

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	1076	100.0%	2.1%	598	100.0%	2.4%	477	100.0%	1.8%	589	100.0%	3.4%
<b>Sexe</b>												
<b>Homme</b>	598	55.6%	2.4%	598	100.0%	2.4%	0	0.0%	0.0%	357	60.6%	4.0%
<b>Femme</b>	477	44.4%	1.8%	0	0.0%	0.0%	477	100.0%	1.8%	232	39.4%	2.8%
<b>Age</b>												
<b>15 à 24 ans</b>	160	14.9%	2.2%	78	13.1%	2.1%	82	17.2%	2.2%	78	13.2%	2.5%
<b>25 à 34 ans</b>	181	16.8%	2.4%	117	19.6%	3.1%	63	13.3%	1.6%	118	20.1%	3.5%
<b>35 à 49 ans</b>	321	29.8%	2.5%	193	32.2%	3.1%	128	26.8%	2.0%	236	40.0%	3.8%
<b>50 à 59 ans</b>	198	18.4%	2.2%	114	19.0%	2.5%	85	17.7%	1.9%	128	21.7%	3.5%
<b>60 ans et plus</b>	216	20.0%	1.5%	96	16.0%	1.5%	120	25.1%	1.4%	30	5.0%	4.1%
<b>Individu</b>												
<b>Ménagères</b>	407	37.8%	1.7%	0	0.0%	0.0%	407	85.2%	1.7%	190	32.2%	2.8%
<b>Personne de référence</b>	649	60.3%	2.3%	508	84.8%	2.5%	141	29.6%	1.8%	358	60.7%	4.2%
<b>Responsable des achats</b>	737	68.5%	2.1%	329	54.9%	2.6%	408	85.5%	1.8%	394	66.9%	3.6%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	6	0.6%	1.2%	3	0.5%	0.9%	3	0.6%	1.7%	3	0.5%	12.9%
<b>Petits patrons</b>	29	2.7%	1.8%	13	2.2%	1.2%	16	3.3%	3.1%	27	4.5%	1.8%
<b>Affaires et Cadres</b>	309	28.7%	6.2%	204	34.1%	6.7%	105	21.9%	5.4%	292	49.6%	6.5%
<b>Professions intermédiaires</b>	162	15.1%	2.4%	101	16.8%	2.9%	61	12.9%	1.9%	146	24.8%	2.6%
<b>Employés</b>	135	12.5%	1.6%	57	9.6%	2.9%	77	16.2%	1.2%	28	4.8%	1.6%
<b>Ouvriers</b>	83	7.7%	1.3%	75	12.6%	1.5%	8	1.7%	0.5%	4	0.7%	1.0%
<b>Retraités</b>	183	17.0%	1.4%	84	14.0%	1.4%	99	20.6%	1.5%	4	0.7%	1.7%
<b>Autres inactifs</b>	170	15.8%	1.7%	61	10.1%	1.7%	109	22.8%	1.7%	84	14.3%	2.7%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	5	0.5%	0.7%	3	0.5%	0.8%	2	0.5%	0.6%	0	0.0%	0.0%
<b>Petits patrons</b>	52	4.9%	2.0%	14	2.3%	1.1%	39	8.1%	2.9%	52	8.9%	2.0%
<b>Affaires et Cadres</b>	353	32.8%	5.0%	226	37.7%	6.2%	127	26.6%	3.7%	353	59.8%	5.0%
<b>Professions intermédiaires</b>	184	17.1%	2.5%	117	19.6%	3.0%	67	14.0%	1.9%	184	31.3%	2.5%
<b>Employés</b>	100	9.3%	1.9%	59	9.9%	2.7%	40	8.4%	1.3%	0	0.0%	0.0%
<b>Ouvriers</b>	106	9.9%	1.1%	72	12.0%	1.5%	34	7.2%	0.8%	0	0.0%	0.0%
<b>Retraités</b>	221	20.5%	1.5%	89	14.8%	1.3%	132	27.7%	1.7%	0	0.0%	0.0%
<b>Autres inactifs</b>	54	5.0%	1.4%	18	3.0%	1.2%	36	7.6%	1.5%	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>	223	20.8%	2.3%	112	18.6%	2.7%	112	23.4%	2.0%	102	17.3%	5.5%
<b>2 personnes</b>	361	33.5%	2.0%	199	33.3%	2.3%	162	33.9%	1.8%	155	26.3%	3.8%
<b>3 personnes</b>	195	18.1%	2.1%	112	18.7%	2.4%	83	17.4%	1.8%	112	19.1%	2.9%
<b>4 personnes</b>	198	18.4%	2.2%	116	19.5%	2.6%	82	17.2%	1.8%	147	24.9%	3.0%
<b>5 personnes et +</b>	98	9.1%	1.8%	59	9.9%	2.4%	39	8.1%	1.4%	73	12.4%	2.9%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	312	29.0%	2.0%	190	31.8%	2.6%	122	25.6%	1.5%	226	38.4%	2.9%
<b>Non</b>	763	71.0%	2.1%	408	68.2%	2.4%	355	74.4%	1.9%	363	61.6%	3.8%
<b>Habitat</b>												
<b>Communes rurales</b>	127	11.8%	1.1%	80	13.4%	1.5%	47	9.8%	0.8%	70	11.9%	2.1%
<b>Agglo. - 20 000 hab</b>	133	12.4%	1.5%	77	12.8%	1.8%	56	11.8%	1.2%	63	10.7%	2.4%
<b>Agglo. 20 000 à 100 000 hab</b>	111	10.3%	1.6%	62	10.4%	1.8%	49	10.2%	1.4%	47	8.0%	2.3%
<b>Agglo. + 100 000 hab</b>	395	36.7%	2.6%	220	36.7%	3.0%	175	36.7%	2.2%	209	35.5%	3.9%
<b>Agglo. Paris</b>	310	28.9%	3.7%	160	26.7%	4.0%	151	31.5%	3.4%	200	33.9%	5.1%

	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>	335	31.1%	3.5%	173	29.0%	3.8%	161	33.8%	3.3%	215	36.4%	4.9%
<b>Nord Pas de Calais</b>	72	6.7%	2.2%	47	7.8%	3.1%	25	5.2%	1.5%	40	6.8%	4.3%
<b>Lorraine</b>	24	2.2%	1.3%	13	2.2%	1.4%	11	2.3%	1.1%	15	2.6%	2.8%
<b>Alsace</b>	28	2.6%	1.8%	7	1.1%	0.9%	21	4.4%	2.7%	16	2.7%	3.1%
<b>Franche-Comté</b>	15	1.4%	1.6%	9	1.5%	2.0%	6	1.2%	1.2%	6	1.0%	2.2%
<b>Champagne Ardennes</b>	22	2.0%	2.0%	15	2.6%	3.0%	6	1.3%	1.1%	5	0.9%	1.8%
<b>Picardie</b>	3	0.3%	0.2%	0	0.0%	0.0%	3	0.6%	0.4%	3	0.5%	0.7%
<b>Bourgogne</b>	26	2.4%	1.9%	15	2.5%	2.3%	11	2.3%	1.6%	15	2.6%	3.9%
<b>Haute Normandie</b>	18	1.6%	1.2%	6	0.9%	0.8%	12	2.5%	1.5%	3	0.5%	0.7%
<b>Basse Normandie</b>	7	0.6%	0.5%	5	0.9%	0.9%	1	0.3%	0.2%	2	0.4%	0.7%
<b>Centre</b>	42	3.9%	2.0%	29	4.8%	2.9%	13	2.8%	1.2%	17	2.9%	2.8%
<b>Pays de Loire</b>	41	3.9%	1.4%	22	3.6%	1.5%	20	4.2%	1.3%	27	4.5%	3.1%
<b>Bretagne</b>	50	4.7%	1.9%	33	5.6%	2.6%	17	3.5%	1.2%	35	5.9%	4.5%
<b>Poitou Charentes</b>	23	2.2%	1.6%	15	2.6%	2.2%	8	1.7%	1.0%	11	1.8%	2.6%
<b>Aquitaine</b>	40	3.7%	1.5%	29	4.9%	2.3%	11	2.2%	0.8%	21	3.5%	2.5%
<b>Midi Pyrénées</b>	17	1.6%	0.7%	5	0.8%	0.4%	13	2.6%	1.0%	5	0.9%	0.6%
<b>Limousin</b>	1	0.1%	0.2%	0	0.1%	0.1%	1	0.1%	0.2%	0	-	0.1%
<b>Auvergne</b>	9	0.9%	0.8%	2	0.4%	0.4%	7	1.5%	1.2%	2	0.3%	0.6%
<b>Rhône Alpes</b>	166	15.4%	3.3%	86	14.4%	3.5%	80	16.7%	3.0%	90	15.3%	4.7%
<b>Languedoc Roussillon</b>	53	4.9%	2.4%	36	6.0%	3.4%	17	3.6%	1.5%	27	4.5%	3.9%
<b>Provence Alpes Côte d'Azur. Corse</b>	85	7.9%	2.0%	51	8.5%	2.5%	34	7.1%	1.5%	35	6.0%	2.5%
<b>Habitudes de connexion à Internet</b>												
<b>Tous les jours</b>	820	76.2%	2.9%	467	78.0%	3.2%	354	74.0%	2.5%	519	88.2%	3.9%
<b>Presque tous les jours</b>	110	10.2%	1.7%	61	10.2%	2.0%	49	10.3%	1.5%	43	7.2%	1.8%
<b>1 à 2 fois par semaine</b>	71	6.6%	2.2%	38	6.3%	2.7%	33	7.0%	1.8%	16	2.7%	1.7%
<b>1 à 3 fois par mois</b>	16	1.5%	1.8%	6	1.0%	1.5%	10	2.1%	2.0%	5	0.9%	3.3%
<b>Moins souvent</b>	12	1.1%	1.0%	8	1.4%	1.5%	4	0.8%	0.5%	2	0.3%	1.3%
<b>Jamais</b>	1	0.1%	0.6%	1	0.1%	1.2%	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	35	3.3%	1.7%	11	1.8%	1.3%	24	5.0%	1.9%	5	0.9%	2.8%
De 9 000 à moins de 12 000 euros par an	31	2.8%	0.9%	7	1.1%	0.6%	24	5.0%	1.1%	5	0.9%	1.8%
De 12 000 à moins de 18 000 euros par an	82	7.7%	1.3%	43	7.1%	1.6%	40	8.3%	1.1%	20	3.4%	2.7%
De 18 000 à moins de 24 000 euros par an	102	9.5%	1.4%	59	9.8%	1.7%	44	9.1%	1.1%	37	6.3%	2.5%
De 24 000 à moins de 36 000 euros par an	190	17.6%	1.6%	106	17.8%	1.9%	83	17.5%	1.4%	105	17.8%	2.8%
De 36 000 à moins de 45 000 euros par an	163	15.1%	2.4%	97	16.3%	2.7%	65	13.7%	2.1%	94	16.0%	3.1%
De 45 000 à moins de 65 000 euros par an	215	20.0%	3.4%	128	21.4%	3.6%	87	18.2%	3.2%	136	23.1%	3.7%
De 65 000 à moins de 80 000 euros par an	80	7.4%	4.9%	54	9.1%	5.6%	26	5.4%	3.8%	64	10.8%	5.5%
De 80 000 à moins de 115 000 euros par an	57	5.3%	6.0%	35	5.9%	6.3%	22	4.6%	5.6%	54	9.2%	7.1%
115 000 euros et plus par an	29	2.7%	6.4%	20	3.4%	7.3%	9	1.8%	5.0%	27	4.6%	6.8%
Refus	65	6.1%	2.1%	29	4.9%	2.3%	36	7.5%	1.9%	28	4.8%	2.4%
Ne sait pas	27	2.5%	1.7%	8	1.4%	1.3%	19	3.9%	2.0%	14	2.4%	2.4%