patrons</b>	31	2.5%	1.9%	17	4.6%	1.5%	14	1.6%	3.2%	28	8.6%	2.0%
<b>Affaires et Cadres</b>	133	10.6%	2.7%	57	15.1%	2.0%	76	8.7%	3.6%	121	37.1%	2.8%
<b>Professions intermédiaires</b>	93	7.5%	1.3%	22	5.9%	0.6%	71	8.2%	2.0%	71	21.8%	1.2%
<b>Employés</b>	132	10.6%	1.6%	25	6.7%	1.1%	107	12.2%	1.7%	28	8.7%	1.6%
<b>Ouvriers</b>	56	4.5%	0.9%	25	6.7%	0.5%	31	3.5%	2.4%	4	1.3%	1.2%
<b>Retraités</b>	562	45.0%	4.4%	211	56.2%	3.5%	351	40.2%	5.2%	10	3.1%	4.9%
<b>Autres inactifs</b>	231	18.5%	2.2%	14	3.7%	0.4%	217	24.9%	3.2%	63	19.4%	1.9%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	14	1.1%	1.9%	4	1.1%	1.0%	10	1.2%	2.9%	0	0.0%	0.0%
<b>Petits patrons</b>	51	4.1%	1.9%	17	4.6%	1.3%	34	3.8%	2.7%	51	15.6%	1.9%
<b>Affaires et Cadres</b>	193	15.4%	2.8%	59	15.7%	1.7%	134	15.3%	3.9%	193	59.1%	2.8%
<b>Professions intermédiaires</b>	83	6.6%	1.0%	25	6.6%	0.6%	58	6.6%	1.5%	83	25.3%	1.0%
<b>Employés</b>	81	6.5%	1.5%	24	6.5%	1.0%	57	6.5%	1.9%	0	0.0%	0.0%
<b>Ouvriers</b>	92	7.4%	1.0%	26	7.0%	0.5%	66	7.6%	1.5%	0	0.0%	0.0%
<b>Retraités</b>	635	50.8%	4.3%	213	56.6%	3.2%	422	48.3%	5.1%	0	0.0%	0.0%
<b>Autres inactifs</b>	100	8.0%	2.5%	7	1.9%	0.5%	93	10.7%	3.6%	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>	280	22.4%	2.8%	51	13.7%	1.2%	229	26.2%	4.0%	39	11.9%	2.0%
<b>2 personnes</b>	633	50.6%	3.5%	234	62.3%	2.7%	399	45.6%	4.2%	119	36.4%	2.9%
<b>3 personnes</b>	127	10.2%	1.4%	49	12.9%	1.0%	79	9.0%	1.8%	52	16.1%	1.3%
<b>4 personnes</b>	135	10.8%	1.5%	19	5.0%	0.4%	117	13.3%	2.5%	77	23.5%	1.6%
<b>5 personnes et +</b>	74	5.9%	1.4%	23	6.1%	0.9%	51	5.9%	1.8%	40	12.1%	1.5%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	193	15.4%	1.2%	49	13.0%	0.7%	144	16.5%	1.7%	102	31.2%	1.3%
<b>Non</b>	1057	84.6%	2.9%	327	87.0%	1.9%	730	83.5%	3.9%	225	68.8%	2.3%
<b>Habitat</b>												
<b>Communes rurales</b>	164	13.1%	1.4%	49	13.2%	0.9%	115	13.1%	1.8%	33	10.2%	1.0%
<b>Agglo. - 20 000 hab</b>	164	13.1%	1.8%	44	11.7%	1.0%	120	13.8%	2.5%	32	9.9%	1.3%
<b>Agglo. 20 000 à 100 000 hab</b>	128	10.2%	1.8%	46	12.2%	1.4%	82	9.4%	2.3%	22	6.8%	1.1%
<b>Agglo. + 100 000 hab</b>	424	33.9%	2.7%	124	32.9%	1.7%	300	34.4%	3.7%	106	32.6%	1.9%
<b>Agglo. Paris</b>	369	29.5%	4.3%	113	30.0%	2.8%	256	29.3%	5.7%	132	40.5%	3.3%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Régions INSEE</b>												
Ile de France	386	30.9%	4.0%	114	30.5%	2.5%	271	31.1%	5.4%	136	41.7%	3.1%
Nord Pas de Calais	61	4.9%	1.9%	12	3.2%	0.8%	49	5.6%	2.9%	12	3.7%	1.2%
Lorraine	38	3.0%	2.0%	14	3.8%	1.5%	24	2.7%	2.4%	6	2.0%	1.2%
Alsace	31	2.5%	2.0%	12	3.1%	1.6%	19	2.2%	2.4%	9	2.8%	2.0%
Franche-Comté	13	1.1%	1.4%	4	1.1%	0.9%	9	1.1%	1.9%	1	0.3%	0.3%
Champagne Ardennes	16	1.3%	1.5%	5	1.2%	0.9%	12	1.3%	2.1%	5	1.5%	1.8%
Picardie	28	2.2%	1.8%	8	2.2%	1.1%	19	2.2%	2.4%	4	1.4%	1.0%
Bourgogne	42	3.4%	3.1%	15	4.0%	2.3%	27	3.1%	3.9%	11	3.4%	3.3%
Haute Normandie	16	1.3%	1.1%	4	0.9%	0.5%	12	1.4%	1.6%	5	1.7%	1.2%
Basse Normandie	10	0.8%	0.8%	1	0.3%	0.2%	9	1.0%	1.4%	4	1.2%	1.1%
Centre	29	2.4%	1.4%	3	0.9%	0.3%	26	3.0%	2.4%	5	1.6%	0.8%
Pays de Loire	49	3.9%	1.6%	20	5.4%	1.4%	29	3.3%	1.9%	8	2.6%	1.0%
Bretagne	41	3.3%	1.5%	11	2.8%	0.8%	31	3.5%	2.2%	8	2.5%	1.1%
Poitou Charentes	20	1.6%	1.3%	8	2.2%	1.2%	11	1.3%	1.4%	0	0.1%	0.1%
Aquitaine	50	4.0%	1.8%	13	3.4%	1.0%	38	4.3%	2.6%	15	4.5%	1.8%
Midi Pyrénées	66	5.3%	2.7%	12	3.1%	1.0%	54	6.2%	4.2%	8	2.6%	1.0%
Limousin	19	1.5%	3.1%	4	1.1%	1.5%	15	1.7%	4.6%	10	3.1%	6.1%
Auvergne	25	2.0%	2.2%	2	0.6%	0.4%	23	2.6%	3.9%	2	0.6%	0.7%
Rhône Alpes	130	10.4%	2.5%	52	13.9%	2.1%	78	9.0%	2.9%	37	11.4%	1.9%
Languedoc Roussillon	59	4.7%	2.6%	20	5.3%	1.8%	39	4.5%	3.2%	15	4.7%	2.1%
Provence Alpes Côte d'Azur. Corse	119	9.5%	2.7%	41	11.0%	2.0%	78	8.9%	3.4%	23	7.0%	1.5%
<b>Habitudes de connexion à Internet</b>												
Tous les jours	926	74.1%	2.5%	296	78.8%	1.6%	630	72.0%	3.4%	281	85.9%	1.9%
Presque tous les jours	164	13.1%	2.9%	33	8.8%	1.3%	130	14.9%	4.3%	34	10.3%	2.1%
1 à 2 fois par semaine	62	4.9%	2.2%	25	6.6%	2.2%	37	4.2%	2.3%	9	2.9%	1.8%
1 à 3 fois par mois	12	0.9%	2.3%	2	0.4%	0.7%	10	1.2%	3.7%	1	0.3%	1.2%
Moins souvent	6	0.5%	1.1%	0	0.0%	0.0%	6	0.7%	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	14	1.1%	0.8%	3	0.8%	0.4%	11	1.2%	1.1%	0	0.0%	0.0%
De 9 000 à moins de 12 000 euros par an	39	3.1%	1.4%	7	1.8%	0.6%	32	3.6%	1.9%	5	1.6%	2.1%
De 12 000 à moins de 18 000 euros par an	59	4.7%	1.1%	10	2.8%	0.5%	49	5.6%	1.5%	14	4.4%	2.1%
De 18 000 à moins de 24 000 euros par an	116	9.3%	1.7%	24	6.3%	0.8%	93	10.6%	2.5%	21	6.3%	1.5%
De 24 000 à moins de 36 000 euros par an	219	17.5%	1.9%	55	14.8%	1.0%	163	18.7%	2.7%	35	10.6%	1.0%
De 36 000 à moins de 45 000 euros par an	163	13.0%	2.2%	46	12.3%	1.2%	117	13.4%	3.2%	44	13.4%	1.5%
De 45 000 à moins de 65 000 euros par an	261	20.9%	3.7%	96	25.5%	2.4%	165	18.9%	5.4%	51	15.5%	1.4%
65 000 euros et plus par an	231	18.5%	5.5%	99	26.3%	4.0%	132	15.2%	7.5%	118	36.1%	4.1%
Refus	129	10.3%	3.0%	30	8.1%	1.7%	98	11.2%	4.0%	38	11.6%	2.5%
Ne sait pas	19	1.6%	1.8%	6	1.5%	1.1%	14	1.6%	2.4%	2	0.5%	0.4%