

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	1390	100.0%	2.7%	449	100.0%	1.8%	941	100.0%	3.5%	446	100.0%	2.6%
<b>Sexe</b>												
<b>Homme</b>	449	32.3%	1.8%	449	100.0%	1.8%	0	0.0%	0.0%	141	31.5%	1.6%
<b>Femme</b>	941	67.7%	3.5%	0	0.0%	0.0%	941	100.0%	3.5%	305	68.5%	3.7%
<b>Age</b>												
<b>15 à 24 ans</b>	85	6.1%	1.1%	18	4.0%	0.5%	67	7.1%	1.8%	34	7.6%	1.1%
<b>25 à 34 ans</b>	80	5.8%	1.0%	17	3.8%	0.5%	63	6.7%	1.6%	41	9.2%	1.2%
<b>35 à 49 ans</b>	252	18.1%	2.0%	70	15.6%	1.1%	182	19.3%	2.9%	159	35.7%	2.5%
<b>50 à 59 ans</b>	256	18.4%	2.8%	103	23.0%	2.3%	153	16.2%	3.4%	148	33.3%	4.0%
<b>60 ans et plus</b>	717	51.6%	4.9%	241	53.6%	3.8%	476	50.6%	5.7%	63	14.2%	8.8%
<b>Individu</b>												
<b>Ménagères</b>	869	62.5%	3.7%	0	0.0%	0.0%	869	92.3%	3.7%	279	62.5%	4.1%
<b>Personne de référence</b>	714	51.4%	2.5%	415	92.3%	2.1%	300	31.8%	3.8%	178	39.9%	2.1%
<b>Responsable des achats</b>	1098	79.0%	3.1%	244	54.2%	1.9%	854	90.8%	3.7%	347	78.0%	3.2%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	13	0.9%	2.4%	8	1.7%	2.1%	5	0.5%	3.0%	0	0.0%	0.0%
<b>Petits patrons</b>	53	3.8%	3.2%	27	5.9%	2.4%	26	2.8%	5.2%	43	9.7%	3.0%
<b>Affaires et Cadres</b>	141	10.1%	2.8%	57	12.8%	1.9%	83	8.9%	4.3%	126	28.4%	2.8%
<b>Professions intermédiaires</b>	115	8.2%	1.7%	48	10.6%	1.4%	67	7.1%	2.1%	101	22.7%	1.8%
<b>Employés</b>	153	11.0%	1.9%	21	4.8%	1.1%	132	14.0%	2.1%	49	11.0%	2.8%
<b>Ouvriers</b>	45	3.2%	0.7%	26	5.7%	0.5%	19	2.0%	1.3%	7	1.5%	1.6%
<b>Retraités</b>	563	40.5%	4.5%	225	50.2%	3.7%	338	35.9%	5.1%	35	7.9%	14.4%
<b>Autres inactifs</b>	308	22.2%	3.0%	38	8.4%	1.1%	270	28.8%	4.1%	84	18.8%	2.7%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	23	1.7%	2.9%	8	1.7%	1.8%	16	1.7%	4.0%	0	0.0%	0.0%
<b>Petits patrons</b>	76	5.5%	2.9%	24	5.4%	1.9%	52	5.5%	3.9%	76	17.1%	2.9%
<b>Affaires et Cadres</b>	252	18.1%	3.5%	63	14.1%	1.7%	188	20.0%	5.5%	252	56.5%	3.5%
<b>Professions intermédiaires</b>	118	8.5%	1.6%	53	11.8%	1.3%	65	6.9%	1.8%	118	26.4%	1.6%
<b>Employés</b>	82	5.9%	1.5%	19	4.2%	0.9%	63	6.7%	2.0%	0	0.0%	0.0%
<b>Ouvriers</b>	88	6.3%	0.9%	27	5.9%	0.5%	62	6.5%	1.4%	0	0.0%	0.0%
<b>Retraités</b>	642	46.2%	4.4%	237	52.8%	3.6%	404	43.0%	5.1%	0	0.0%	0.0%
<b>Autres inactifs</b>	109	7.8%	2.8%	18	4.0%	1.2%	91	9.7%	3.7%	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>	296	21.3%	3.1%	69	15.3%	1.7%	228	24.2%	4.2%	51	11.4%	2.7%
<b>2 personnes</b>	635	45.7%	3.5%	241	53.7%	2.7%	394	41.8%	4.3%	138	31.0%	3.4%
<b>3 personnes</b>	182	13.1%	2.0%	58	13.0%	1.3%	124	13.2%	2.7%	86	19.2%	2.2%
<b>4 personnes</b>	154	11.1%	1.7%	54	11.9%	1.2%	101	10.7%	2.2%	97	21.8%	2.0%
<b>5 personnes et +</b>	122	8.8%	2.3%	28	6.2%	1.1%	95	10.1%	3.4%	74	16.6%	2.9%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	274	19.7%	1.8%	65	14.5%	0.9%	209	22.2%	2.5%	162	36.3%	2.1%
<b>Non</b>	1116	80.3%	3.1%	384	85.5%	2.2%	732	77.8%	4.0%	284	63.7%	3.0%
<b>Habitat</b>												
<b>Communes rurales</b>	193	13.9%	1.7%	62	13.8%	1.1%	131	13.9%	2.1%	48	10.7%	1.4%
<b>Agglo. - 20 000 hab</b>	220	15.8%	2.5%	51	11.5%	1.2%	168	17.9%	3.6%	60	13.4%	2.3%
<b>Agglo. 20 000 à 100 000 hab</b>	168	12.1%	2.4%	46	10.3%	1.3%	121	12.9%	3.5%	43	9.6%	2.1%
<b>Agglo. + 100 000 hab</b>	401	28.8%	2.6%	155	34.6%	2.1%	246	26.1%	3.1%	112	25.2%	2.1%
<b>Agglo. Paris</b>	409	29.4%	4.8%	134	29.9%	3.3%	275	29.2%	6.2%	183	41.1%	4.7%

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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>	424	30.5%	4.5%	135	30.1%	3.0%	289	30.7%	5.8%	192	43.0%	4.3%
<b>Nord Pas de Calais</b>	61	4.4%	1.9%	19	4.3%	1.3%	42	4.4%	2.5%	16	3.6%	1.7%
<b>Lorraine</b>	36	2.6%	1.9%	9	1.9%	0.9%	27	2.9%	2.7%	8	1.7%	1.4%
<b>Alsace</b>	23	1.6%	1.5%	6	1.3%	0.8%	17	1.8%	2.2%	5	1.1%	1.0%
<b>Franche-Comté</b>	12	0.9%	1.3%	5	1.1%	1.1%	7	0.8%	1.5%	2	0.5%	0.9%
<b>Champagne Ardennes</b>	17	1.2%	1.6%	8	1.7%	1.4%	10	1.0%	1.8%	3	0.6%	0.9%
<b>Picardie</b>	31	2.2%	2.0%	15	3.4%	2.1%	15	1.6%	1.9%	9	2.0%	2.1%
<b>Bourgogne</b>	33	2.4%	2.4%	14	3.2%	2.2%	19	2.0%	2.6%	12	2.7%	3.1%
<b>Haute Normandie</b>	31	2.2%	2.1%	11	2.4%	1.6%	20	2.1%	2.6%	14	3.2%	3.2%
<b>Basse Normandie</b>	21	1.5%	1.7%	12	2.8%	2.2%	8	0.9%	1.3%	5	1.0%	1.4%
<b>Centre</b>	45	3.2%	2.2%	17	3.9%	1.7%	27	2.9%	2.6%	8	1.8%	1.3%
<b>Pays de Loire</b>	55	3.9%	1.9%	18	4.0%	1.3%	36	3.9%	2.4%	8	1.9%	1.0%
<b>Bretagne</b>	50	3.6%	1.9%	14	3.2%	1.1%	36	3.8%	2.6%	13	2.8%	1.6%
<b>Poitou Charentes</b>	23	1.7%	1.6%	7	1.6%	1.0%	16	1.7%	2.1%	7	1.5%	1.6%
<b>Aquitaine</b>	79	5.7%	2.9%	29	6.5%	2.3%	50	5.3%	3.5%	25	5.6%	3.0%
<b>Midi Pyrénées</b>	72	5.2%	3.0%	21	4.6%	1.8%	52	5.5%	4.1%	20	4.4%	2.5%
<b>Limousin</b>	16	1.2%	2.6%	10	2.3%	3.5%	6	0.6%	1.8%	5	1.1%	3.2%
<b>Auvergne</b>	19	1.3%	1.7%	3	0.6%	0.5%	16	1.7%	2.7%	3	0.8%	1.1%
<b>Rhône Alpes</b>	126	9.1%	2.5%	39	8.6%	1.6%	88	9.3%	3.3%	42	9.5%	2.2%
<b>Languedoc Roussillon</b>	73	5.3%	3.3%	16	3.7%	1.6%	57	6.0%	4.9%	17	3.8%	2.5%
<b>Provence Alpes Côte d'Azur. Corse</b>	142	10.2%	3.3%	39	8.8%	1.9%	103	10.9%	4.5%	33	7.4%	2.3%
<b>Habitudes de connexion à Internet</b>												
<b>Tous les jours</b>	825	59.3%	2.9%	286	63.6%	2.0%	539	57.3%	3.8%	359	80.5%	2.7%
<b>Presque tous les jours</b>	193	13.9%	3.0%	48	10.6%	1.6%	145	15.4%	4.3%	54	12.1%	2.3%
<b>1 à 2 fois par semaine</b>	72	5.2%	2.3%	19	4.2%	1.4%	53	5.6%	2.9%	12	2.8%	1.3%
<b>1 à 3 fois par mois</b>	15	1.1%	1.7%	4	0.8%	1.0%	11	1.2%	2.3%	3	0.7%	2.0%
<b>Moins souvent</b>	29	2.1%	2.3%	8	1.7%	1.4%	21	2.2%	3.0%	14	3.1%	11.1%
<b>Jamais</b>	3	0.2%	2.4%	3	0.7%	5.1%	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>												
Moins de 9 000 euros par an	38	2.8%	1.9%	9	2.0%	1.1%	29	3.1%	2.4%	3	0.8%	1.9%
De 9 000 à moins de 12 000 euros par an	43	3.1%	1.3%	4	0.9%	0.3%	39	4.1%	1.8%	7	1.5%	2.5%
De 12 000 à moins de 18 000 euros par an	112	8.0%	1.7%	13	2.9%	0.5%	98	10.5%	2.6%	7	1.6%	1.0%
De 18 000 à moins de 24 000 euros par an	131	9.4%	1.8%	37	8.2%	1.1%	94	10.0%	2.5%	13	3.0%	0.9%
De 24 000 à moins de 36 000 euros par an	275	19.8%	2.4%	79	17.6%	1.4%	196	20.8%	3.3%	70	15.8%	1.9%
De 36 000 à moins de 45 000 euros par an	172	12.4%	2.6%	51	11.4%	1.4%	120	12.8%	3.9%	67	15.1%	2.2%
De 45 000 à moins de 65 000 euros par an	214	15.4%	3.4%	109	24.3%	3.1%	105	11.1%	3.8%	85	19.1%	2.3%
De 65 000 à moins de 80 000 euros par an	102	7.3%	6.2%	46	10.2%	4.8%	56	5.9%	8.2%	44	9.9%	3.8%
De 80 000 à moins de 115 000 euros par an	55	3.9%	5.7%	22	4.8%	3.9%	33	3.5%	8.4%	33	7.5%	4.4%
115 000 euros et plus par an	55	3.9%	12.2%	26	5.8%	9.5%	29	3.0%	16.4%	51	11.4%	12.7%
Refus	135	9.7%	4.3%	48	10.7%	3.7%	87	9.2%	4.7%	47	10.5%	4.1%
Ne sait pas	60	4.3%	3.8%	5	1.0%	0.7%	55	5.9%	5.9%	17	3.8%	3.0%