

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	2852	100.0%	5.4%	1318	100.0%	5.2%	1534	100.0%	5.6%	1115	100.0%	6.3%
<b>Sexe</b>												
<b>Homme</b>	1318	46.2%	5.2%	1318	100.0%	5.2%	0	0.0%	0.0%	566	50.8%	6.2%
<b>Femme</b>	1534	53.8%	5.6%	0	0.0%	0.0%	1534	100.0%	5.6%	549	49.2%	6.3%
<b>Age</b>												
<b>15 à 24 ans</b>	260	9.1%	3.5%	126	9.5%	3.4%	135	8.8%	3.7%	176	15.8%	5.5%
<b>25 à 34 ans</b>	183	6.4%	2.4%	80	6.1%	2.1%	104	6.7%	2.7%	99	8.9%	3.1%
<b>35 à 49 ans</b>	446	15.6%	3.5%	208	15.8%	3.3%	237	15.5%	3.7%	328	29.4%	5.3%
<b>50 à 59 ans</b>	415	14.6%	4.8%	201	15.2%	4.8%	214	14.0%	4.8%	278	24.9%	7.7%
<b>60 ans et plus</b>	1547	54.2%	9.6%	703	53.3%	9.7%	844	55.0%	9.5%	234	21.0%	14.7%
<b>Individu</b>												
<b>Ménagères</b>	1373	48.1%	5.9%	0	0.0%	0.0%	1373	89.5%	5.9%	445	39.9%	6.3%
<b>Personne de référence</b>	1743	61.1%	6.2%	1157	87.7%	5.6%	587	38.2%	7.9%	610	54.7%	6.9%
<b>Responsable des achats</b>	2025	71.0%	5.7%	706	53.5%	5.5%	1319	86.0%	5.8%	716	64.2%	6.4%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	19	0.7%	3.6%	7	0.6%	2.3%	11	0.7%	5.7%	3	0.3%	8.0%
<b>Petits patrons</b>	99	3.5%	6.1%	67	5.1%	5.6%	31	2.0%	7.5%	88	7.9%	5.9%
<b>Affaires et Cadres</b>	453	15.9%	9.0%	235	17.8%	8.1%	218	14.2%	10.1%	414	37.1%	9.2%
<b>Professions intermédiaires</b>	362	12.7%	4.9%	169	12.8%	4.6%	193	12.6%	5.2%	330	29.6%	5.4%
<b>Employés</b>	193	6.8%	2.3%	69	5.3%	3.1%	124	8.1%	2.0%	37	3.3%	2.1%
<b>Ouvriers</b>	82	2.9%	1.3%	71	5.4%	1.4%	11	0.7%	0.9%	8	0.7%	1.7%
<b>Retraités</b>	1196	41.9%	9.3%	534	40.5%	8.9%	662	43.1%	9.6%	32	2.9%	14.4%
<b>Autres inactifs</b>	450	15.8%	4.5%	165	12.5%	4.5%	284	18.5%	4.5%	205	18.3%	6.2%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	19	0.7%	2.5%	7	0.6%	2.1%	12	0.8%	2.9%	0	0.0%	0.0%
<b>Petits patrons</b>	122	4.3%	4.6%	80	6.1%	5.5%	42	2.7%	3.4%	122	11.0%	4.6%
<b>Affaires et Cadres</b>	594	20.8%	8.4%	286	21.7%	8.1%	308	20.1%	8.7%	594	53.3%	8.4%
<b>Professions intermédiaires</b>	399	14.0%	4.9%	200	15.2%	4.8%	199	13.0%	5.1%	399	35.8%	4.9%
<b>Employés</b>	175	6.1%	3.1%	65	4.9%	2.8%	110	7.2%	3.4%	0	0.0%	0.0%
<b>Ouvriers</b>	131	4.6%	1.4%	75	5.7%	1.4%	56	3.7%	1.2%	0	0.0%	0.0%
<b>Retraités</b>	1257	44.1%	8.4%	545	41.3%	8.2%	712	46.4%	8.5%	0	0.0%	0.0%
<b>Autres inactifs</b>	154	5.4%	4.4%	60	4.6%	4.0%	94	6.1%	4.6%	0	0.0%	0.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Taille du foyer</b>												
<b>1 personne</b>	725	25.4%	7.4%	213	16.2%	5.0%	511	33.3%	9.3%	197	17.7%	8.4%
<b>2 personnes</b>	1260	44.2%	6.9%	669	50.7%	7.5%	591	38.5%	6.3%	301	27.0%	7.2%
<b>3 personnes</b>	373	13.1%	4.0%	167	12.7%	3.6%	205	13.4%	4.4%	244	21.8%	6.2%
<b>4 personnes</b>	337	11.8%	3.6%	188	14.3%	4.0%	149	9.7%	3.2%	270	24.2%	5.8%
<b>5 personnes et +</b>	158	5.5%	2.8%	81	6.1%	3.1%	77	5.0%	2.5%	103	9.3%	3.9%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	508	17.8%	3.2%	243	18.4%	3.4%	265	17.2%	3.1%	364	32.7%	4.8%
<b>Non</b>	2345	82.2%	6.4%	1075	81.6%	6.0%	1270	82.8%	6.7%	751	67.3%	7.3%
<b>Habitat</b>												
<b>Communes rurales</b>	449	15.7%	3.8%	200	15.2%	3.5%	249	16.2%	4.0%	145	13.0%	4.3%
<b>Agglo. - 20 000 hab</b>	351	12.3%	3.9%	162	12.3%	3.8%	189	12.3%	4.1%	116	10.4%	4.2%
<b>Agglo. 20 000 à 100 000 hab</b>	309	10.8%	4.4%	157	11.9%	4.8%	151	9.9%	4.1%	129	11.6%	6.1%
<b>Agglo. + 100 000 hab</b>	872	30.6%	5.5%	403	30.6%	5.3%	469	30.6%	5.8%	339	30.4%	6.0%
<b>Agglo. Paris</b>	872	30.6%	9.9%	396	30.0%	9.5%	476	31.0%	10.3%	386	34.6%	9.6%

	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>	925	32.4%	9.5%	422	32.0%	9.1%	503	32.8%	9.8%	403	36.2%	9.2%
<b>Nord Pas de Calais</b>	102	3.6%	3.2%	35	2.6%	2.3%	67	4.4%	4.0%	33	2.9%	3.2%
<b>Lorraine</b>	55	1.9%	2.8%	30	2.3%	3.2%	25	1.6%	2.5%	29	2.6%	5.4%
<b>Alsace</b>	50	1.8%	3.2%	27	2.1%	3.6%	23	1.5%	2.8%	22	1.9%	4.7%
<b>Franche-Comté</b>	34	1.2%	3.5%	21	1.6%	4.4%	13	0.9%	2.7%	14	1.3%	5.1%
<b>Champagne Ardennes</b>	33	1.1%	2.9%	17	1.3%	3.1%	16	1.0%	2.8%	7	0.6%	2.3%
<b>Picardie</b>	44	1.6%	2.9%	18	1.4%	2.4%	26	1.7%	3.3%	15	1.4%	3.5%
<b>Bourgogne</b>	87	3.1%	6.4%	38	2.9%	5.9%	49	3.2%	6.8%	24	2.2%	6.4%
<b>Haute Normandie</b>	43	1.5%	2.9%	21	1.6%	2.9%	23	1.5%	2.9%	18	1.6%	3.9%
<b>Basse Normandie</b>	46	1.6%	3.8%	22	1.7%	3.9%	24	1.5%	3.7%	20	1.8%	5.6%
<b>Centre</b>	91	3.2%	4.4%	44	3.3%	4.4%	47	3.1%	4.4%	25	2.2%	3.9%
<b>Pays de Loire</b>	122	4.3%	4.0%	69	5.2%	4.8%	53	3.4%	3.3%	60	5.4%	6.7%
<b>Bretagne</b>	135	4.7%	5.0%	70	5.3%	5.4%	65	4.2%	4.7%	40	3.6%	5.1%
<b>Poitou Charentes</b>	86	3.0%	5.8%	35	2.7%	4.9%	51	3.3%	6.5%	27	2.4%	6.6%
<b>Aquitaine</b>	117	4.1%	4.2%	49	3.7%	3.6%	68	4.4%	4.7%	46	4.2%	5.2%
<b>Midi Pyrénées</b>	143	5.0%	5.8%	57	4.3%	4.7%	86	5.6%	6.8%	65	5.9%	7.4%
<b>Limousin</b>	25	0.9%	4.1%	12	0.9%	4.0%	13	0.9%	4.1%	8	0.7%	4.6%
<b>Auvergne</b>	63	2.2%	5.5%	28	2.1%	5.1%	35	2.3%	5.9%	16	1.4%	5.4%
<b>Rhône Alpes</b>	319	11.2%	6.0%	129	9.8%	5.1%	190	12.4%	6.9%	121	10.8%	6.1%
<b>Languedoc Roussillon</b>	119	4.2%	5.1%	60	4.6%	5.5%	59	3.8%	4.8%	31	2.8%	4.2%
<b>Provence Alpes Côte d'Azur. Corse</b>	214	7.5%	4.9%	113	8.6%	5.5%	100	6.5%	4.3%	91	8.2%	5.9%
<b>Habitudes de connexion à Internet</b>												
<b>Tous les jours</b>	2427	85.1%	5.7%	1155	87.6%	5.5%	1272	82.9%	5.8%	1016	91.0%	6.4%
<b>Presque tous les jours</b>	290	10.2%	4.7%	115	8.7%	4.2%	175	11.4%	5.2%	80	7.2%	5.8%
<b>1 à 2 fois par semaine</b>	112	3.9%	3.7%	39	3.0%	3.1%	72	4.7%	4.1%	12	1.1%	2.4%
<b>1 à 3 fois par mois</b>	16	0.5%	3.9%	5	0.4%	2.7%	11	0.7%	5.0%	6	0.5%	9.3%
<b>Moins souvent</b>	9	0.3%	8.0%	4	0.3%	10.4%	5	0.3%	6.7%	2	0.2%	9.6%

	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	45	1.6%	3.3%	11	0.9%	1.8%	34	2.2%	4.6%	3	0.3%	1.7%
De 9 000 à moins de 12 000 euros par an	62	2.2%	3.1%	16	1.2%	2.0%	46	3.0%	3.8%	10	0.9%	4.0%
De 12 000 à moins de 18 000 euros par an	168	5.9%	3.3%	62	4.7%	3.0%	106	6.9%	3.6%	38	3.4%	4.9%
De 18 000 à moins de 24 000 euros par an	246	8.6%	3.6%	74	5.6%	2.5%	171	11.2%	4.4%	70	6.3%	4.7%
De 24 000 à moins de 36 000 euros par an	507	17.8%	4.1%	226	17.1%	3.9%	281	18.3%	4.3%	154	13.8%	4.4%
De 36 000 à moins de 45 000 euros par an	415	14.5%	5.4%	202	15.3%	5.2%	213	13.9%	5.6%	147	13.2%	5.1%
De 45 000 à moins de 65 000 euros par an	667	23.4%	8.6%	340	25.8%	7.9%	327	21.3%	9.5%	283	25.3%	7.4%
65 000 euros et plus par an	518	18.1%	12.1%	303	23.0%	11.9%	215	14.0%	12.4%	313	28.0%	10.9%
Refus	156	5.5%	4.4%	61	4.6%	4.0%	95	6.2%	4.7%	64	5.7%	4.8%
Ne sait pas	69	2.4%	4.4%	25	1.9%	3.3%	45	2.9%	5.3%	33	3.0%	5.0%