

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	1332	100.0%	2.6%	293	100.0%	1.2%	1039	100.0%	3.9%	560	100.0%	3.3%
<b>Sexe</b>												
<b>Homme</b>	293	22.0%	1.2%	293	100.0%	1.2%	0	0.0%	0.0%	118	21.0%	1.3%
<b>Femme</b>	1039	78.0%	3.9%	0	0.0%	0.0%	1039	100.0%	3.9%	443	79.0%	5.3%
<b>Age</b>												
<b>15 à 24 ans</b>	45	3.4%	0.6%	10	3.6%	0.3%	35	3.4%	1.0%	25	4.4%	0.8%
<b>25 à 34 ans</b>	117	8.8%	1.5%	22	7.5%	0.6%	95	9.2%	2.4%	65	11.6%	1.9%
<b>35 à 49 ans</b>	400	30.0%	3.2%	87	29.8%	1.4%	312	30.1%	4.9%	245	43.8%	3.9%
<b>50 à 59 ans</b>	403	30.3%	4.5%	112	38.4%	2.5%	291	28.0%	6.5%	185	33.0%	5.0%
<b>60 ans et plus</b>	367	27.5%	2.5%	61	20.8%	1.0%	306	29.4%	3.7%	40	7.2%	5.6%
<b>Individu</b>												
<b>Ménagères</b>	1003	75.3%	4.3%	0	0.0%	0.0%	1003	96.5%	4.3%	423	75.5%	6.1%
<b>Personne de référence</b>	529	39.7%	1.9%	276	94.1%	1.4%	253	24.3%	3.2%	183	32.6%	2.1%
<b>Responsable des achats</b>	1129	84.8%	3.2%	152	52.0%	1.2%	977	94.0%	4.3%	459	82.0%	4.2%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	8	0.6%	1.4%	0	0.0%	0.0%	8	0.7%	4.5%	0	0.0%	0.0%
<b>Petits patrons</b>	66	5.0%	4.1%	20	6.7%	1.7%	47	4.5%	9.3%	57	10.1%	3.9%
<b>Affaires et Cadres</b>	158	11.8%	3.2%	52	17.7%	1.7%	106	10.2%	5.5%	138	24.7%	3.1%
<b>Professions intermédiaires</b>	246	18.4%	3.6%	45	15.5%	1.3%	201	19.3%	6.1%	204	36.4%	3.6%
<b>Employés</b>	220	16.5%	2.7%	16	5.5%	0.8%	203	19.6%	3.3%	67	12.0%	3.8%
<b>Ouvriers</b>	99	7.5%	1.6%	65	22.3%	1.3%	34	3.3%	2.3%	9	1.6%	2.0%
<b>Retraités</b>	323	24.3%	2.6%	62	21.2%	1.0%	261	25.1%	4.0%	20	3.6%	8.2%
<b>Autres inactifs</b>	212	15.9%	2.1%	33	11.1%	0.9%	180	17.3%	2.7%	65	11.6%	2.1%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	24	1.8%	3.0%	0	0.0%	0.0%	24	2.4%	6.2%	0	0.0%	0.0%
<b>Petits patrons</b>	89	6.7%	3.4%	17	6.0%	1.4%	72	6.9%	5.4%	89	15.9%	3.4%
<b>Affaires et Cadres</b>	267	20.1%	3.8%	54	18.4%	1.5%	213	20.5%	6.2%	267	47.7%	3.8%
<b>Professions intermédiaires</b>	204	15.3%	2.7%	46	15.8%	1.2%	157	15.1%	4.4%	204	36.3%	2.7%
<b>Employés</b>	104	7.8%	1.9%	18	6.3%	0.8%	86	8.2%	2.7%	0	0.0%	0.0%
<b>Ouvriers</b>	194	14.5%	2.1%	68	23.3%	1.4%	126	12.1%	2.8%	0	0.0%	0.0%
<b>Retraités</b>	382	28.6%	2.6%	64	22.0%	1.0%	317	30.5%	4.0%	0	0.0%	0.0%
<b>Autres inactifs</b>	68	5.1%	1.7%	24	8.2%	1.6%	44	4.2%	1.8%	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>	192	14.4%	2.0%	28	9.6%	0.7%	164	15.8%	3.0%	50	9.0%	2.7%
<b>2 personnes</b>	540	40.5%	3.0%	122	41.6%	1.4%	418	40.2%	4.5%	163	29.0%	4.0%
<b>3 personnes</b>	194	14.6%	2.1%	62	21.3%	1.4%	132	12.7%	2.9%	98	17.6%	2.5%
<b>4 personnes</b>	249	18.7%	2.7%	43	14.8%	1.0%	205	19.7%	4.4%	154	27.5%	3.2%
<b>5 personnes et +</b>	157	11.8%	3.0%	37	12.7%	1.5%	120	11.5%	4.3%	95	17.0%	3.7%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	429	32.2%	2.7%	101	34.6%	1.4%	328	31.5%	3.9%	259	46.3%	3.3%
<b>Non</b>	903	67.8%	2.5%	192	65.4%	1.1%	712	68.5%	3.9%	301	53.7%	3.2%
<b>Habitat</b>												
<b>Communes rurales</b>	293	22.0%	2.5%	67	23.0%	1.2%	226	21.7%	3.7%	97	17.4%	2.9%
<b>Agglo. - 20 000 hab</b>	246	18.5%	2.8%	46	15.5%	1.1%	200	19.3%	4.3%	92	16.4%	3.5%
<b>Agglo. 20 000 à 100 000 hab</b>	197	14.8%	2.8%	41	14.2%	1.2%	155	15.0%	4.4%	80	14.3%	3.9%
<b>Agglo. + 100 000 hab</b>	363	27.2%	2.4%	93	31.8%	1.3%	270	25.9%	3.4%	180	32.2%	3.4%
<b>Agglo. Paris</b>	234	17.5%	2.8%	45	15.5%	1.1%	188	18.1%	4.3%	110	19.7%	2.8%

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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>	256	19.2%	2.7%	56	19.2%	1.2%	200	19.2%	4.0%	117	20.8%	2.6%
<b>Nord Pas de Calais</b>	69	5.2%	2.2%	23	7.8%	1.5%	46	4.5%	2.7%	15	2.7%	1.6%
<b>Lorraine</b>	31	2.3%	1.6%	10	3.5%	1.1%	21	2.0%	2.1%	8	1.4%	1.5%
<b>Alsace</b>	32	2.4%	2.1%	1	0.5%	0.2%	31	3.0%	3.9%	9	1.6%	1.7%
<b>Franche-Comté</b>	18	1.3%	1.9%	6	1.9%	1.2%	12	1.2%	2.5%	7	1.2%	2.6%
<b>Champagne Ardennes</b>	24	1.8%	2.2%	7	2.4%	1.3%	17	1.7%	3.1%	9	1.6%	3.0%
<b>Picardie</b>	28	2.1%	1.8%	8	2.8%	1.1%	20	1.9%	2.5%	12	2.1%	2.7%
<b>Bourgogne</b>	35	2.6%	2.6%	9	3.1%	1.4%	25	2.5%	3.6%	10	1.9%	2.7%
<b>Haute Normandie</b>	46	3.5%	3.1%	12	4.1%	1.7%	34	3.3%	4.4%	21	3.7%	4.7%
<b>Basse Normandie</b>	25	1.8%	2.0%	3	1.1%	0.5%	21	2.1%	3.4%	9	1.6%	2.9%
<b>Centre</b>	58	4.4%	2.8%	5	1.6%	0.5%	53	5.1%	5.0%	33	5.9%	5.3%
<b>Pays de Loire</b>	90	6.7%	3.1%	22	7.6%	1.6%	68	6.5%	4.5%	38	6.9%	4.5%
<b>Bretagne</b>	91	6.8%	3.5%	10	3.4%	0.8%	81	7.8%	5.9%	47	8.4%	6.1%
<b>Poitou Charentes</b>	62	4.6%	4.2%	11	3.6%	1.5%	51	4.9%	6.7%	18	3.2%	4.5%
<b>Aquitaine</b>	84	6.3%	3.1%	20	6.9%	1.6%	63	6.1%	4.5%	49	8.7%	5.8%
<b>Midi Pyrénées</b>	67	5.0%	2.8%	11	3.7%	0.9%	56	5.4%	4.5%	30	5.3%	3.7%
<b>Limousin</b>	21	1.6%	3.4%	3	1.1%	1.1%	18	1.8%	5.6%	9	1.6%	5.9%
<b>Auvergne</b>	38	2.8%	3.4%	7	2.3%	1.3%	31	3.0%	5.3%	15	2.6%	4.9%
<b>Rhône Alpes</b>	119	8.9%	2.3%	36	12.2%	1.5%	83	8.0%	3.1%	51	9.1%	2.7%
<b>Languedoc Roussillon</b>	54	4.1%	2.5%	15	5.0%	1.4%	40	3.8%	3.4%	20	3.5%	2.9%
<b>Provence Alpes Côte d'Azur. Corse</b>	85	6.4%	2.0%	18	6.2%	0.9%	67	6.5%	3.0%	34	6.1%	2.5%
<b>Habitudes de connexion à Internet</b>												
<b>Tous les jours</b>	846	63.5%	3.0%	183	62.6%	1.3%	663	63.8%	4.7%	432	77.1%	3.2%
<b>Presque tous les jours</b>	185	13.9%	2.9%	37	12.6%	1.2%	148	14.2%	4.4%	77	13.7%	3.3%
<b>1 à 2 fois par semaine</b>	97	7.3%	3.0%	20	7.0%	1.5%	77	7.4%	4.2%	25	4.5%	2.7%
<b>1 à 3 fois par mois</b>	18	1.4%	2.1%	0	0.0%	0.0%	18	1.8%	3.8%	7	1.3%	4.4%
<b>Moins souvent</b>	17	1.3%	1.4%	2	0.8%	0.5%	15	1.4%	2.1%	4	0.7%	3.1%
<b>Jamais</b>	2	0.1%	1.4%	0	0.0%	0.0%	2	0.2%	2.7%	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	32	2.4%	1.5%	2	0.7%	0.2%	30	2.8%	2.4%	4	0.8%	2.4%
De 9 000 à moins de 12 000 euros par an	47	3.6%	1.4%	17	5.9%	1.5%	30	2.9%	1.4%	6	1.1%	2.2%
De 12 000 à moins de 18 000 euros par an	120	9.0%	1.9%	14	4.9%	0.5%	105	10.1%	2.8%	11	2.0%	1.5%
De 18 000 à moins de 24 000 euros par an	154	11.5%	2.1%	38	13.1%	1.1%	116	11.1%	3.0%	32	5.7%	2.1%
De 24 000 à moins de 36 000 euros par an	306	23.0%	2.7%	69	23.6%	1.2%	237	22.8%	4.0%	116	20.6%	3.1%
De 36 000 à moins de 45 000 euros par an	205	15.4%	3.1%	38	13.0%	1.0%	167	16.1%	5.4%	113	20.2%	3.7%
De 45 000 à moins de 65 000 euros par an	227	17.1%	3.6%	56	19.0%	1.6%	172	16.5%	6.3%	132	23.5%	3.6%
De 65 000 à moins de 80 000 euros par an	62	4.6%	3.8%	13	4.5%	1.4%	49	4.7%	7.2%	45	8.0%	3.8%
De 80 000 à moins de 115 000 euros par an	45	3.3%	4.7%	13	4.3%	2.3%	32	3.1%	8.1%	34	6.0%	4.4%
115 000 euros et plus par an	17	1.3%	3.7%	7	2.3%	2.4%	10	1.0%	5.8%	13	2.4%	3.4%
Refus	93	7.0%	3.0%	25	8.5%	1.9%	68	6.6%	3.7%	38	6.7%	3.3%
Ne sait pas	25	1.9%	1.6%	1	0.2%	0.1%	24	2.3%	2.6%	17	3.0%	3.0%