

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	1257	100.0%	2.4%	740	100.0%	2.9%	517	100.0%	1.9%	444	100.0%	2.5%
<b>Sexe</b>												
<b>Homme</b>	740	58.9%	2.9%	740	100.0%	2.9%	0	0.0%	0.0%	292	65.7%	3.2%
<b>Femme</b>	517	41.1%	1.9%	0	0.0%	0.0%	517	100.0%	1.9%	152	34.3%	1.8%
<b>Age</b>												
<b>15 à 24 ans</b>	97	7.7%	1.3%	56	7.5%	1.5%	41	7.9%	1.1%	42	9.5%	1.3%
<b>25 à 34 ans</b>	116	9.2%	1.5%	70	9.4%	1.9%	46	8.9%	1.2%	47	10.5%	1.4%
<b>35 à 49 ans</b>	252	20.1%	2.0%	160	21.6%	2.6%	92	17.8%	1.4%	165	37.2%	2.7%
<b>50 à 59 ans</b>	230	18.3%	2.7%	134	18.0%	3.2%	97	18.7%	2.2%	123	27.8%	3.4%
<b>60 ans et plus</b>	562	44.7%	3.5%	321	43.3%	4.4%	241	46.7%	2.7%	67	15.1%	4.2%
<b>Individu</b>												
<b>Ménagères</b>	458	36.4%	2.0%	0	0.0%	0.0%	458	88.5%	2.0%	132	29.7%	1.9%
<b>Personne de référence</b>	782	62.2%	2.8%	656	88.6%	3.2%	126	24.3%	1.7%	280	63.2%	3.2%
<b>Responsable des achats</b>	861	68.5%	2.4%	416	56.3%	3.2%	445	86.0%	1.9%	291	65.6%	2.6%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	13	1.1%	2.6%	13	1.8%	4.2%	0	0.0%	0.0%	0	0.0%	0.0%
<b>Petits patrons</b>	53	4.2%	3.2%	36	4.8%	3.0%	17	3.3%	4.1%	51	11.5%	3.5%
<b>Affaires et Cadres</b>	194	15.5%	3.9%	134	18.1%	4.6%	61	11.7%	2.8%	168	37.7%	3.7%
<b>Professions intermédiaires</b>	158	12.5%	2.1%	97	13.1%	2.6%	60	11.7%	1.6%	143	32.1%	2.4%
<b>Employés</b>	112	8.9%	1.3%	42	5.6%	1.9%	70	13.6%	1.1%	17	3.8%	1.0%
<b>Ouvriers</b>	108	8.6%	1.7%	86	11.6%	1.7%	23	4.4%	1.7%	2	0.4%	0.4%
<b>Retraités</b>	468	37.2%	3.6%	266	35.9%	4.4%	202	39.1%	2.9%	5	1.0%	2.0%
<b>Autres inactifs</b>	151	12.0%	1.5%	67	9.1%	1.8%	84	16.2%	1.3%	59	13.3%	1.8%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	17	1.3%	2.2%	13	1.8%	3.7%	4	0.7%	0.9%	0	0.0%	0.0%
<b>Petits patrons</b>	61	4.8%	2.3%	44	5.9%	3.0%	17	3.3%	1.4%	61	13.7%	2.3%
<b>Affaires et Cadres</b>	218	17.3%	3.1%	134	18.1%	3.8%	84	16.2%	2.4%	218	49.1%	3.1%
<b>Professions intermédiaires</b>	165	13.1%	2.0%	114	15.4%	2.7%	51	9.9%	1.3%	165	37.1%	2.0%
<b>Employés</b>	76	6.1%	1.4%	33	4.5%	1.4%	43	8.2%	1.3%	0	0.0%	0.0%
<b>Ouvriers</b>	158	12.6%	1.6%	103	13.9%	2.0%	55	10.7%	1.2%	0	0.0%	0.0%
<b>Retraités</b>	518	41.2%	3.4%	283	38.2%	4.3%	235	45.4%	2.8%	0	0.0%	0.0%
<b>Autres inactifs</b>	45	3.6%	1.3%	16	2.2%	1.1%	29	5.5%	1.4%	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>	260	20.7%	2.7%	160	21.7%	3.8%	100	19.4%	1.8%	57	12.9%	2.4%
<b>2 personnes</b>	559	44.4%	3.0%	323	43.6%	3.6%	236	45.7%	2.5%	129	29.0%	3.1%
<b>3 personnes</b>	176	14.0%	1.9%	108	14.6%	2.3%	68	13.1%	1.5%	116	26.2%	2.9%
<b>4 personnes</b>	167	13.2%	1.8%	98	13.2%	2.1%	69	13.3%	1.5%	103	23.3%	2.2%
<b>5 personnes et +</b>	95	7.6%	1.7%	51	6.9%	2.0%	45	8.6%	1.5%	38	8.6%	1.5%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	238	18.9%	1.5%	142	19.2%	2.0%	96	18.6%	1.1%	153	34.5%	2.0%
<b>Non</b>	1019	81.1%	2.8%	598	80.8%	3.3%	421	81.4%	2.2%	291	65.5%	2.8%
<b>Habitat</b>												
<b>Communes rurales</b>	256	20.4%	2.1%	152	20.5%	2.7%	104	20.1%	1.7%	61	13.8%	1.8%
<b>Agglo. - 20 000 hab</b>	212	16.9%	2.4%	114	15.4%	2.6%	98	19.0%	2.1%	57	12.8%	2.1%
<b>Agglo. 20 000 à 100 000 hab</b>	150	11.9%	2.1%	101	13.6%	3.1%	49	9.4%	1.3%	56	12.5%	2.6%
<b>Agglo. + 100 000 hab</b>	383	30.5%	2.4%	234	31.6%	3.1%	149	28.8%	1.8%	146	33.0%	2.6%
<b>Agglo. Paris</b>	256	20.4%	2.9%	139	18.7%	3.3%	117	22.7%	2.5%	124	27.8%	3.1%

	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>	281	22.4%	2.9%	150	20.3%	3.2%	131	25.4%	2.6%	133	30.1%	3.0%
<b>Nord Pas de Calais</b>	51	4.0%	1.6%	36	4.9%	2.3%	15	2.9%	0.9%	16	3.6%	1.6%
<b>Lorraine</b>	47	3.7%	2.4%	25	3.4%	2.6%	22	4.2%	2.2%	12	2.8%	2.3%
<b>Alsace</b>	23	1.8%	1.5%	18	2.4%	2.3%	5	1.0%	0.6%	3	0.6%	0.6%
<b>Franche-Comté</b>	23	1.8%	2.4%	13	1.7%	2.7%	10	2.0%	2.1%	2	0.5%	0.8%
<b>Champagne Ardennes</b>	25	2.0%	2.3%	20	2.7%	3.7%	5	1.0%	0.9%	3	0.6%	0.9%
<b>Picardie</b>	14	1.1%	0.9%	9	1.2%	1.1%	6	1.1%	0.7%	7	1.5%	1.5%
<b>Bourgogne</b>	32	2.5%	2.3%	17	2.3%	2.6%	15	2.8%	2.0%	8	1.9%	2.2%
<b>Haute Normandie</b>	25	2.0%	1.7%	16	2.2%	2.3%	9	1.6%	1.1%	10	2.3%	2.3%
<b>Basse Normandie</b>	21	1.7%	1.7%	9	1.2%	1.6%	12	2.3%	1.9%	12	2.6%	3.2%
<b>Centre</b>	58	4.6%	2.8%	41	5.6%	4.2%	16	3.1%	1.5%	24	5.4%	3.7%
<b>Pays de Loire</b>	65	5.1%	2.1%	41	5.6%	2.9%	23	4.5%	1.5%	17	3.9%	1.9%
<b>Bretagne</b>	54	4.3%	2.0%	22	3.0%	1.7%	32	6.2%	2.3%	7	1.7%	1.0%
<b>Poitou Charentes</b>	48	3.8%	3.2%	31	4.2%	4.3%	17	3.3%	2.2%	18	4.0%	4.3%
<b>Aquitaine</b>	66	5.2%	2.3%	46	6.2%	3.4%	20	3.9%	1.4%	15	3.4%	1.7%
<b>Midi Pyrénées</b>	79	6.2%	3.2%	50	6.8%	4.2%	29	5.5%	2.2%	33	7.5%	3.8%
<b>Limousin</b>	17	1.4%	2.7%	8	1.0%	2.6%	9	1.8%	2.9%	6	1.3%	3.2%
<b>Auvergne</b>	31	2.5%	2.7%	17	2.3%	3.1%	14	2.6%	2.3%	4	0.8%	1.3%
<b>Rhône Alpes</b>	113	9.0%	2.1%	67	9.1%	2.6%	45	8.8%	1.7%	55	12.5%	2.8%
<b>Languedoc Roussillon</b>	61	4.9%	2.6%	41	5.6%	3.7%	20	3.8%	1.6%	20	4.5%	2.7%
<b>Provence Alpes Côte d'Azur. Corse</b>	126	10.0%	2.9%	62	8.4%	3.0%	63	12.2%	2.7%	38	8.7%	2.5%
<b>Habitudes de connexion à Internet</b>												
<b>Tous les jours</b>	1050	83.5%	2.5%	646	87.4%	3.1%	403	78.0%	1.8%	414	93.4%	2.6%
<b>Presque tous les jours</b>	150	11.9%	2.5%	68	9.2%	2.5%	82	15.9%	2.5%	22	5.0%	1.6%
<b>1 à 2 fois par semaine</b>	49	3.9%	1.6%	19	2.5%	1.5%	30	5.9%	1.7%	7	1.6%	1.4%
<b>1 à 3 fois par mois</b>	6	0.5%	1.4%	5	0.7%	2.7%	1	0.1%	0.3%	0	0.0%	0.0%
<b>Moins souvent</b>	2	0.2%	2.2%	2	0.3%	5.4%	0	0.1%	0.6%	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>	19	1.5%	1.4%	14	1.9%	2.2%	5	1.0%	0.7%	3	0.8%	1.6%
<b>De 9 000 à moins de 12 000 euros par an</b>	34	2.7%	1.7%	16	2.1%	2.1%	18	3.5%	1.5%	7	1.6%	2.9%
<b>De 12 000 à moins de 18 000 euros par an</b>	72	5.7%	1.4%	45	6.0%	2.2%	28	5.3%	0.9%	4	0.9%	0.5%
<b>De 18 000 à moins de 24 000 euros par an</b>	105	8.4%	1.5%	62	8.4%	2.1%	43	8.3%	1.1%	29	6.6%	2.0%
<b>De 24 000 à moins de 36 000 euros par an</b>	265	21.1%	2.1%	134	18.1%	2.3%	130	25.2%	2.0%	60	13.5%	1.7%
<b>De 36 000 à moins de 45 000 euros par an</b>	238	18.9%	3.1%	145	19.6%	3.7%	93	17.9%	2.4%	99	22.3%	3.4%
<b>De 45 000 à moins de 65 000 euros par an</b>	277	22.0%	3.6%	168	22.7%	3.9%	109	21.1%	3.2%	117	26.4%	3.1%
<b>65 000 euros et plus par an</b>	150	11.9%	3.5%	109	14.7%	4.3%	41	8.0%	2.4%	91	20.5%	3.2%
<b>Refus</b>	63	5.0%	1.8%	34	4.5%	2.2%	30	5.8%	1.5%	27	6.0%	2.0%
<b>Ne sait pas</b>	34	2.7%	2.2%	14	1.9%	2.0%	20	3.8%	2.4%	7	1.5%	1.0%