

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	1230	100.0%	2.4%	1033	100.0%	4.1%	197	100.0%	0.7%	449	100.0%	2.6%
<b>Sexe</b>												
<b>Homme</b>	1033	84.0%	4.1%	1033	100.0%	4.1%	0	0.0%	0.0%	395	88.0%	4.5%
<b>Femme</b>	197	16.0%	0.7%	0	0.0%	0.0%	197	100.0%	0.7%	54	12.0%	0.6%
<b>Age</b>												
<b>15 à 24 ans</b>	121	9.8%	1.7%	105	10.2%	2.9%	16	8.0%	0.4%	38	8.5%	1.2%
<b>25 à 34 ans</b>	155	12.6%	2.0%	127	12.3%	3.4%	28	14.3%	0.7%	54	12.0%	1.7%
<b>35 à 49 ans</b>	360	29.3%	2.9%	316	30.6%	5.1%	44	22.5%	0.7%	181	40.3%	2.9%
<b>50 à 59 ans</b>	297	24.2%	3.2%	256	24.8%	5.6%	41	20.7%	0.9%	145	32.3%	3.8%
<b>60 ans et plus</b>	296	24.1%	1.9%	229	22.1%	3.4%	68	34.4%	0.8%	31	6.9%	3.6%
<b>Individu</b>												
<b>Ménagères</b>	185	15.1%	0.8%	0	0.0%	0.0%	185	94.2%	0.8%	52	11.5%	0.7%
<b>Personne de référence</b>	935	76.0%	3.3%	899	87.0%	4.4%	36	18.1%	0.4%	359	80.1%	4.3%
<b>Responsable des achats</b>	691	56.2%	1.9%	516	50.0%	3.9%	175	89.0%	0.8%	224	49.9%	2.0%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	13	1.0%	2.6%	9	0.9%	2.6%	4	2.0%	2.5%	0	0.0%	0.0%
<b>Petits patrons</b>	70	5.7%	4.3%	69	6.7%	6.0%	1	0.3%	0.2%	69	15.4%	4.8%
<b>Affaires et Cadres</b>	136	11.0%	2.8%	124	12.0%	4.4%	12	6.0%	0.6%	127	28.3%	2.9%
<b>Professions intermédiaires</b>	200	16.3%	2.8%	173	16.7%	4.9%	28	14.2%	0.8%	190	42.4%	3.3%
<b>Employés</b>	146	11.8%	1.7%	96	9.3%	4.3%	50	25.4%	0.8%	8	1.7%	0.4%
<b>Ouvriers</b>	257	20.9%	4.1%	254	24.6%	5.1%	3	1.3%	0.2%	11	2.4%	3.1%
<b>Retraités</b>	253	20.6%	2.0%	201	19.4%	3.3%	52	26.6%	0.8%	2	0.4%	0.8%
<b>Autres inactifs</b>	156	12.7%	1.5%	108	10.5%	2.9%	48	24.2%	0.7%	42	9.4%	1.3%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	14	1.1%	1.8%	9	0.9%	2.3%	4	2.3%	1.3%	0	0.0%	0.0%
<b>Petits patrons</b>	89	7.2%	3.4%	76	7.4%	5.7%	13	6.4%	1.0%	89	19.8%	3.4%
<b>Affaires et Cadres</b>	156	12.7%	2.3%	137	13.2%	4.0%	19	9.6%	0.6%	156	34.7%	2.3%
<b>Professions intermédiaires</b>	204	16.6%	2.6%	182	17.6%	4.5%	23	11.5%	0.6%	204	45.5%	2.6%
<b>Employés</b>	133	10.8%	2.4%	105	10.1%	4.4%	28	14.2%	0.9%	0	0.0%	0.0%
<b>Ouvriers</b>	271	22.1%	2.9%	237	22.9%	4.7%	35	17.7%	0.8%	0	0.0%	0.0%
<b>Retraités</b>	276	22.4%	1.9%	217	21.0%	3.2%	58	29.7%	0.7%	0	0.0%	0.0%
<b>Autres inactifs</b>	87	7.1%	2.1%	70	6.8%	4.4%	17	8.7%	0.7%	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>	154	12.5%	1.5%	134	13.0%	3.1%	20	9.9%	0.3%	38	8.5%	2.1%
<b>2 personnes</b>	428	34.8%	2.4%	341	33.0%	3.9%	87	44.3%	0.9%	113	25.3%	2.7%
<b>3 personnes</b>	210	17.1%	2.3%	176	17.0%	3.8%	34	17.5%	0.8%	89	19.9%	2.3%
<b>4 personnes</b>	267	21.7%	2.9%	241	23.3%	5.3%	26	13.0%	0.5%	139	30.9%	2.8%
<b>5 personnes et +</b>	171	13.9%	3.1%	141	13.7%	5.2%	30	15.3%	1.1%	69	15.3%	2.7%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	430	35.0%	2.8%	368	35.6%	5.0%	62	31.6%	0.8%	203	45.3%	2.6%
<b>Non</b>	800	65.0%	2.2%	665	64.4%	3.8%	134	68.4%	0.7%	245	54.7%	2.6%
<b>Habitat</b>												
<b>Communes rurales</b>	268	21.8%	2.2%	216	21.0%	3.8%	52	26.3%	0.8%	77	17.0%	2.3%
<b>Agglo. - 20 000 hab</b>	215	17.5%	2.4%	174	16.9%	4.1%	41	20.7%	0.8%	78	17.3%	3.1%
<b>Agglo. 20 000 à 100 000 hab</b>	153	12.5%	2.2%	133	12.9%	3.9%	20	10.3%	0.6%	57	12.6%	3.1%
<b>Agglo. + 100 000 hab</b>	387	31.4%	2.5%	335	32.4%	4.4%	52	26.4%	0.6%	148	32.9%	2.6%
<b>Agglo. Paris</b>	207	16.8%	2.4%	175	16.9%	4.3%	32	16.3%	0.7%	90	20.1%	2.3%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Régions INSEE</b>												
<b>Ile de France</b>	239	19.4%	2.5%	204	19.8%	4.5%	35	17.6%	0.7%	110	24.5%	2.5%
<b>Nord Pas de Calais</b>	68	5.5%	2.1%	57	5.5%	3.7%	11	5.5%	0.6%	26	5.9%	2.7%
<b>Lorraine</b>	50	4.1%	2.6%	48	4.6%	5.2%	2	1.0%	0.2%	9	2.1%	1.8%
<b>Alsace</b>	52	4.3%	3.4%	46	4.4%	6.1%	7	3.5%	0.9%	15	3.4%	3.2%
<b>Franche-Comté</b>	32	2.6%	3.4%	26	2.5%	5.6%	6	3.0%	1.2%	11	2.4%	3.9%
<b>Champagne Ardennes</b>	25	2.1%	2.3%	23	2.2%	4.3%	2	1.3%	0.4%	7	1.6%	2.4%
<b>Picardie</b>	43	3.5%	2.8%	37	3.6%	4.9%	6	3.2%	0.8%	5	1.1%	1.2%
<b>Bourgogne</b>	29	2.4%	2.2%	20	2.0%	3.1%	9	4.6%	1.3%	13	2.9%	3.8%
<b>Haute Normandie</b>	50	4.1%	3.4%	40	3.9%	5.6%	10	5.1%	1.3%	20	4.4%	4.4%
<b>Basse Normandie</b>	22	1.8%	1.8%	21	2.1%	3.7%	1	0.3%	0.1%	7	1.7%	2.3%
<b>Centre</b>	49	4.0%	2.3%	44	4.3%	4.4%	5	2.3%	0.4%	13	2.9%	2.0%
<b>Pays de Loire</b>	54	4.4%	1.8%	43	4.1%	3.0%	11	5.6%	0.7%	15	3.4%	1.6%
<b>Bretagne</b>	38	3.1%	1.4%	25	2.4%	1.9%	13	6.6%	0.9%	15	3.2%	1.9%
<b>Poitou Charentes</b>	38	3.1%	2.5%	32	3.1%	4.5%	5	2.6%	0.7%	14	3.0%	3.7%
<b>Aquitaine</b>	71	5.8%	2.5%	55	5.3%	4.1%	16	8.1%	1.1%	24	5.4%	2.9%
<b>Midi Pyrénées</b>	51	4.1%	2.1%	48	4.6%	4.0%	3	1.7%	0.3%	20	4.4%	2.5%
<b>Limousin</b>	12	1.0%	1.9%	10	1.0%	3.4%	2	0.8%	0.5%	5	1.1%	2.9%
<b>Auvergne</b>	22	1.8%	2.0%	20	1.9%	3.7%	2	1.1%	0.4%	8	1.7%	2.4%
<b>Rhône Alpes</b>	121	9.9%	2.3%	104	10.1%	4.1%	17	8.7%	0.6%	47	10.4%	2.4%
<b>Languedoc Roussillon</b>	57	4.6%	2.5%	50	4.8%	4.6%	7	3.5%	0.6%	25	5.6%	3.6%
<b>Provence Alpes Côte d'Azur. Corse</b>	107	8.7%	2.5%	80	7.7%	3.9%	27	13.9%	1.2%	40	8.9%	2.7%
<b>Habitudes de connexion à Internet</b>												
<b>Tous les jours</b>	931	75.7%	2.7%	800	77.5%	4.6%	131	66.7%	0.8%	380	84.7%	2.6%
<b>Presque tous les jours</b>	116	9.4%	1.9%	90	8.7%	3.3%	26	13.2%	0.8%	37	8.3%	2.0%
<b>1 à 2 fois par semaine</b>	74	6.0%	2.9%	61	5.9%	5.6%	13	6.7%	0.9%	11	2.4%	2.1%
<b>1 à 3 fois par mois</b>	8	0.6%	1.6%	6	0.5%	2.9%	2	1.1%	0.7%	4	0.8%	5.5%
<b>Moins souvent</b>	30	2.5%	4.2%	20	1.9%	5.4%	11	5.4%	3.0%	10	2.3%	21.8%
<b>Jamais</b>	4	0.3%	5.8%	4	0.4%	10.1%	0	0.0%	0.0%	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>	27	2.2%	1.5%	18	1.7%	2.4%	10	4.9%	0.9%	2	0.5%	1.1%
<b>De 9 000 à moins de 12 000 euros par an</b>	51	4.2%	1.7%	46	4.5%	4.1%	5	2.5%	0.3%	4	0.8%	1.6%
<b>De 12 000 à moins de 18 000 euros par an</b>	87	7.1%	1.6%	75	7.3%	3.1%	12	6.0%	0.4%	4	0.9%	0.6%
<b>De 18 000 à moins de 24 000 euros par an</b>	135	11.0%	2.0%	108	10.4%	3.6%	27	13.9%	0.7%	22	5.0%	1.7%
<b>De 24 000 à moins de 36 000 euros par an</b>	301	24.5%	2.6%	258	25.0%	4.8%	43	21.7%	0.7%	94	20.9%	2.7%
<b>De 36 000 à moins de 45 000 euros par an</b>	191	15.5%	2.7%	162	15.7%	4.4%	29	14.5%	0.8%	76	17.0%	2.6%
<b>De 45 000 à moins de 65 000 euros par an</b>	220	17.9%	3.0%	193	18.6%	4.7%	27	13.7%	0.8%	121	26.9%	3.0%
<b>65 000 euros et plus par an</b>	132	10.7%	3.3%	115	11.1%	5.1%	17	8.7%	1.0%	82	18.2%	3.0%
<b>Refus</b>	46	3.7%	1.4%	35	3.3%	2.4%	11	5.8%	0.6%	23	5.0%	2.0%
<b>Ne sait pas</b>	40	3.2%	2.4%	24	2.3%	3.2%	16	8.2%	1.8%	22	4.9%	3.8%