

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	861	100.0%	1.7%	108	100.0%	0.4%	752	100.0%	2.8%	312	100.0%	1.8%
<b>Sexe</b>												
<b>Homme</b>	108	12.6%	0.4%	108	100.0%	0.4%	0	0.0%	0.0%	46	14.7%	0.5%
<b>Femme</b>	752	87.4%	2.8%	0	0.0%	0.0%	752	100.0%	2.8%	266	85.3%	3.1%
<b>Age</b>												
<b>15 à 24 ans</b>	132	15.3%	1.8%	8	7.8%	0.2%	123	16.4%	3.4%	30	9.6%	1.0%
<b>25 à 34 ans</b>	382	44.4%	5.0%	39	35.7%	1.0%	343	45.6%	8.8%	158	50.8%	4.8%
<b>35 à 49 ans</b>	259	30.1%	2.1%	51	47.6%	0.8%	207	27.5%	3.3%	108	34.8%	1.8%
<b>50 à 59 ans</b>	61	7.1%	0.7%	8	7.7%	0.2%	53	7.0%	1.1%	14	4.4%	0.4%
<b>60 ans et plus</b>	27	3.2%	0.2%	1	1.2%	0.0%	26	3.4%	0.3%	1	0.5%	0.2%
<b>Individu</b>												
<b>Ménagères</b>	679	78.8%	2.9%	0	0.0%	0.0%	679	90.2%	2.9%	243	78.0%	3.5%
<b>Personne de référence</b>	240	27.9%	0.9%	103	95.1%	0.5%	137	18.2%	1.7%	70	22.6%	0.8%
<b>Responsable des achats</b>	701	81.5%	2.0%	65	59.9%	0.5%	637	84.6%	2.8%	248	79.7%	2.3%
<b>PCS Individu</b>												
<b>Petits patrons</b>	14	1.7%	0.9%	1	0.6%	0.1%	14	1.8%	2.9%	12	3.7%	0.8%
<b>Affaires et Cadres</b>	78	9.1%	1.5%	16	14.7%	0.5%	62	8.3%	2.9%	69	22.2%	1.5%
<b>Professions intermédiaires</b>	166	19.3%	2.4%	29	26.8%	0.9%	137	18.2%	4.0%	104	33.3%	1.8%
<b>Employés</b>	321	37.2%	3.9%	17	16.0%	0.8%	303	40.3%	4.9%	75	24.2%	4.1%
<b>Ouvriers</b>	83	9.6%	1.3%	34	31.2%	0.7%	49	6.5%	3.6%	13	4.0%	3.1%
<b>Retraités</b>	25	2.9%	0.2%	1	1.2%	0.0%	23	3.1%	0.4%	3	1.0%	1.2%
<b>Autres inactifs</b>	174	20.2%	1.7%	10	9.3%	0.3%	164	21.8%	2.5%	36	11.6%	1.1%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	9	1.1%	1.1%	0	0.0%	0.0%	9	1.2%	2.6%	0	0.0%	0.0%
<b>Petits patrons</b>	53	6.1%	2.0%	1	0.6%	0.1%	52	6.9%	4.0%	53	17.0%	2.0%
<b>Affaires et Cadres</b>	101	11.7%	1.4%	16	14.9%	0.5%	85	11.3%	2.3%	101	32.4%	1.4%
<b>Professions intermédiaires</b>	158	18.3%	2.1%	29	26.8%	0.7%	129	17.1%	3.5%	158	50.6%	2.1%
<b>Employés</b>	183	21.2%	3.4%	16	15.1%	0.7%	166	22.1%	5.3%	0	0.0%	0.0%
<b>Ouvriers</b>	252	29.3%	2.7%	35	32.4%	0.7%	217	28.8%	5.0%	0	0.0%	0.0%
<b>Retraités</b>	39	4.5%	0.3%	2	1.4%	0.0%	37	5.0%	0.5%	0	0.0%	0.0%
<b>Autres inactifs</b>	66	7.7%	1.6%	10	8.9%	0.6%	57	7.6%	2.3%	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>	62	7.2%	0.6%	15	13.5%	0.3%	48	6.4%	0.8%	5	1.5%	0.2%
<b>2 personnes</b>	126	14.6%	0.7%	8	7.6%	0.1%	118	15.6%	1.3%	40	12.9%	0.9%
<b>3 personnes</b>	234	27.2%	2.6%	41	38.2%	0.9%	192	25.6%	4.3%	90	28.7%	2.4%
<b>4 personnes</b>	249	29.0%	2.7%	19	17.1%	0.4%	231	30.7%	4.9%	115	37.0%	2.4%
<b>5 personnes et +</b>	189	22.0%	3.6%	26	23.6%	1.0%	164	21.8%	6.1%	62	20.0%	2.3%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	651	75.7%	4.2%	83	76.5%	1.1%	569	75.6%	7.0%	263	84.5%	3.4%
<b>Non</b>	209	24.3%	0.6%	25	23.5%	0.1%	184	24.4%	1.0%	48	15.5%	0.5%
<b>Habitat</b>												
<b>Communes rurales</b>	206	23.9%	1.8%	22	20.2%	0.4%	184	24.4%	3.0%	75	24.1%	2.3%
<b>Agglo. - 20 000 hab</b>	144	16.7%	1.6%	14	13.1%	0.3%	129	17.2%	2.8%	56	17.8%	2.2%
<b>Agglo. 20 000 à 100 000 hab</b>	107	12.4%	1.5%	18	16.3%	0.5%	89	11.9%	2.4%	32	10.4%	1.7%
<b>Agglo. + 100 000 hab</b>	251	29.2%	1.6%	35	32.4%	0.5%	216	28.7%	2.7%	73	23.4%	1.3%
<b>Agglo. Paris</b>	153	17.8%	1.8%	19	17.9%	0.5%	134	17.8%	3.0%	76	24.3%	1.9%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Régions INSEE</b>												
Ile de France	170	19.7%	1.8%	19	17.9%	0.4%	150	20.0%	3.0%	87	27.9%	2.0%
Nord Pas de Calais	96	11.2%	3.0%	12	11.0%	0.8%	84	11.2%	5.0%	21	6.8%	2.3%
Lorraine	22	2.5%	1.1%	4	3.9%	0.5%	18	2.3%	1.8%	6	2.0%	1.1%
Alsace	30	3.4%	2.0%	1	1.1%	0.2%	28	3.8%	3.6%	4	1.2%	0.8%
Franche-Comté	18	2.1%	1.9%	4	3.6%	0.8%	14	1.9%	2.9%	4	1.2%	1.4%
Champagne Ardennes	22	2.6%	2.1%	5	4.5%	0.9%	17	2.3%	3.1%	6	2.0%	2.2%
Picardie	27	3.1%	1.8%	4	3.7%	0.5%	23	3.0%	2.9%	8	2.6%	1.8%
Bourgogne	23	2.7%	1.7%	2	2.2%	0.4%	21	2.7%	2.9%	9	2.8%	2.3%
Haute Normandie	34	3.9%	2.3%	5	4.7%	0.7%	29	3.8%	3.7%	7	2.3%	1.6%
Basse Normandie	19	2.2%	1.5%	2	1.5%	0.3%	17	2.2%	2.7%	7	2.2%	2.0%
Centre	19	2.2%	0.9%	2	1.4%	0.2%	17	2.3%	1.6%	11	3.5%	1.7%
Pays de Loire	45	5.2%	1.5%	8	7.6%	0.6%	36	4.8%	2.4%	21	6.9%	2.2%
Bretagne	35	4.1%	1.3%	5	5.0%	0.4%	30	3.9%	2.2%	11	3.6%	1.5%
Poitou Charentes	24	2.8%	1.6%	4	3.5%	0.5%	20	2.7%	2.6%	10	3.3%	2.6%
Aquitaine	33	3.8%	1.2%	3	2.3%	0.2%	30	4.0%	2.1%	15	4.7%	1.7%
Midi Pyrénées	26	3.0%	1.1%	2	1.8%	0.2%	24	3.1%	1.9%	6	1.8%	0.7%
Limousin	13	1.5%	2.1%	4	3.6%	1.3%	9	1.2%	2.8%	6	1.8%	3.7%
Auvergne	23	2.6%	2.0%	3	3.1%	0.6%	19	2.6%	3.3%	9	2.8%	2.8%
Rhône Alpes	73	8.5%	1.4%	12	11.5%	0.5%	61	8.1%	2.3%	28	8.8%	1.5%
Languedoc Roussillon	37	4.3%	1.6%	1	1.2%	0.1%	36	4.7%	3.0%	15	4.7%	2.1%
Provence Alpes Côte d'Azur. Corse	74	8.6%	1.7%	5	4.6%	0.2%	69	9.2%	3.0%	22	7.0%	1.5%
<b>Habitudes de connexion à Internet</b>												
Tous les jours	653	75.9%	2.0%	74	68.5%	0.5%	579	76.9%	3.6%	256	82.1%	1.8%
Presque tous les jours	91	10.6%	1.5%	7	6.4%	0.2%	84	11.2%	2.7%	35	11.2%	1.7%
1 à 2 fois par semaine	60	7.0%	2.3%	19	17.3%	1.7%	42	5.5%	2.8%	11	3.4%	1.6%
1 à 3 fois par mois	7	0.8%	1.3%	0	0.0%	0.0%	7	0.9%	2.1%	2	0.8%	3.1%
Moins souvent	11	1.3%	1.2%	0	0.0%	0.0%	11	1.5%	2.0%	2	0.7%	3.0%

	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	22	2.5%	1.2%	3	3.2%	0.5%	18	2.4%	1.6%	1	0.4%	0.7%
De 9 000 à moins de 12 000 euros par an	58	6.8%	2.0%	4	3.3%	0.3%	55	7.3%	3.0%	9	2.8%	3.7%
De 12 000 à moins de 18 000 euros par an	114	13.2%	1.9%	15	13.6%	0.6%	99	13.2%	2.9%	19	6.2%	2.9%
De 18 000 à moins de 24 000 euros par an	132	15.4%	1.9%	12	11.1%	0.4%	120	16.0%	3.2%	20	6.3%	1.4%
De 24 000 à moins de 36 000 euros par an	220	25.5%	2.0%	23	21.0%	0.4%	197	26.2%	3.5%	87	27.9%	2.5%
De 36 000 à moins de 45 000 euros par an	143	16.6%	2.0%	25	22.8%	0.7%	118	15.7%	3.6%	81	26.0%	2.7%
De 45 000 à moins de 65 000 euros par an	85	9.9%	1.3%	12	10.8%	0.3%	74	9.8%	2.4%	51	16.2%	1.3%
De 65 000 à moins de 80 000 euros par an	15	1.8%	0.8%	3	2.3%	0.2%	13	1.7%	1.6%	14	4.5%	1.1%
De 80 000 à moins de 115 000 euros par an	7	0.8%	0.5%	0	0.0%	0.0%	7	0.9%	1.4%	7	2.1%	0.7%
115 000 euros et plus par an	5	0.6%	0.9%	1	0.9%	0.3%	4	0.5%	1.8%	5	1.6%	1.1%
Refus	41	4.8%	1.2%	10	9.1%	0.7%	31	4.1%	1.5%	7	2.4%	0.6%
Ne sait pas	19	2.2%	1.0%	2	1.9%	0.3%	17	2.2%	1.6%	11	3.7%	1.5%