

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	1478	100.0%	2.9%	868	100.0%	3.5%	610	100.0%	2.3%	554	100.0%	3.2%
<b>Sexe</b>												
<b>Homme</b>	868	58.7%	3.5%	868	100.0%	3.5%	0	0.0%	0.0%	347	62.7%	3.9%
<b>Femme</b>	610	41.3%	2.3%	0	0.0%	0.0%	610	100.0%	2.3%	207	37.3%	2.5%
<b>Age</b>												
<b>15 à 24 ans</b>	102	6.9%	1.4%	75	8.7%	2.0%	27	4.4%	0.7%	62	11.3%	2.0%
<b>25 à 34 ans</b>	130	8.8%	1.7%	83	9.5%	2.2%	47	7.8%	1.2%	71	12.8%	2.1%
<b>35 à 49 ans</b>	289	19.5%	2.3%	183	21.1%	2.9%	105	17.3%	1.7%	160	29.0%	2.6%
<b>50 à 59 ans</b>	358	24.2%	4.0%	215	24.8%	4.8%	142	23.3%	3.2%	206	37.2%	5.6%
<b>60 ans et plus</b>	600	40.6%	4.1%	312	35.9%	4.9%	288	47.1%	3.5%	54	9.8%	7.5%
<b>Individu</b>												
<b>Ménagères</b>	564	38.2%	2.4%	0	0.0%	0.0%	564	92.5%	2.4%	182	32.9%	2.6%
<b>Personne de référence</b>	920	62.3%	3.3%	752	86.7%	3.7%	168	27.5%	2.1%	341	61.6%	4.0%
<b>Responsable des achats</b>	1049	71.0%	2.9%	498	57.4%	3.9%	551	90.3%	2.4%	364	65.8%	3.3%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	2	0.1%	0.4%	2	0.2%	0.6%	0	0.0%	0.0%	0	0.0%	0.0%
<b>Petits patrons</b>	65	4.4%	4.0%	47	5.4%	4.2%	18	3.0%	3.7%	53	9.6%	3.7%
<b>Affaires et Cadres</b>	197	13.4%	4.0%	135	15.6%	4.4%	62	10.2%	3.2%	183	33.1%	4.0%
<b>Professions intermédiaires</b>	216	14.6%	3.2%	134	15.4%	3.8%	82	13.4%	2.5%	195	35.3%	3.5%
<b>Employés</b>	155	10.5%	1.9%	81	9.4%	4.1%	74	12.1%	1.2%	29	5.2%	1.6%
<b>Ouvriers</b>	101	6.8%	1.6%	95	10.9%	1.9%	6	1.0%	0.4%	3	0.6%	0.7%
<b>Retraités</b>	532	36.0%	4.2%	285	32.9%	4.7%	246	40.4%	3.7%	13	2.4%	5.5%
<b>Autres inactifs</b>	210	14.2%	2.1%	89	10.2%	2.5%	122	19.9%	1.9%	77	13.9%	2.5%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	8	0.5%	1.0%	5	0.5%	1.1%	3	0.6%	0.9%	0	0.0%	0.0%
<b>Petits patrons</b>	72	4.9%	2.7%	50	5.8%	3.9%	22	3.5%	1.6%	72	13.0%	2.7%
<b>Affaires et Cadres</b>	259	17.5%	3.7%	154	17.8%	4.2%	105	17.2%	3.1%	259	46.8%	3.7%
<b>Professions intermédiaires</b>	223	15.1%	3.0%	143	16.4%	3.6%	80	13.1%	2.3%	223	40.2%	3.0%
<b>Employés</b>	103	7.0%	1.9%	74	8.5%	3.4%	29	4.8%	0.9%	0	0.0%	0.0%
<b>Ouvriers</b>	139	9.4%	1.5%	88	10.1%	1.8%	51	8.4%	1.1%	0	0.0%	0.0%
<b>Retraités</b>	599	40.5%	4.1%	317	36.5%	4.8%	282	46.2%	3.5%	0	0.0%	0.0%
<b>Autres inactifs</b>	75	5.1%	1.9%	38	4.3%	2.5%	38	6.2%	1.6%	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>	293	19.8%	3.0%	165	19.0%	4.0%	129	21.1%	2.3%	83	14.9%	4.4%
<b>2 personnes</b>	670	45.3%	3.7%	369	42.5%	4.2%	301	49.3%	3.3%	177	32.0%	4.3%
<b>3 personnes</b>	244	16.5%	2.7%	160	18.4%	3.5%	84	13.7%	1.8%	122	22.0%	3.1%
<b>4 personnes</b>	178	12.0%	1.9%	116	13.4%	2.6%	61	10.1%	1.3%	111	20.1%	2.3%
<b>5 personnes et +</b>	93	6.3%	1.8%	58	6.7%	2.3%	35	5.8%	1.3%	61	11.0%	2.4%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	300	20.3%	1.9%	185	21.3%	2.5%	115	18.8%	1.4%	186	33.6%	2.4%
<b>Non</b>	1178	79.7%	3.3%	683	78.7%	4.0%	495	81.2%	2.7%	368	66.4%	3.9%
<b>Habitat</b>												
<b>Communes rurales</b>	319	21.6%	2.8%	190	21.9%	3.4%	129	21.2%	2.1%	106	19.1%	3.2%
<b>Agglo. - 20 000 hab</b>	224	15.1%	2.5%	131	15.1%	3.1%	92	15.1%	2.0%	69	12.4%	2.6%
<b>Agglo. 20 000 à 100 000 hab</b>	209	14.1%	3.0%	117	13.4%	3.4%	92	15.1%	2.6%	77	13.9%	3.7%
<b>Agglo. + 100 000 hab</b>	409	27.7%	2.7%	247	28.5%	3.4%	162	26.5%	2.0%	147	26.5%	2.8%
<b>Agglo. Paris</b>	318	21.5%	3.8%	183	21.1%	4.5%	135	22.1%	3.0%	156	28.1%	4.0%

	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>	342	23.1%	3.6%	199	22.9%	4.4%	143	23.4%	2.9%	171	30.8%	3.9%
<b>Nord Pas de Calais</b>	55	3.7%	1.7%	35	4.1%	2.3%	20	3.3%	1.2%	26	4.7%	2.8%
<b>Lorraine</b>	43	2.9%	2.2%	26	3.0%	2.8%	16	2.7%	1.6%	8	1.5%	1.6%
<b>Alsace</b>	36	2.4%	2.4%	28	3.3%	3.9%	8	1.3%	1.0%	20	3.5%	3.9%
<b>Franche-Comté</b>	22	1.5%	2.3%	14	1.6%	3.0%	8	1.3%	1.6%	8	1.5%	3.2%
<b>Champagne Ardennes</b>	25	1.7%	2.3%	14	1.6%	2.7%	10	1.7%	1.9%	5	1.0%	1.8%
<b>Picardie</b>	35	2.3%	2.3%	19	2.2%	2.6%	16	2.6%	2.0%	10	1.8%	2.3%
<b>Bourgogne</b>	46	3.1%	3.4%	29	3.3%	4.5%	17	2.7%	2.4%	16	2.8%	4.1%
<b>Haute Normandie</b>	28	1.9%	1.9%	18	2.1%	2.6%	10	1.6%	1.3%	9	1.7%	2.1%
<b>Basse Normandie</b>	35	2.4%	2.9%	19	2.2%	3.2%	16	2.7%	2.6%	10	1.8%	3.1%
<b>Centre</b>	48	3.3%	2.3%	33	3.8%	3.3%	15	2.5%	1.4%	18	3.3%	2.9%
<b>Pays de Loire</b>	70	4.8%	2.4%	41	4.7%	2.9%	29	4.8%	2.0%	27	4.9%	3.2%
<b>Bretagne</b>	69	4.7%	2.6%	37	4.2%	2.9%	32	5.3%	2.3%	20	3.6%	2.6%
<b>Poitou Charentes</b>	37	2.5%	2.5%	23	2.6%	3.2%	14	2.3%	1.9%	10	1.9%	2.6%
<b>Aquitaine</b>	79	5.4%	2.9%	52	6.0%	4.1%	27	4.4%	1.9%	32	5.8%	3.8%
<b>Midi Pyrénées</b>	68	4.6%	2.8%	38	4.4%	3.3%	30	4.9%	2.4%	21	3.8%	2.6%
<b>Limousin</b>	27	1.8%	4.3%	14	1.6%	4.7%	13	2.1%	4.0%	10	1.7%	6.2%
<b>Auvergne</b>	27	1.8%	2.4%	14	1.6%	2.6%	13	2.1%	2.2%	6	1.0%	1.9%
<b>Rhône Alpes</b>	162	11.0%	3.2%	90	10.3%	3.7%	73	11.9%	2.8%	59	10.6%	3.1%
<b>Languedoc Roussillon</b>	86	5.8%	3.9%	42	4.9%	4.0%	44	7.2%	3.8%	27	4.8%	3.9%
<b>Provence Alpes Côte d'Azur. Corse</b>	139	9.4%	3.2%	82	9.5%	4.0%	57	9.3%	2.5%	41	7.4%	2.9%
<b>Habitudes de connexion à Internet</b>												
<b>Tous les jours</b>	898	60.7%	3.1%	541	62.3%	3.7%	357	58.6%	2.5%	447	80.6%	3.4%
<b>Presque tous les jours</b>	199	13.5%	3.1%	117	13.4%	3.8%	83	13.6%	2.5%	59	10.7%	2.6%
<b>1 à 2 fois par semaine</b>	64	4.3%	2.0%	32	3.7%	2.4%	31	5.1%	1.7%	17	3.1%	1.9%
<b>1 à 3 fois par mois</b>	34	2.3%	3.8%	13	1.4%	3.2%	21	3.5%	4.4%	5	0.9%	3.0%
<b>Moins souvent</b>	26	1.7%	2.1%	19	2.2%	3.6%	6	1.1%	0.9%	4	0.8%	3.6%
<b>Jamais</b>	5	0.3%	3.6%	3	0.3%	4.7%	2	0.3%	2.6%	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	23	1.5%	1.1%	16	1.9%	2.0%	6	1.0%	0.5%	8	1.4%	4.3%
De 9 000 à moins de 12 000 euros par an	50	3.4%	1.5%	23	2.6%	1.9%	27	4.4%	1.2%	9	1.7%	3.4%
De 12 000 à moins de 18 000 euros par an	109	7.4%	1.7%	63	7.3%	2.4%	46	7.6%	1.2%	7	1.3%	1.0%
De 18 000 à moins de 24 000 euros par an	167	11.3%	2.3%	86	9.9%	2.5%	81	13.3%	2.1%	42	7.7%	2.8%
De 24 000 à moins de 36 000 euros par an	355	24.0%	3.1%	196	22.5%	3.5%	159	26.1%	2.7%	99	17.9%	2.7%
De 36 000 à moins de 45 000 euros par an	246	16.7%	3.7%	145	16.7%	4.0%	101	16.5%	3.3%	106	19.1%	3.4%
De 45 000 à moins de 65 000 euros par an	278	18.8%	4.4%	186	21.4%	5.3%	92	15.1%	3.4%	128	23.2%	3.5%
De 65 000 à moins de 80 000 euros par an	80	5.4%	4.9%	62	7.1%	6.4%	19	3.1%	2.8%	62	11.2%	5.3%
De 80 000 à moins de 115 000 euros par an	48	3.3%	5.1%	29	3.3%	5.1%	20	3.2%	5.0%	29	5.2%	3.8%
115 000 euros et plus par an	21	1.4%	4.6%	17	2.0%	6.3%	4	0.6%	2.0%	20	3.6%	4.9%
Refus	81	5.5%	2.6%	40	4.6%	3.1%	42	6.8%	2.3%	37	6.7%	3.2%
Ne sait pas	20	1.3%	1.2%	6	0.7%	0.9%	14	2.2%	1.4%	6	1.1%	1.1%