

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	1153	100.0%	2.2%	229	100.0%	0.9%	923	100.0%	3.4%	553	100.0%	3.2%
<b>Sexe</b>												
<b>Homme</b>	229	19.9%	0.9%	229	100.0%	0.9%	0	0.0%	0.0%	106	19.2%	1.2%
<b>Femme</b>	923	80.1%	3.4%	0	0.0%	0.0%	923	100.0%	3.4%	447	80.8%	5.2%
<b>Age</b>												
<b>15 à 24 ans</b>	113	9.8%	1.5%	17	7.4%	0.5%	96	10.4%	2.7%	60	10.8%	1.9%
<b>25 à 34 ans</b>	169	14.6%	2.2%	36	15.7%	1.0%	132	14.3%	3.4%	103	18.6%	3.1%
<b>35 à 49 ans</b>	314	27.2%	2.5%	61	26.7%	1.0%	253	27.4%	4.0%	216	39.0%	3.5%
<b>50 à 59 ans</b>	261	22.6%	2.9%	65	28.3%	1.4%	196	21.2%	4.3%	138	24.9%	3.6%
<b>60 ans et plus</b>	296	25.7%	2.0%	50	21.9%	0.8%	246	26.6%	2.9%	37	6.7%	4.1%
<b>Individu</b>												
<b>Ménagères</b>	832	72.2%	3.6%	0	0.0%	0.0%	832	90.1%	3.6%	399	72.1%	5.7%
<b>Personne de référence</b>	433	37.6%	1.5%	210	91.4%	1.0%	224	24.2%	2.8%	158	28.5%	1.9%
<b>Responsable des achats</b>	953	82.7%	2.7%	132	57.4%	1.0%	821	89.0%	3.6%	448	81.1%	4.1%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	14	1.3%	2.8%	4	1.7%	1.0%	11	1.1%	7.9%	0	0.0%	0.0%
<b>Petits patrons</b>	57	5.0%	3.5%	29	12.6%	2.5%	28	3.1%	5.9%	55	10.0%	3.9%
<b>Affaires et Cadres</b>	174	15.1%	3.4%	37	16.0%	1.2%	138	14.9%	6.5%	156	28.2%	3.4%
<b>Professions intermédiaires</b>	201	17.4%	2.9%	30	13.0%	0.9%	171	18.5%	5.0%	164	29.6%	2.9%
<b>Employés</b>	195	16.9%	2.4%	10	4.5%	0.5%	184	20.0%	3.0%	75	13.6%	4.1%
<b>Ouvriers</b>	88	7.6%	1.4%	48	20.8%	0.9%	40	4.3%	3.0%	14	2.5%	3.3%
<b>Retraités</b>	244	21.1%	1.9%	48	20.9%	0.8%	196	21.2%	3.0%	15	2.6%	5.4%
<b>Autres inactifs</b>	180	15.6%	1.8%	24	10.5%	0.6%	156	16.9%	2.4%	75	13.5%	2.3%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	20	1.8%	2.5%	4	1.7%	0.9%	17	1.8%	4.5%	0	0.0%	0.0%
<b>Petits patrons</b>	110	9.5%	4.2%	31	13.3%	2.3%	79	8.5%	6.1%	110	19.8%	4.2%
<b>Affaires et Cadres</b>	281	24.4%	3.9%	45	19.4%	1.3%	237	25.6%	6.5%	281	50.8%	3.9%
<b>Professions intermédiaires</b>	163	14.1%	2.2%	31	13.5%	0.8%	132	14.3%	3.6%	163	29.4%	2.2%
<b>Employés</b>	92	8.0%	1.7%	9	4.0%	0.4%	83	9.0%	2.6%	0	0.0%	0.0%
<b>Ouvriers</b>	139	12.1%	1.5%	41	17.9%	0.8%	98	10.6%	2.3%	0	0.0%	0.0%
<b>Retraités</b>	279	24.2%	1.9%	52	22.7%	0.8%	227	24.5%	2.9%	0	0.0%	0.0%
<b>Autres inactifs</b>	69	6.0%	1.7%	17	7.5%	1.1%	52	5.7%	2.1%	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>	178	15.4%	1.8%	28	12.4%	0.7%	149	16.2%	2.6%	42	7.6%	2.3%
<b>2 personnes</b>	432	37.5%	2.4%	88	38.2%	1.0%	345	37.3%	3.7%	139	25.2%	3.2%
<b>3 personnes</b>	210	18.2%	2.3%	50	21.9%	1.1%	160	17.3%	3.6%	133	24.1%	3.6%
<b>4 personnes</b>	208	18.0%	2.2%	39	16.8%	0.8%	169	18.3%	3.6%	137	24.8%	2.9%
<b>5 personnes et +</b>	125	10.8%	2.3%	25	10.7%	0.9%	100	10.9%	3.7%	101	18.3%	3.8%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	373	32.4%	2.4%	75	32.9%	1.0%	298	32.2%	3.7%	253	45.7%	3.3%
<b>Non</b>	780	67.6%	2.2%	154	67.1%	0.9%	626	67.8%	3.3%	300	54.3%	3.1%
<b>Habitat</b>												
<b>Communes rurales</b>	174	15.1%	1.5%	31	13.7%	0.6%	143	15.5%	2.3%	71	12.8%	2.2%
<b>Agglo. - 20 000 hab</b>	141	12.2%	1.6%	25	10.9%	0.6%	116	12.5%	2.5%	52	9.4%	2.1%
<b>Agglo. 20 000 à 100 000 hab</b>	162	14.0%	2.3%	24	10.6%	0.7%	137	14.9%	3.7%	68	12.3%	3.6%
<b>Agglo. + 100 000 hab</b>	398	34.5%	2.6%	79	34.4%	1.1%	319	34.5%	4.0%	205	37.0%	3.6%
<b>Agglo. Paris</b>	278	24.1%	3.3%	70	30.4%	1.7%	208	22.5%	4.7%	158	28.6%	3.9%

	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>	301	26.1%	3.2%	71	30.8%	1.6%	231	25.0%	4.6%	170	30.8%	3.8%
<b>Nord Pas de Calais</b>	35	3.0%	1.1%	7	3.0%	0.4%	28	3.0%	1.7%	19	3.5%	2.1%
<b>Lorraine</b>	37	3.2%	1.9%	6	2.6%	0.6%	31	3.3%	3.1%	11	2.0%	2.0%
<b>Alsace</b>	14	1.2%	0.9%	1	0.3%	0.1%	13	1.5%	1.7%	7	1.2%	1.4%
<b>Franche-Comté</b>	17	1.5%	1.8%	2	1.0%	0.5%	15	1.6%	3.1%	9	1.7%	3.5%
<b>Champagne Ardennes</b>	23	2.0%	2.1%	3	1.5%	0.7%	19	2.1%	3.5%	9	1.6%	3.1%
<b>Picardie</b>	16	1.4%	1.1%	1	0.6%	0.2%	15	1.6%	1.9%	6	1.0%	1.3%
<b>Bourgogne</b>	23	2.0%	1.7%	5	2.2%	0.8%	18	2.0%	2.6%	9	1.6%	2.4%
<b>Haute Normandie</b>	25	2.2%	1.7%	6	2.7%	0.9%	19	2.1%	2.5%	19	3.5%	4.3%
<b>Basse Normandie</b>	19	1.6%	1.5%	3	1.3%	0.5%	16	1.7%	2.5%	5	0.9%	1.5%
<b>Centre</b>	47	4.1%	2.3%	7	3.0%	0.7%	40	4.4%	3.7%	27	4.9%	4.4%
<b>Pays de Loire</b>	42	3.7%	1.4%	9	3.9%	0.6%	33	3.6%	2.2%	22	3.9%	2.3%
<b>Bretagne</b>	60	5.2%	2.3%	2	0.7%	0.1%	58	6.3%	4.2%	31	5.6%	4.0%
<b>Poitou Charentes</b>	26	2.2%	1.8%	6	2.4%	0.8%	20	2.2%	2.6%	11	2.0%	2.8%
<b>Aquitaine</b>	64	5.6%	2.3%	18	7.8%	1.4%	46	5.0%	3.2%	35	6.3%	4.0%
<b>Midi Pyrénées</b>	67	5.8%	2.8%	13	5.5%	1.1%	54	5.9%	4.3%	25	4.5%	3.1%
<b>Limousin</b>	15	1.3%	2.4%	3	1.3%	1.0%	12	1.3%	3.7%	4	0.8%	2.8%
<b>Auvergne</b>	16	1.4%	1.4%	4	1.8%	0.8%	12	1.3%	2.1%	3	0.5%	1.0%
<b>Rhône Alpes</b>	126	10.9%	2.5%	39	17.1%	1.6%	87	9.4%	3.3%	60	10.9%	3.3%
<b>Languedoc Roussillon</b>	54	4.7%	2.4%	6	2.6%	0.6%	48	5.2%	4.1%	15	2.6%	2.1%
<b>Provence Alpes Côte d'Azur. Corse</b>	125	10.8%	2.9%	18	8.0%	0.9%	107	11.6%	4.7%	56	10.1%	3.9%
<b>Habitudes de connexion à Internet</b>												
<b>Tous les jours</b>	821	71.2%	2.5%	174	76.0%	1.1%	646	70.0%	4.0%	472	85.3%	3.3%
<b>Presque tous les jours</b>	164	14.2%	2.8%	26	11.5%	0.9%	138	14.9%	4.5%	70	12.6%	3.5%
<b>1 à 2 fois par semaine</b>	46	4.0%	1.8%	3	1.3%	0.3%	43	4.7%	2.9%	9	1.6%	1.4%
<b>1 à 3 fois par mois</b>	6	0.5%	1.1%	1	0.5%	0.5%	5	0.5%	1.4%	0	0.0%	0.0%
<b>Jamais</b>	1	0.1%	1.2%	0	0.0%	0.0%	1	0.1%	2.6%	0	0.0%	0.0%

## Lecture Dernière Période

	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	30	2.6%	1.6%	2	0.9%	0.3%	28	3.0%	2.5%	2	0.3%	1.1%
De 9 000 à moins de 12 000 euros par an	27	2.3%	0.9%	2	0.9%	0.2%	25	2.7%	1.4%	4	0.7%	1.8%
De 12 000 à moins de 18 000 euros par an	77	6.7%	1.3%	16	6.9%	0.6%	62	6.7%	1.8%	17	3.1%	2.6%
De 18 000 à moins de 24 000 euros par an	133	11.6%	1.9%	29	12.5%	0.9%	105	11.3%	2.8%	31	5.6%	2.2%
De 24 000 à moins de 36 000 euros par an	219	19.0%	2.0%	39	17.0%	0.7%	180	19.5%	3.2%	78	14.0%	2.3%
De 36 000 à moins de 45 000 euros par an	168	14.6%	2.4%	39	17.2%	1.1%	129	14.0%	3.9%	96	17.4%	3.2%
De 45 000 à moins de 65 000 euros par an	217	18.8%	3.2%	52	22.9%	1.4%	165	17.8%	5.4%	132	23.8%	3.5%
De 65 000 à moins de 80 000 euros par an	76	6.6%	3.9%	14	6.1%	1.2%	62	6.8%	7.7%	64	11.5%	4.9%
De 80 000 à moins de 115 000 euros par an	44	3.8%	3.6%	11	4.7%	1.4%	33	3.6%	6.9%	34	6.1%	3.8%
115 000 euros et plus par an	37	3.2%	7.1%	9	3.7%	2.9%	29	3.1%	12.6%	37	6.7%	8.3%
Refus	88	7.6%	2.5%	15	6.4%	1.0%	73	8.0%	3.6%	37	6.6%	3.0%
Ne sait pas	35	3.0%	1.9%	2	0.9%	0.3%	33	3.5%	3.1%	22	4.0%	2.9%