

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	873	100.0%	1.7%	500	100.0%	2.0%	373	100.0%	1.4%	311	100.0%	1.8%
<b>Sexe</b>												
<b>Homme</b>	500	57.2%	2.0%	500	100.0%	2.0%	0	0.0%	0.0%	194	62.5%	2.2%
<b>Femme</b>	373	42.8%	1.4%	0	0.0%	0.0%	373	100.0%	1.4%	116	37.5%	1.4%
<b>Age</b>												
<b>15 à 24 ans</b>	23	2.6%	0.3%	13	2.5%	0.3%	10	2.7%	0.3%	14	4.6%	0.4%
<b>25 à 34 ans</b>	45	5.1%	0.6%	25	5.1%	0.7%	19	5.2%	0.5%	33	10.5%	1.0%
<b>35 à 49 ans</b>	211	24.2%	1.7%	136	27.2%	2.2%	75	20.0%	1.2%	131	42.2%	2.1%
<b>50 à 59 ans</b>	204	23.4%	2.2%	98	19.6%	2.1%	106	28.4%	2.3%	102	32.7%	2.7%
<b>60 ans et plus</b>	391	44.8%	2.6%	228	45.5%	3.5%	163	43.7%	1.9%	31	10.0%	3.4%
<b>Individu</b>												
<b>Ménagères</b>	360	41.2%	1.6%	0	0.0%	0.0%	360	96.3%	1.6%	109	35.0%	1.5%
<b>Personne de référence</b>	574	65.7%	2.0%	480	96.0%	2.4%	94	25.2%	1.2%	206	66.3%	2.5%
<b>Responsable des achats</b>	605	69.3%	1.7%	255	51.1%	2.0%	349	93.6%	1.5%	212	68.3%	1.9%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	15	1.7%	2.9%	8	1.6%	2.0%	7	1.9%	5.4%	4	1.2%	23.3%
<b>Petits patrons</b>	26	3.0%	1.6%	18	3.5%	1.6%	8	2.2%	1.7%	20	6.4%	1.4%
<b>Affaires et Cadres</b>	160	18.3%	3.2%	106	21.2%	3.6%	54	14.5%	2.5%	150	48.2%	3.3%
<b>Professions intermédiaires</b>	113	12.9%	1.6%	65	12.9%	1.9%	48	12.9%	1.4%	96	30.8%	1.7%
<b>Employés</b>	86	9.8%	1.0%	29	5.7%	1.4%	57	15.3%	0.9%	8	2.7%	0.5%
<b>Ouvriers</b>	42	4.8%	0.7%	33	6.6%	0.7%	8	2.3%	0.6%	0	0.0%	0.0%
<b>Retraités</b>	331	37.9%	2.6%	209	41.9%	3.6%	122	32.6%	1.8%	5	1.5%	1.8%
<b>Autres inactifs</b>	101	11.6%	1.0%	33	6.5%	0.9%	69	18.4%	1.1%	29	9.2%	0.9%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	14	1.6%	1.7%	8	1.6%	1.7%	6	1.7%	1.7%	0	0.0%	0.0%
<b>Petits patrons</b>	33	3.8%	1.3%	20	4.0%	1.5%	13	3.5%	1.0%	33	10.7%	1.3%
<b>Affaires et Cadres</b>	188	21.5%	2.6%	111	22.1%	3.1%	77	20.6%	2.1%	188	60.4%	2.6%
<b>Professions intermédiaires</b>	90	10.3%	1.2%	63	12.7%	1.6%	26	7.1%	0.7%	90	28.9%	1.2%
<b>Employés</b>	57	6.5%	1.1%	25	5.1%	1.1%	31	8.4%	1.0%	0	0.0%	0.0%
<b>Ouvriers</b>	63	7.3%	0.7%	35	7.1%	0.7%	28	7.5%	0.6%	0	0.0%	0.0%
<b>Retraités</b>	390	44.7%	2.7%	213	42.6%	3.3%	177	47.5%	2.3%	0	0.0%	0.0%
<b>Autres inactifs</b>	38	4.4%	0.9%	24	4.8%	1.5%	14	3.8%	0.6%	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>	134	15.3%	1.3%	71	14.2%	1.7%	63	16.8%	1.1%	27	8.7%	1.5%
<b>2 personnes</b>	455	52.1%	2.6%	256	51.1%	3.0%	200	53.5%	2.2%	93	30.0%	2.1%
<b>3 personnes</b>	101	11.6%	1.1%	62	12.4%	1.3%	39	10.5%	0.9%	59	19.0%	1.6%
<b>4 personnes</b>	136	15.5%	1.5%	84	16.9%	1.9%	51	13.7%	1.1%	89	28.6%	1.9%
<b>5 personnes et +</b>	47	5.4%	0.9%	27	5.4%	1.0%	20	5.4%	0.8%	43	13.7%	1.6%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	200	22.9%	1.3%	118	23.6%	1.6%	83	22.1%	1.0%	140	45.1%	1.8%
<b>Non</b>	673	77.1%	1.9%	382	76.4%	2.2%	291	77.9%	1.6%	170	54.9%	1.8%
<b>Habitat</b>												
<b>Communes rurales</b>	165	18.9%	1.4%	99	19.9%	1.8%	66	17.6%	1.1%	57	18.4%	1.8%
<b>Agglo. - 20 000 hab</b>	128	14.7%	1.4%	66	13.2%	1.5%	63	16.8%	1.3%	42	13.7%	1.7%
<b>Agglo. 20 000 à 100 000 hab</b>	106	12.2%	1.5%	69	13.8%	2.1%	37	10.0%	1.0%	25	8.0%	1.3%
<b>Agglo. + 100 000 hab</b>	277	31.7%	1.8%	154	30.8%	2.1%	123	32.9%	1.6%	99	31.9%	1.7%
<b>Agglo. Paris</b>	196	22.5%	2.3%	112	22.4%	2.8%	85	22.6%	1.9%	87	28.0%	2.1%

	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>	214	24.5%	2.2%	122	24.4%	2.7%	92	24.7%	1.8%	94	30.1%	2.1%
<b>Nord Pas de Calais</b>	67	7.7%	2.1%	36	7.1%	2.3%	31	8.4%	1.9%	24	7.6%	2.5%
<b>Lorraine</b>	24	2.8%	1.3%	14	2.9%	1.6%	10	2.7%	1.0%	13	4.3%	2.5%
<b>Alsace</b>	38	4.3%	2.5%	23	4.6%	3.1%	15	4.0%	1.9%	13	4.3%	2.9%
<b>Franche-Comté</b>	9	1.0%	0.9%	6	1.2%	1.3%	3	0.7%	0.6%	0	0.0%	0.0%
<b>Champagne Ardennes</b>	24	2.8%	2.3%	15	2.9%	2.8%	10	2.6%	1.7%	6	2.0%	2.2%
<b>Picardie</b>	18	2.0%	1.2%	15	2.9%	2.0%	3	0.8%	0.4%	7	2.2%	1.5%
<b>Bourgogne</b>	17	2.0%	1.3%	12	2.5%	1.9%	5	1.4%	0.7%	3	1.1%	0.9%
<b>Haute Normandie</b>	11	1.3%	0.8%	9	1.7%	1.2%	3	0.7%	0.4%	4	1.2%	0.8%
<b>Basse Normandie</b>	15	1.7%	1.2%	9	1.9%	1.6%	5	1.4%	0.9%	4	1.2%	1.1%
<b>Centre</b>	44	5.1%	2.1%	15	3.1%	1.5%	29	7.7%	2.7%	16	5.1%	2.6%
<b>Pays de Loire</b>	46	5.2%	1.6%	25	5.1%	1.8%	20	5.5%	1.4%	15	4.7%	1.5%
<b>Bretagne</b>	34	3.9%	1.3%	13	2.6%	1.0%	21	5.6%	1.5%	7	2.2%	0.9%
<b>Poitou Charentes</b>	30	3.4%	2.0%	22	4.3%	3.1%	8	2.2%	1.1%	14	4.5%	3.5%
<b>Aquitaine</b>	46	5.2%	1.7%	23	4.7%	1.8%	22	5.9%	1.5%	9	2.7%	1.0%
<b>Midi Pyrénées</b>	35	4.0%	1.5%	19	3.9%	1.7%	16	4.2%	1.3%	19	6.3%	2.4%
<b>Limousin</b>	9	1.0%	1.4%	6	1.2%	2.0%	3	0.8%	0.9%	1	0.3%	0.7%
<b>Auvergne</b>	20	2.3%	1.8%	13	2.5%	2.3%	7	2.0%	1.2%	9	2.8%	2.8%
<b>Rhône Alpes</b>	77	8.8%	1.5%	48	9.7%	2.0%	28	7.6%	1.1%	33	10.7%	1.8%
<b>Languedoc Roussillon</b>	36	4.2%	1.6%	19	3.8%	1.8%	17	4.6%	1.5%	6	2.1%	0.9%
<b>Provence Alpes Côte d'Azur. Corse</b>	59	6.7%	1.4%	35	7.0%	1.7%	24	6.3%	1.0%	13	4.3%	0.9%
<b>Habitudes de connexion à Internet</b>												
<b>Tous les jours</b>	631	72.2%	1.9%	370	74.0%	2.3%	261	69.8%	1.6%	271	87.1%	1.9%
<b>Presque tous les jours</b>	101	11.5%	1.7%	53	10.5%	1.9%	48	12.8%	1.6%	30	9.5%	1.5%
<b>1 à 2 fois par semaine</b>	39	4.5%	1.5%	21	4.3%	1.9%	18	4.7%	1.2%	9	2.9%	1.4%
<b>1 à 3 fois par mois</b>	9	1.0%	1.6%	6	1.1%	2.8%	3	0.8%	0.9%	0	0.0%	0.0%
<b>Moins souvent</b>	8	1.0%	0.9%	4	0.8%	1.1%	4	1.2%	0.8%	1	0.4%	1.8%

## Lecture Dernière Période

	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	7	0.8%	0.4%	6	1.1%	0.8%	1	0.2%	0.1%	0	0.0%	0.0%
De 9 000 à moins de 12 000 euros par an	15	1.7%	0.5%	6	1.2%	0.5%	9	2.4%	0.5%	2	0.6%	0.8%
De 12 000 à moins de 18 000 euros par an	48	5.4%	0.8%	20	3.9%	0.8%	28	7.5%	0.8%	4	1.2%	0.6%
De 18 000 à moins de 24 000 euros par an	73	8.4%	1.1%	36	7.1%	1.1%	38	10.1%	1.0%	11	3.5%	0.8%
De 24 000 à moins de 36 000 euros par an	193	22.1%	1.7%	104	20.9%	1.9%	89	23.8%	1.6%	44	14.1%	1.3%
De 36 000 à moins de 45 000 euros par an	104	11.9%	1.5%	55	11.0%	1.5%	49	13.2%	1.5%	40	12.9%	1.3%
De 45 000 à moins de 65 000 euros par an	192	22.0%	2.9%	131	26.2%	3.5%	62	16.5%	2.0%	71	23.0%	1.9%
De 65 000 à moins de 80 000 euros par an	70	8.0%	3.6%	48	9.7%	4.3%	22	5.8%	2.7%	36	11.7%	2.8%
De 80 000 à moins de 115 000 euros par an	80	9.2%	6.5%	52	10.5%	7.0%	28	7.5%	5.8%	59	19.0%	6.6%
115 000 euros et plus par an	24	2.7%	4.5%	17	3.4%	5.8%	7	1.8%	2.9%	23	7.3%	5.0%
Refus	53	6.0%	1.5%	24	4.8%	1.6%	29	7.7%	1.4%	17	5.4%	1.4%
Ne sait pas	14	1.5%	0.7%	1	0.1%	0.1%	13	3.4%	1.2%	4	1.4%	0.6%