

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	968	100.0%	1.9%	448	100.0%	1.8%	520	100.0%	1.9%	313	100.0%	1.8%
<b>Sexe</b>												
<b>Homme</b>	448	46.3%	1.8%	448	100.0%	1.8%	0	0.0%	0.0%	147	47.0%	1.6%
<b>Femme</b>	520	53.7%	1.9%	0	0.0%	0.0%	520	100.0%	1.9%	166	53.0%	2.0%
<b>Age</b>												
<b>15 à 24 ans</b>	76	7.8%	1.0%	32	7.3%	0.9%	43	8.4%	1.2%	42	13.3%	1.3%
<b>25 à 34 ans</b>	74	7.7%	1.0%	32	7.1%	0.8%	43	8.2%	1.1%	33	10.5%	1.0%
<b>35 à 49 ans</b>	269	27.8%	2.1%	129	28.8%	2.1%	140	26.8%	2.2%	133	42.4%	2.1%
<b>50 à 59 ans</b>	228	23.5%	2.5%	126	28.1%	2.8%	102	19.6%	2.3%	87	27.7%	2.3%
<b>60 ans et plus</b>	322	33.2%	2.2%	129	28.8%	2.0%	193	37.0%	2.3%	19	6.1%	2.7%
<b>Individu</b>												
<b>Ménagères</b>	464	47.9%	2.0%	0	0.0%	0.0%	464	89.2%	2.0%	143	45.7%	2.1%
<b>Personne de référence</b>	538	55.6%	1.9%	390	87.0%	1.9%	148	28.5%	1.9%	157	50.2%	1.8%
<b>Responsable des achats</b>	715	73.8%	2.0%	254	56.8%	2.0%	460	88.5%	2.0%	205	65.6%	1.9%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	1	0.1%	0.3%	0	0.0%	0.0%	1	0.3%	0.8%	0	0.0%	0.0%
<b>Petits patrons</b>	54	5.6%	3.3%	35	7.7%	3.1%	19	3.7%	3.9%	49	15.5%	3.3%
<b>Affaires et Cadres</b>	85	8.8%	1.7%	39	8.7%	1.3%	46	8.9%	2.4%	71	22.6%	1.6%
<b>Professions intermédiaires</b>	116	12.0%	1.7%	63	14.2%	1.8%	53	10.1%	1.6%	95	30.3%	1.7%
<b>Employés</b>	189	19.6%	2.3%	57	12.8%	2.9%	132	25.4%	2.1%	46	14.6%	2.6%
<b>Ouvriers</b>	105	10.9%	1.6%	90	20.1%	1.8%	15	2.9%	1.0%	6	1.8%	1.3%
<b>Retraités</b>	280	28.9%	2.2%	121	26.9%	2.0%	159	30.6%	2.4%	9	2.9%	3.7%
<b>Autres inactifs</b>	137	14.2%	1.4%	43	9.6%	1.2%	94	18.1%	1.4%	39	12.3%	1.2%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	8	0.8%	0.9%	3	0.6%	0.6%	5	0.9%	1.2%	0	0.0%	0.0%
<b>Petits patrons</b>	64	6.6%	2.5%	42	9.3%	3.2%	22	4.3%	1.7%	64	20.5%	2.5%
<b>Affaires et Cadres</b>	119	12.3%	1.7%	44	9.9%	1.2%	74	14.3%	2.2%	119	37.9%	1.7%
<b>Professions intermédiaires</b>	130	13.5%	1.7%	61	13.6%	1.5%	69	13.3%	2.0%	130	41.6%	1.7%
<b>Employés</b>	100	10.4%	1.9%	54	12.1%	2.5%	46	8.9%	1.5%	0	0.0%	0.0%
<b>Ouvriers</b>	161	16.6%	1.7%	90	20.2%	1.9%	71	13.6%	1.6%	0	0.0%	0.0%
<b>Retraités</b>	312	32.2%	2.1%	126	28.1%	1.9%	186	35.7%	2.3%	0	0.0%	0.0%
<b>Autres inactifs</b>	74	7.7%	1.9%	28	6.3%	1.9%	46	8.9%	1.9%	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>	194	20.0%	2.0%	85	19.0%	2.0%	109	20.9%	2.0%	31	9.9%	1.7%
<b>2 personnes</b>	369	38.1%	2.1%	183	40.8%	2.1%	186	35.8%	2.0%	92	29.4%	2.2%
<b>3 personnes</b>	168	17.3%	1.8%	88	19.7%	1.9%	79	15.3%	1.7%	70	22.3%	1.8%
<b>4 personnes</b>	156	16.2%	1.7%	56	12.5%	1.2%	101	19.3%	2.2%	78	24.8%	1.6%
<b>5 personnes et +</b>	81	8.4%	1.5%	36	8.1%	1.5%	45	8.7%	1.6%	43	13.7%	1.7%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	261	26.9%	1.7%	96	21.5%	1.3%	164	31.6%	2.0%	130	41.4%	1.7%
<b>Non</b>	708	73.1%	2.0%	352	78.5%	2.0%	356	68.4%	1.9%	183	58.6%	1.9%
<b>Habitat</b>												
<b>Communes rurales</b>	150	15.5%	1.3%	72	16.1%	1.3%	78	15.0%	1.3%	53	16.8%	1.6%
<b>Agglo. - 20 000 hab</b>	202	20.9%	2.3%	101	22.5%	2.4%	102	19.5%	2.2%	53	16.9%	2.0%
<b>Agglo. 20 000 à 100 000 hab</b>	143	14.8%	2.1%	69	15.5%	2.0%	74	14.2%	2.1%	46	14.6%	2.2%
<b>Agglo. + 100 000 hab</b>	311	32.1%	2.0%	143	32.0%	2.0%	167	32.2%	2.1%	89	28.3%	1.7%
<b>Agglo. Paris</b>	162	16.7%	1.9%	62	13.8%	1.5%	100	19.2%	2.3%	73	23.4%	1.9%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Régions INSEE</b>												
Ile de France	184	19.0%	1.9%	72	16.0%	1.6%	112	21.5%	2.3%	76	24.4%	1.7%
Nord Pas de Calais	50	5.2%	1.6%	19	4.3%	1.3%	31	6.0%	1.8%	15	4.7%	1.6%
Lorraine	34	3.5%	1.7%	17	3.7%	1.8%	17	3.2%	1.7%	9	2.9%	1.7%
Alsace	17	1.8%	1.1%	8	1.7%	1.0%	10	1.8%	1.2%	8	2.4%	1.5%
Franche-Comté	20	2.0%	2.1%	14	3.1%	3.0%	6	1.1%	1.2%	2	0.5%	0.6%
Champagne Ardennes	18	1.8%	1.6%	12	2.8%	2.4%	5	1.0%	0.9%	8	2.7%	2.8%
Picardie	18	1.9%	1.2%	11	2.4%	1.5%	8	1.4%	1.0%	5	1.6%	1.2%
Bourgogne	21	2.2%	1.6%	14	3.0%	2.1%	8	1.5%	1.1%	5	1.5%	1.2%
Haute Normandie	22	2.3%	1.5%	11	2.4%	1.5%	12	2.3%	1.5%	6	1.8%	1.3%
Basse Normandie	28	2.9%	2.4%	11	2.4%	1.8%	18	3.4%	2.8%	8	2.4%	2.4%
Centre	25	2.6%	1.2%	16	3.6%	1.6%	9	1.8%	0.9%	5	1.6%	0.8%
Pays de Loire	48	5.0%	1.7%	28	6.2%	2.0%	21	4.0%	1.4%	15	4.7%	1.7%
Bretagne	31	3.2%	1.2%	15	3.3%	1.2%	16	3.1%	1.2%	8	2.4%	1.0%
Poitou Charentes	30	3.1%	2.1%	14	3.2%	2.0%	16	3.1%	2.1%	12	3.8%	3.0%
Aquitaine	67	6.9%	2.5%	39	8.7%	3.0%	28	5.4%	2.0%	26	8.4%	3.2%
Midi Pyrénées	49	5.1%	2.0%	20	4.5%	1.7%	29	5.6%	2.3%	15	4.9%	1.9%
Limousin	18	1.9%	2.9%	8	1.8%	2.7%	10	2.0%	3.1%	4	1.1%	2.3%
Auvergne	20	2.1%	1.8%	8	1.7%	1.4%	12	2.4%	2.1%	7	2.2%	2.3%
Rhône Alpes	100	10.3%	2.0%	39	8.7%	1.6%	61	11.7%	2.3%	43	13.6%	2.3%
Languedoc Roussillon	50	5.2%	2.3%	29	6.4%	2.7%	22	4.2%	1.9%	14	4.4%	2.0%
Provence Alpes Côte d'Azur. Corse	116	12.0%	2.7%	45	10.1%	2.2%	71	13.7%	3.1%	25	7.8%	1.8%
<b>Habitudes de connexion à Internet</b>												
Tous les jours	557	57.6%	2.0%	258	57.5%	1.8%	300	57.6%	2.1%	256	81.8%	1.9%
Presque tous les jours	115	11.9%	1.8%	53	11.9%	1.8%	62	11.9%	1.8%	34	11.0%	1.5%
1 à 2 fois par semaine	61	6.3%	1.9%	27	6.0%	2.0%	34	6.5%	1.9%	11	3.5%	1.2%
1 à 3 fois par mois	11	1.1%	1.3%	1	0.2%	0.2%	10	1.9%	2.1%	4	1.4%	2.7%
Moins souvent	31	3.2%	2.5%	17	3.9%	3.2%	14	2.7%	2.0%	2	0.5%	1.3%
Jamais	4	0.4%	2.9%	0	0.0%	0.0%	4	0.7%	5.6%	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	27	2.8%	1.3%	15	3.4%	1.9%	12	2.3%	1.0%	3	0.9%	1.5%
De 9 000 à moins de 12 000 euros par an	70	7.2%	2.1%	21	4.7%	1.8%	49	9.4%	2.3%	1	0.3%	0.4%
De 12 000 à moins de 18 000 euros par an	99	10.2%	1.5%	41	9.2%	1.5%	58	11.1%	1.5%	11	3.7%	1.6%
De 18 000 à moins de 24 000 euros par an	104	10.7%	1.4%	48	10.6%	1.4%	56	10.8%	1.5%	16	5.2%	1.1%
De 24 000 à moins de 36 000 euros par an	233	24.1%	2.0%	105	23.5%	1.9%	128	24.6%	2.2%	74	23.6%	2.0%
De 36 000 à moins de 45 000 euros par an	173	17.8%	2.6%	91	20.2%	2.5%	82	15.8%	2.7%	74	23.5%	2.4%
De 45 000 à moins de 65 000 euros par an	119	12.3%	1.9%	59	13.3%	1.7%	60	11.5%	2.2%	64	20.6%	1.7%
De 65 000 à moins de 80 000 euros par an	26	2.7%	1.6%	9	2.0%	1.0%	17	3.3%	2.5%	15	4.9%	1.3%
De 80 000 à moins de 115 000 euros par an	19	2.0%	2.0%	13	3.0%	2.4%	6	1.1%	1.5%	12	3.9%	1.6%
115 000 euros et plus par an	12	1.3%	2.8%	12	2.8%	4.5%	0	0.0%	0.0%	12	4.0%	3.1%
Refus	63	6.6%	2.0%	27	6.0%	2.1%	37	7.1%	2.0%	20	6.5%	1.8%
Ne sait pas	22	2.3%	1.4%	6	1.3%	0.9%	16	3.0%	1.7%	9	3.0%	1.6%