

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	1646	100.0%	3.2%	429	100.0%	1.7%	1217	100.0%	4.5%	363	100.0%	2.1%
<b>Sexe</b>												
<b>Homme</b>	429	26.1%	1.7%	429	100.0%	1.7%	0	0.0%	0.0%	108	29.6%	1.2%
<b>Femme</b>	1217	73.9%	4.5%	0	0.0%	0.0%	1217	100.0%	4.5%	256	70.4%	3.0%
<b>Age</b>												
<b>15 à 24 ans</b>	182	11.1%	2.5%	40	9.3%	1.1%	142	11.7%	4.0%	62	17.1%	2.0%
<b>25 à 34 ans</b>	192	11.6%	2.5%	57	13.3%	1.5%	134	11.0%	3.4%	46	12.7%	1.4%
<b>35 à 49 ans</b>	397	24.1%	3.2%	115	26.9%	1.9%	281	23.1%	4.4%	126	34.6%	2.1%
<b>50 à 59 ans</b>	375	22.8%	4.0%	99	23.0%	2.1%	276	22.7%	5.9%	111	30.7%	2.9%
<b>60 ans et plus</b>	501	30.5%	3.3%	118	27.6%	1.8%	383	31.5%	4.5%	18	5.0%	1.8%
<b>Individu</b>												
<b>Ménagères</b>	1067	64.8%	4.6%	0	0.0%	0.0%	1067	87.7%	4.6%	204	56.2%	2.9%
<b>Personne de référence</b>	795	48.3%	2.8%	370	86.1%	1.8%	425	34.9%	5.5%	142	39.1%	1.7%
<b>Responsable des achats</b>	1286	78.1%	3.6%	231	53.7%	1.8%	1055	86.7%	4.6%	273	75.1%	2.5%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	9	0.5%	1.6%	4	0.9%	1.1%	5	0.4%	3.0%	0	0.0%	0.0%
<b>Petits patrons</b>	34	2.1%	2.1%	9	2.2%	0.9%	24	2.0%	4.7%	29	7.9%	2.0%
<b>Affaires et Cadres</b>	68	4.1%	1.3%	30	7.1%	1.0%	37	3.1%	1.7%	60	16.4%	1.3%
<b>Professions intermédiaires</b>	171	10.4%	2.5%	51	11.8%	1.5%	120	9.9%	3.5%	131	36.0%	2.3%
<b>Employés</b>	432	26.2%	5.2%	50	11.8%	2.3%	381	31.3%	6.2%	75	20.8%	4.1%
<b>Ouvriers</b>	166	10.1%	2.6%	107	25.0%	2.1%	59	4.8%	4.3%	5	1.4%	1.3%
<b>Retraités</b>	413	25.1%	3.3%	108	25.1%	1.8%	305	25.1%	4.6%	3	0.8%	1.1%
<b>Autres inactifs</b>	354	21.5%	3.4%	69	16.1%	1.8%	285	23.4%	4.4%	61	16.7%	1.9%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	20	1.2%	2.4%	3	0.7%	0.7%	17	1.4%	4.2%	0	0.0%	0.0%
<b>Petits patrons</b>	59	3.6%	2.2%	12	2.8%	0.9%	47	3.9%	3.5%	59	16.3%	2.2%
<b>Affaires et Cadres</b>	120	7.3%	1.7%	37	8.7%	1.0%	83	6.8%	2.3%	120	33.0%	1.7%
<b>Professions intermédiaires</b>	184	11.2%	2.4%	58	13.6%	1.5%	126	10.3%	3.4%	184	50.7%	2.4%
<b>Employés</b>	282	17.2%	5.2%	46	10.7%	2.0%	237	19.4%	7.6%	0	0.0%	0.0%
<b>Ouvriers</b>	348	21.1%	3.6%	108	25.0%	2.1%	240	19.8%	5.4%	0	0.0%	0.0%
<b>Retraités</b>	462	28.1%	3.2%	125	29.1%	1.9%	337	27.7%	4.3%	0	0.0%	0.0%
<b>Autres inactifs</b>	171	10.4%	4.2%	40	9.4%	2.5%	131	10.7%	5.2%	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>												
1 personne	358	21.8%	3.6%	66	15.3%	1.5%	292	24.0%	5.2%	55	15.1%	3.2%
2 personnes	610	37.1%	3.4%	185	43.0%	2.1%	426	35.0%	4.6%	88	24.2%	2.0%
3 personnes	237	14.4%	2.6%	54	12.6%	1.2%	183	15.0%	4.0%	79	21.6%	2.1%
4 personnes	240	14.6%	2.6%	60	13.9%	1.3%	181	14.8%	3.8%	95	26.2%	1.9%
5 personnes et +	200	12.2%	3.7%	65	15.2%	2.5%	135	11.1%	4.9%	47	13.0%	1.8%
<b>Présence d'enfants de moins de 15 ans</b>												
Oui	483	29.4%	3.1%	129	30.0%	1.8%	354	29.1%	4.3%	149	41.0%	1.9%
Non	1163	70.6%	3.2%	301	70.0%	1.7%	862	70.9%	4.6%	214	59.0%	2.2%
<b>Habitat</b>												
Communes rurales	393	23.9%	3.3%	110	25.6%	2.0%	283	23.2%	4.5%	79	21.8%	2.4%
Agglo. - 20 000 hab	266	16.2%	3.0%	44	10.3%	1.0%	222	18.2%	4.7%	58	16.1%	2.3%
Agglo. 20 000 à 100 000 hab	265	16.1%	3.8%	68	15.9%	2.0%	197	16.2%	5.5%	45	12.4%	2.5%
Agglo. + 100 000 hab	503	30.6%	3.3%	138	32.2%	1.8%	365	30.0%	4.6%	111	30.5%	1.9%
Agglo. Paris	219	13.3%	2.6%	68	15.9%	1.7%	150	12.3%	3.4%	70	19.2%	1.7%

	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>	265	16.1%	2.8%	78	18.1%	1.7%	187	15.4%	3.8%	84	23.2%	1.9%
<b>Nord Pas de Calais</b>	91	5.5%	2.8%	35	8.2%	2.3%	56	4.6%	3.3%	11	3.2%	1.2%
<b>Lorraine</b>	62	3.8%	3.2%	16	3.8%	1.8%	46	3.7%	4.6%	8	2.2%	1.4%
<b>Alsace</b>	47	2.9%	3.1%	11	2.5%	1.5%	36	3.0%	4.6%	11	3.1%	2.4%
<b>Franche-Comté</b>	41	2.5%	4.3%	18	4.1%	3.8%	23	1.9%	4.7%	10	2.7%	3.8%
<b>Champagne Ardennes</b>	44	2.7%	4.1%	15	3.4%	2.8%	30	2.4%	5.2%	6	1.7%	2.2%
<b>Picardie</b>	54	3.3%	3.5%	6	1.3%	0.8%	48	3.9%	6.1%	7	1.9%	1.6%
<b>Bourgogne</b>	42	2.6%	3.1%	6	1.3%	0.9%	36	3.0%	5.2%	5	1.3%	1.3%
<b>Haute Normandie</b>	66	4.0%	4.5%	9	2.1%	1.3%	57	4.7%	7.4%	9	2.4%	1.9%
<b>Basse Normandie</b>	38	2.3%	3.1%	16	3.8%	2.8%	21	1.7%	3.4%	6	1.7%	1.7%
<b>Centre</b>	61	3.7%	2.9%	12	2.7%	1.2%	49	4.0%	4.5%	13	3.5%	2.1%
<b>Pays de Loire</b>	84	5.1%	2.8%	17	3.9%	1.2%	67	5.5%	4.4%	23	6.3%	2.4%
<b>Bretagne</b>	93	5.6%	3.5%	32	7.5%	2.5%	61	5.0%	4.4%	15	4.0%	1.8%
<b>Poitou Charentes</b>	39	2.4%	2.7%	9	2.2%	1.3%	30	2.5%	3.9%	16	4.5%	3.9%
<b>Aquitaine</b>	86	5.3%	3.1%	26	6.1%	2.0%	60	4.9%	4.2%	15	4.2%	1.8%
<b>Midi Pyrénées</b>	69	4.2%	2.8%	28	6.4%	2.3%	41	3.4%	3.2%	18	5.0%	2.3%
<b>Limousin</b>	10	0.6%	1.6%	2	0.5%	0.7%	8	0.7%	2.5%	2	0.4%	1.0%
<b>Auvergne</b>	53	3.2%	4.7%	10	2.2%	1.8%	44	3.6%	7.4%	6	1.5%	1.9%
<b>Rhône Alpes</b>	179	10.9%	3.5%	43	10.0%	1.7%	137	11.2%	5.1%	50	13.8%	2.7%
<b>Languedoc Roussillon</b>	65	4.0%	2.9%	5	1.1%	0.4%	61	5.0%	5.1%	6	1.6%	0.8%
<b>Provence Alpes Côte d'Azur. Corse</b>	157	9.5%	3.6%	37	8.6%	1.8%	120	9.8%	5.2%	43	11.7%	2.9%
<b>Habitudes de connexion à Internet</b>												
<b>Tous les jours</b>	909	55.2%	2.7%	260	60.6%	1.6%	649	53.3%	3.9%	287	79.0%	2.0%
<b>Presque tous les jours</b>	185	11.3%	3.2%	49	11.5%	1.8%	136	11.2%	4.3%	44	12.2%	2.3%
<b>1 à 2 fois par semaine</b>	90	5.5%	3.5%	24	5.5%	2.0%	67	5.5%	4.8%	23	6.5%	3.7%
<b>1 à 3 fois par mois</b>	29	1.7%	5.5%	2	0.5%	1.0%	27	2.2%	8.5%	0	0.0%	0.0%
<b>Moins souvent</b>	54	3.3%	6.6%	8	1.8%	2.1%	47	3.9%	10.0%	2	0.6%	2.8%
<b>Jamais</b>	4	0.3%	3.3%	0	0.0%	0.0%	4	0.3%	10.7%	2	0.5%	18.6%

	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	67	4.1%	3.6%	15	3.4%	1.9%	53	4.3%	4.9%	7	2.0%	5.2%
De 9 000 à moins de 12 000 euros par an	137	8.3%	4.8%	25	5.9%	2.4%	112	9.2%	6.3%	8	2.2%	3.1%
De 12 000 à moins de 18 000 euros par an	305	18.5%	5.0%	62	14.4%	2.4%	243	20.0%	7.0%	30	8.2%	4.0%
De 18 000 à moins de 24 000 euros par an	242	14.7%	3.7%	69	16.2%	2.3%	173	14.2%	4.9%	35	9.8%	2.6%
De 24 000 à moins de 36 000 euros par an	369	22.4%	3.4%	110	25.7%	2.1%	259	21.3%	4.5%	75	20.7%	2.2%
De 36 000 à moins de 45 000 euros par an	194	11.8%	2.8%	65	15.0%	1.7%	130	10.7%	4.0%	64	17.6%	2.1%
De 45 000 à moins de 65 000 euros par an	117	7.1%	1.7%	33	7.6%	0.9%	84	6.9%	2.6%	56	15.3%	1.5%
De 65 000 à moins de 80 000 euros par an	39	2.3%	2.0%	18	4.2%	1.6%	20	1.7%	2.5%	24	6.5%	1.8%
De 80 000 à moins de 115 000 euros par an	22	1.3%	1.7%	5	1.2%	0.7%	16	1.3%	3.2%	17	4.6%	1.8%
115 000 euros et plus par an	8	0.5%	1.3%	4	0.9%	1.1%	4	0.3%	1.6%	6	1.7%	1.2%
Refus	80	4.9%	2.4%	13	3.1%	1.0%	67	5.5%	3.4%	23	6.2%	2.1%
Ne sait pas	66	4.0%	2.9%	10	2.3%	1.0%	56	4.6%	4.2%	19	5.2%	2.0%