

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	1830	100.0%	3.6%	236	100.0%	1.0%	1593	100.0%	5.9%	745	100.0%	4.3%
<b>Sexe</b>												
<b>Homme</b>	236	12.9%	1.0%	236	100.0%	1.0%	0	0.0%	0.0%	96	12.9%	1.1%
<b>Femme</b>	1593	87.1%	5.9%	0	0.0%	0.0%	1593	100.0%	5.9%	649	87.1%	7.5%
<b>Age</b>												
<b>15 à 24 ans</b>	94	5.1%	1.3%	5	2.1%	0.1%	89	5.6%	2.5%	43	5.8%	1.4%
<b>25 à 34 ans</b>	188	10.3%	2.5%	15	6.4%	0.4%	173	10.9%	4.4%	111	14.8%	3.3%
<b>35 à 49 ans</b>	553	30.2%	4.4%	72	30.5%	1.2%	481	30.2%	7.6%	321	43.1%	5.2%
<b>50 à 59 ans</b>	495	27.1%	5.4%	81	34.2%	1.8%	414	26.0%	9.0%	215	28.9%	5.6%
<b>60 ans et plus</b>	499	27.3%	3.4%	63	26.7%	1.0%	436	27.4%	5.2%	54	7.3%	6.0%
<b>Individu</b>												
<b>Ménagères</b>	1480	80.9%	6.4%	0	0.0%	0.0%	1480	92.9%	6.4%	608	81.7%	8.6%
<b>Personne de référence</b>	652	35.6%	2.3%	216	91.3%	1.1%	436	27.4%	5.6%	215	28.8%	2.6%
<b>Responsable des achats</b>	1577	86.2%	4.4%	145	61.3%	1.1%	1432	89.9%	6.3%	634	85.1%	5.8%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	17	0.9%	3.3%	0	0.0%	0.0%	17	1.1%	13.0%	0	0.0%	0.0%
<b>Petits patrons</b>	61	3.3%	3.8%	24	10.0%	2.1%	37	2.4%	7.8%	52	6.9%	3.6%
<b>Affaires et Cadres</b>	187	10.2%	3.7%	28	12.0%	1.0%	158	9.9%	7.4%	167	22.4%	3.6%
<b>Professions intermédiaires</b>	320	17.5%	4.7%	40	16.9%	1.2%	280	17.6%	8.1%	256	34.4%	4.6%
<b>Employés</b>	399	21.8%	4.8%	16	6.7%	0.8%	383	24.0%	6.2%	114	15.3%	6.2%
<b>Ouvriers</b>	96	5.2%	1.5%	34	14.4%	0.7%	62	3.9%	4.6%	16	2.1%	3.8%
<b>Retraités</b>	416	22.7%	3.3%	59	24.8%	1.0%	357	22.4%	5.4%	25	3.4%	9.3%
<b>Autres inactifs</b>	334	18.2%	3.3%	36	15.1%	0.9%	298	18.7%	4.6%	115	15.4%	3.6%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	28	1.5%	3.4%	0	0.0%	0.0%	28	1.8%	7.7%	0	0.0%	0.0%
<b>Petits patrons</b>	105	5.7%	4.0%	24	10.0%	1.8%	81	5.1%	6.3%	105	14.1%	4.0%
<b>Affaires et Cadres</b>	345	18.8%	4.8%	30	12.8%	0.8%	315	19.8%	8.6%	345	46.3%	4.8%
<b>Professions intermédiaires</b>	295	16.1%	3.9%	42	17.8%	1.1%	253	15.9%	6.9%	295	39.6%	3.9%
<b>Employés</b>	195	10.7%	3.6%	14	6.1%	0.6%	181	11.3%	5.7%	0	0.0%	0.0%
<b>Ouvriers</b>	233	12.7%	2.5%	31	13.0%	0.6%	202	12.7%	4.6%	0	0.0%	0.0%
<b>Retraités</b>	472	25.8%	3.3%	60	25.5%	0.9%	412	25.9%	5.3%	0	0.0%	0.0%
<b>Autres inactifs</b>	156	8.6%	3.8%	35	14.7%	2.2%	122	7.6%	4.9%	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>												
1 personne	346	18.9%	3.5%	36	15.3%	0.9%	310	19.5%	5.4%	83	11.1%	4.5%
2 personnes	698	38.2%	3.9%	88	37.4%	1.0%	610	38.3%	6.6%	208	28.0%	4.8%
3 personnes	312	17.1%	3.4%	62	26.4%	1.4%	249	15.7%	5.6%	158	21.2%	4.2%
4 personnes	289	15.8%	3.1%	36	15.1%	0.8%	253	15.9%	5.4%	175	23.4%	3.7%
5 personnes et +	185	10.1%	3.5%	13	5.7%	0.5%	171	10.7%	6.3%	121	16.3%	4.5%
<b>Présence d'enfants de moins de 15 ans</b>												
Oui	553	30.2%	3.6%	58	24.6%	0.8%	495	31.0%	6.1%	353	47.4%	4.6%
Non	1277	69.8%	3.5%	178	75.4%	1.0%	1099	69.0%	5.9%	392	52.6%	4.1%
<b>Habitat</b>												
Communes rurales	347	19.0%	3.0%	36	15.4%	0.6%	311	19.5%	5.1%	125	16.8%	3.9%
Agglo. - 20 000 hab	289	15.8%	3.2%	34	14.2%	0.8%	255	16.0%	5.5%	114	15.2%	4.5%
Agglo. 20 000 à 100 000 hab	269	14.7%	3.9%	32	13.8%	1.0%	237	14.9%	6.4%	81	10.8%	4.3%
Agglo. + 100 000 hab	595	32.5%	3.9%	89	37.8%	1.2%	505	31.7%	6.4%	265	35.5%	4.7%
Agglo. Paris	330	18.0%	3.9%	45	18.9%	1.1%	285	17.9%	6.4%	160	21.5%	4.0%

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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>	366	20.0%	3.8%	47	20.1%	1.0%	319	20.0%	6.4%	185	24.9%	4.2%
<b>Nord Pas de Calais</b>	90	4.9%	2.8%	9	3.7%	0.6%	81	5.1%	4.8%	34	4.5%	3.6%
<b>Lorraine</b>	91	5.0%	4.7%	15	6.5%	1.6%	75	4.7%	7.6%	32	4.3%	6.0%
<b>Alsace</b>	67	3.7%	4.4%	11	4.7%	1.5%	56	3.5%	7.2%	11	1.5%	2.4%
<b>Franche-Comté</b>	30	1.6%	3.1%	9	3.7%	1.9%	21	1.3%	4.4%	7	1.0%	2.7%
<b>Champagne Ardennes</b>	35	1.9%	3.3%	2	0.9%	0.4%	33	2.1%	5.9%	12	1.6%	4.2%
<b>Picardie</b>	45	2.4%	2.9%	6	2.5%	0.8%	39	2.4%	4.9%	18	2.4%	4.0%
<b>Bourgogne</b>	36	2.0%	2.7%	4	1.7%	0.6%	32	2.0%	4.6%	14	1.9%	3.9%
<b>Haute Normandie</b>	48	2.6%	3.2%	10	4.2%	1.4%	38	2.4%	4.9%	15	2.0%	3.2%
<b>Basse Normandie</b>	42	2.3%	3.5%	9	3.7%	1.5%	34	2.1%	5.4%	16	2.2%	4.7%
<b>Centre</b>	73	4.0%	3.5%	6	2.7%	0.6%	66	4.2%	6.1%	30	4.0%	4.8%
<b>Pays de Loire</b>	76	4.1%	2.6%	17	7.2%	1.2%	59	3.7%	3.9%	39	5.3%	4.1%
<b>Bretagne</b>	100	5.5%	3.8%	10	4.1%	0.8%	91	5.7%	6.6%	40	5.3%	5.2%
<b>Poitou Charentes</b>	53	2.9%	3.6%	8	3.3%	1.1%	45	2.8%	5.9%	13	1.7%	3.2%
<b>Aquitaine</b>	101	5.5%	3.7%	10	4.4%	0.8%	91	5.7%	6.3%	44	5.9%	5.0%
<b>Midi Pyrénées</b>	105	5.7%	4.3%	8	3.5%	0.7%	96	6.1%	7.7%	38	5.2%	4.8%
<b>Limousin</b>	18	1.0%	3.0%	1	0.3%	0.3%	18	1.1%	5.4%	7	0.9%	4.5%
<b>Auvergne</b>	35	1.9%	3.1%	8	3.5%	1.5%	26	1.7%	4.5%	13	1.8%	4.3%
<b>Rhône Alpes</b>	171	9.3%	3.3%	21	9.0%	0.9%	149	9.4%	5.6%	69	9.3%	3.8%
<b>Languedoc Roussillon</b>	87	4.8%	3.9%	6	2.6%	0.6%	81	5.1%	6.9%	38	5.1%	5.4%
<b>Provence Alpes Côte d'Azur. Corse</b>	162	8.8%	3.7%	19	7.8%	0.9%	143	9.0%	6.3%	70	9.3%	4.9%
<b>Habitudes de connexion à Internet</b>												
<b>Tous les jours</b>	1206	65.9%	3.7%	159	67.3%	1.0%	1047	65.7%	6.5%	585	78.6%	4.1%
<b>Presque tous les jours</b>	254	13.9%	4.3%	19	7.9%	0.7%	235	14.8%	7.6%	120	16.1%	6.0%
<b>1 à 2 fois par semaine</b>	124	6.8%	4.8%	13	5.6%	1.2%	111	7.0%	7.5%	30	4.1%	4.6%
<b>1 à 3 fois par mois</b>	26	1.4%	4.9%	1	0.3%	0.4%	25	1.6%	7.6%	4	0.5%	4.6%
<b>Moins souvent</b>	27	1.5%	2.9%	1	0.6%	0.4%	25	1.6%	4.7%	1	0.2%	1.8%
<b>Jamais</b>	1	0.1%	1.2%	0	0.0%	0.0%	1	0.1%	2.6%	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	79	4.3%	4.2%	16	6.9%	2.2%	62	3.9%	5.5%	11	1.5%	6.5%
De 9 000 à moins de 12 000 euros par an	70	3.8%	2.3%	4	1.7%	0.3%	66	4.1%	3.6%	6	0.9%	2.8%
De 12 000 à moins de 18 000 euros par an	177	9.7%	3.0%	20	8.6%	0.8%	157	9.9%	4.6%	28	3.8%	4.3%
De 18 000 à moins de 24 000 euros par an	223	12.2%	3.3%	21	8.7%	0.7%	202	12.7%	5.4%	56	7.6%	3.9%
De 24 000 à moins de 36 000 euros par an	445	24.3%	4.0%	65	27.4%	1.2%	380	23.8%	6.7%	155	20.8%	4.5%
De 36 000 à moins de 45 000 euros par an	264	14.4%	3.8%	20	8.4%	0.5%	244	15.3%	7.4%	133	17.8%	4.4%
De 45 000 à moins de 65 000 euros par an	291	15.9%	4.3%	52	21.8%	1.4%	240	15.0%	7.9%	173	23.2%	4.6%
De 65 000 à moins de 80 000 euros par an	72	3.9%	3.7%	20	8.5%	1.8%	52	3.2%	6.4%	53	7.1%	4.1%
De 80 000 à moins de 115 000 euros par an	52	2.8%	4.2%	8	3.2%	1.0%	44	2.8%	9.2%	40	5.4%	4.5%
115 000 euros et plus par an	20	1.1%	3.7%	1	0.5%	0.4%	18	1.2%	8.1%	17	2.3%	3.7%
Refus	100	5.5%	2.8%	10	4.2%	0.7%	90	5.7%	4.4%	50	6.7%	4.1%
Ne sait pas	38	2.1%	2.0%	0	0.2%	0.0%	37	2.4%	3.6%	23	3.1%	3.0%