

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	1594	100.0%	3.1%	525	100.0%	2.1%	1070	100.0%	4.0%	493	100.0%	2.8%
<b>Sexe</b>												
<b>Homme</b>	525	32.9%	2.1%	525	100.0%	2.1%	0	0.0%	0.0%	148	30.0%	1.7%
<b>Femme</b>	1070	67.1%	4.0%	0	0.0%	0.0%	1070	100.0%	4.0%	345	70.0%	4.0%
<b>Age</b>												
<b>15 à 24 ans</b>	55	3.4%	0.7%	21	4.0%	0.6%	34	3.1%	0.9%	29	5.9%	0.9%
<b>25 à 34 ans</b>	100	6.3%	1.3%	29	5.6%	0.8%	71	6.6%	1.8%	41	8.4%	1.2%
<b>35 à 49 ans</b>	349	21.9%	2.8%	117	22.2%	1.9%	233	21.7%	3.7%	179	36.3%	2.9%
<b>50 à 59 ans</b>	467	29.3%	5.1%	161	30.6%	3.5%	306	28.6%	6.7%	194	39.5%	5.1%
<b>60 ans et plus</b>	623	39.1%	4.2%	197	37.5%	3.0%	427	39.9%	5.1%	49	10.0%	5.5%
<b>Individu</b>												
<b>Ménagères</b>	1013	63.6%	4.4%	0	0.0%	0.0%	1013	94.7%	4.4%	330	66.9%	4.7%
<b>Personne de référence</b>	754	47.3%	2.7%	481	91.7%	2.4%	273	25.5%	3.5%	179	36.4%	2.2%
<b>Responsable des achats</b>	1298	81.4%	3.7%	304	58.0%	2.4%	994	92.9%	4.4%	406	82.4%	3.7%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	10	0.6%	2.0%	4	0.7%	0.9%	7	0.6%	5.0%	0	0.0%	0.0%
<b>Petits patrons</b>	37	2.3%	2.3%	18	3.4%	1.5%	19	1.8%	4.0%	31	6.2%	2.1%
<b>Affaires et Cadres</b>	147	9.2%	2.9%	55	10.6%	1.9%	92	8.6%	4.3%	131	26.6%	2.9%
<b>Professions intermédiaires</b>	219	13.7%	3.2%	62	11.7%	1.8%	157	14.7%	4.6%	168	34.2%	3.0%
<b>Employés</b>	243	15.2%	2.9%	42	8.0%	2.0%	201	18.8%	3.2%	58	11.7%	3.1%
<b>Ouvriers</b>	187	11.8%	2.9%	122	23.2%	2.4%	65	6.1%	4.9%	25	5.1%	6.1%
<b>Retraités</b>	533	33.4%	4.3%	178	34.0%	3.0%	355	33.2%	5.4%	15	3.0%	5.5%
<b>Autres inactifs</b>	218	13.7%	2.1%	44	8.4%	1.2%	174	16.2%	2.7%	65	13.2%	2.0%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	22	1.4%	2.7%	4	0.7%	0.8%	18	1.7%	5.0%	0	0.0%	0.0%
<b>Petits patrons</b>	69	4.4%	2.6%	18	3.4%	1.3%	52	4.8%	4.0%	69	14.1%	2.6%
<b>Affaires et Cadres</b>	229	14.4%	3.2%	62	11.8%	1.8%	167	15.6%	4.6%	229	46.6%	3.2%
<b>Professions intermédiaires</b>	194	12.2%	2.6%	68	13.0%	1.8%	126	11.8%	3.4%	194	39.3%	2.6%
<b>Employés</b>	149	9.4%	2.8%	39	7.4%	1.7%	111	10.3%	3.5%	0	0.0%	0.0%
<b>Ouvriers</b>	222	13.9%	2.3%	114	21.8%	2.2%	108	10.1%	2.5%	0	0.0%	0.0%
<b>Retraités</b>	591	37.1%	4.1%	186	35.4%	2.8%	405	37.9%	5.2%	0	0.0%	0.0%
<b>Autres inactifs</b>	117	7.3%	2.9%	34	6.5%	2.2%	83	7.8%	3.3%	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>	314	19.7%	3.2%	94	18.0%	2.2%	220	20.5%	3.8%	58	11.7%	3.1%
<b>2 personnes</b>	711	44.6%	4.0%	237	45.3%	2.7%	474	44.3%	5.1%	151	30.6%	3.5%
<b>3 personnes</b>	232	14.5%	2.6%	77	14.7%	1.7%	155	14.4%	3.5%	95	19.4%	2.6%
<b>4 personnes</b>	215	13.5%	2.3%	66	12.6%	1.4%	149	14.0%	3.2%	115	23.4%	2.4%
<b>5 personnes et +</b>	122	7.7%	2.3%	50	9.4%	1.9%	73	6.8%	2.7%	74	15.0%	2.7%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	355	22.3%	2.3%	118	22.5%	1.6%	237	22.2%	2.9%	185	37.6%	2.4%
<b>Non</b>	1239	77.7%	3.4%	406	77.5%	2.3%	833	77.8%	4.4%	307	62.4%	3.2%
<b>Habitat</b>												
<b>Communes rurales</b>	456	28.6%	3.9%	165	31.5%	2.9%	290	27.2%	4.7%	125	25.3%	3.8%
<b>Agglo. - 20 000 hab</b>	253	15.9%	2.8%	82	15.7%	1.9%	171	16.0%	3.7%	70	14.2%	2.8%
<b>Agglo. 20 000 à 100 000 hab</b>	205	12.9%	3.0%	63	11.9%	1.9%	143	13.4%	3.9%	55	11.2%	2.9%
<b>Agglo. + 100 000 hab</b>	459	28.8%	3.0%	145	27.6%	2.0%	314	29.4%	4.0%	139	28.2%	2.4%
<b>Agglo. Paris</b>	221	13.8%	2.6%	70	13.3%	1.7%	151	14.1%	3.4%	104	21.2%	2.6%

## Lecture Dernière Période

	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>	268	16.8%	2.8%	87	16.6%	1.9%	181	16.9%	3.6%	122	24.8%	2.8%
<b>Nord Pas de Calais</b>	70	4.4%	2.2%	15	2.8%	1.0%	56	5.2%	3.3%	20	4.0%	2.1%
<b>Lorraine</b>	44	2.7%	2.3%	24	4.5%	2.5%	20	1.9%	2.0%	15	2.9%	2.7%
<b>Alsace</b>	60	3.8%	4.0%	18	3.5%	2.5%	42	3.9%	5.4%	17	3.4%	3.6%
<b>Franche-Comté</b>	24	1.5%	2.6%	11	2.1%	2.3%	13	1.3%	2.8%	5	1.1%	2.0%
<b>Champagne Ardennes</b>	33	2.1%	3.0%	12	2.3%	2.3%	21	1.9%	3.7%	8	1.7%	2.8%
<b>Picardie</b>	41	2.6%	2.7%	19	3.6%	2.5%	22	2.1%	2.8%	12	2.5%	2.7%
<b>Bourgogne</b>	39	2.5%	2.9%	12	2.3%	1.9%	27	2.5%	3.9%	17	3.4%	4.6%
<b>Haute Normandie</b>	35	2.2%	2.4%	4	0.8%	0.6%	30	2.8%	3.9%	15	3.0%	3.2%
<b>Basse Normandie</b>	51	3.2%	4.2%	18	3.4%	3.1%	33	3.1%	5.3%	6	1.1%	1.6%
<b>Centre</b>	75	4.7%	3.6%	23	4.3%	2.2%	53	4.9%	4.9%	22	4.5%	3.5%
<b>Pays de Loire</b>	88	5.5%	3.0%	38	7.2%	2.7%	50	4.7%	3.3%	30	6.1%	3.1%
<b>Bretagne</b>	119	7.5%	4.5%	45	8.7%	3.6%	74	6.9%	5.4%	38	7.8%	5.0%
<b>Poitou Charentes</b>	67	4.2%	4.5%	11	2.0%	1.5%	56	5.2%	7.3%	12	2.4%	2.9%
<b>Aquitaine</b>	115	7.2%	4.2%	35	6.6%	2.7%	81	7.5%	5.6%	25	5.1%	2.9%
<b>Midi Pyrénées</b>	89	5.6%	3.7%	30	5.8%	2.6%	58	5.5%	4.7%	17	3.4%	2.1%
<b>Limousin</b>	21	1.3%	3.3%	4	0.8%	1.5%	16	1.5%	5.0%	8	1.7%	5.2%
<b>Auvergne</b>	29	1.8%	2.6%	14	2.6%	2.5%	15	1.4%	2.6%	10	2.1%	3.4%
<b>Rhône Alpes</b>	145	9.1%	2.8%	56	10.6%	2.3%	89	8.3%	3.4%	47	9.6%	2.6%
<b>Languedoc Roussillon</b>	59	3.7%	2.6%	15	2.9%	1.4%	44	4.1%	3.7%	14	2.8%	2.0%
<b>Provence Alpes Côte d'Azur. Corse</b>	122	7.7%	2.8%	35	6.7%	1.7%	87	8.1%	3.8%	33	6.6%	2.3%
<b>Habitudes de connexion à Internet</b>												
<b>Tous les jours</b>	938	58.8%	2.9%	285	54.3%	1.7%	653	61.1%	4.0%	390	79.1%	2.7%
<b>Presque tous les jours</b>	219	13.7%	3.7%	62	11.9%	2.2%	156	14.6%	5.1%	61	12.3%	3.0%
<b>1 à 2 fois par semaine</b>	120	7.5%	4.6%	46	8.7%	4.1%	74	7.0%	5.0%	31	6.4%	4.7%
<b>1 à 3 fois par mois</b>	21	1.3%	4.0%	9	1.7%	4.3%	12	1.2%	3.8%	0	0.0%	0.3%
<b>Moins souvent</b>	28	1.8%	3.1%	7	1.3%	1.7%	21	2.0%	4.0%	3	0.7%	4.3%
<b>Jamais</b>	9	0.6%	9.4%	7	1.4%	13.8%	2	0.2%	4.2%	1	0.2%	18.2%

	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	40	2.5%	2.2%	18	3.4%	2.4%	23	2.1%	2.0%	6	1.1%	3.3%
De 9 000 à moins de 12 000 euros par an	41	2.6%	1.4%	10	2.0%	0.9%	30	2.8%	1.7%	2	0.4%	0.9%
De 12 000 à moins de 18 000 euros par an	196	12.3%	3.3%	68	13.0%	2.7%	128	12.0%	3.7%	23	4.7%	3.6%
De 18 000 à moins de 24 000 euros par an	195	12.2%	2.8%	71	13.6%	2.3%	124	11.6%	3.3%	24	4.8%	1.7%
De 24 000 à moins de 36 000 euros par an	371	23.3%	3.4%	147	28.0%	2.7%	224	21.0%	3.9%	77	15.7%	2.3%
De 36 000 à moins de 45 000 euros par an	270	17.0%	3.9%	71	13.5%	1.9%	199	18.6%	6.0%	109	22.0%	3.6%
De 45 000 à moins de 65 000 euros par an	208	13.1%	3.1%	75	14.3%	2.0%	133	12.5%	4.4%	115	23.4%	3.0%
De 65 000 à moins de 80 000 euros par an	73	4.6%	3.8%	21	3.9%	1.8%	53	4.9%	6.5%	49	10.0%	3.8%
De 80 000 à moins de 115 000 euros par an	34	2.1%	2.8%	14	2.7%	1.9%	20	1.8%	4.1%	18	3.7%	2.1%
115 000 euros et plus par an	24	1.5%	4.6%	8	1.5%	2.6%	17	1.6%	7.3%	21	4.2%	4.6%
Refus	94	5.9%	2.6%	16	3.1%	1.1%	77	7.2%	3.8%	36	7.2%	2.9%
Ne sait pas	47	2.9%	2.5%	5	1.0%	0.7%	41	3.9%	3.9%	13	2.6%	1.6%