

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	431	100.0%	0.8%	77	100.0%	0.3%	354	100.0%	1.3%	155	100.0%	0.9%
<b>Sexe</b>												
<b>Homme</b>	77	17.8%	0.3%	77	100.0%	0.3%	0	-	100.0%	30	19.4%	0.3%
<b>Femme</b>	354	82.2%	1.3%	0	-	100.0%	354	100.0%	1.3%	125	80.6%	1.6%
<b>Age</b>												
<b>15 à 24 ans</b>	38	8.8%	0.5%	2	2.8%	0.1%	36	10.1%	1.0%	7	4.7%	0.2%
<b>25 à 34 ans</b>	49	11.5%	0.6%	14	17.8%	0.4%	36	10.1%	0.9%	24	15.3%	0.7%
<b>35 à 49 ans</b>	185	43.0%	1.5%	36	46.4%	0.6%	149	42.2%	2.3%	86	55.1%	1.4%
<b>50 à 64 ans</b>	112	26.1%	0.9%	24	31.2%	0.4%	89	25.0%	1.4%	39	25.0%	0.9%
<b>65 ans et plus</b>	46	10.6%	0.4%	1	1.9%	0.0%	44	12.5%	0.7%	0	-	-
<b>Individu</b>												
<b>Ménagère</b>	336	78.1%	1.4%	0	-	100.0%	336	95.0%	1.4%	121	78.0%	1.8%
<b>Personne de Référence</b>	194	45.1%	0.7%	70	91.6%	0.3%	124	35.0%	1.6%	51	33.1%	0.6%
<b>Responsable des achats</b>	260	60.3%	1.1%	32	42.3%	0.4%	227	64.2%	1.4%	109	70.4%	1.3%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	8	1.9%	1.5%	2	2.1%	0.5%	7	1.8%	3.6%	0	0.2%	5.3%
<b>Petits patrons</b>	10	2.3%	0.6%	4	5.7%	0.4%	5	1.5%	1.2%	9	6.0%	0.7%
<b>Affaires et Cadres</b>	30	7.0%	0.6%	9	11.4%	0.3%	22	6.1%	1.2%	27	17.7%	0.6%
<b>Professions intermédiaires</b>	71	16.6%	1.1%	17	22.2%	0.5%	54	15.4%	1.7%	62	40.1%	1.1%
<b>Employés</b>	125	29.1%	1.5%	12	15.5%	0.6%	113	32.0%	1.8%	25	16.2%	1.4%
<b>Ouvriers</b>	52	12.2%	0.8%	25	33.0%	0.5%	27	7.6%	1.9%	2	1.0%	0.4%
<b>Retraités</b>	57	13.3%	0.5%	2	3.2%	0.0%	55	15.4%	0.9%	1	0.5%	0.4%
<b>Autres inactifs</b>	76	17.7%	0.7%	5	6.9%	0.2%	71	20.0%	1.1%	28	18.2%	0.9%
<b>PCS Personne de Référence</b>												
<b>Agriculteurs</b>	5	1.2%	0.7%	2	2.1%	0.4%	4	1.0%	0.9%	0	-	100.0%
<b>Petits patrons</b>	14	3.2%	0.6%	4	5.7%	0.3%	10	2.7%	0.8%	14	9.0%	0.6%
<b>Affaires et Cadres</b>	64	14.9%	1.0%	9	11.4%	0.3%	55	15.7%	1.7%	64	41.3%	1.0%
<b>Professions intermédiaires</b>	77	18.0%	1.0%	17	22.2%	0.4%	60	17.0%	1.7%	77	49.8%	1.0%
<b>Employés</b>	81	18.9%	1.5%	10	12.8%	0.5%	72	20.2%	2.2%	0	-	100.0%
<b>Ouvriers</b>	96	22.3%	1.0%	27	35.7%	0.5%	69	19.4%	1.5%	0	-	100.0%
<b>Retraités</b>	61	14.3%	0.4%	4	5.8%	0.1%	57	16.1%	0.7%	0	-	100.0%
<b>Autres inactifs</b>	31	7.2%	0.8%	3	4.2%	0.2%	28	7.8%	1.1%	0	-	100.0%

	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>	71	16.5%	0.8%	14	18.4%	0.4%	57	16.2%	1.1%	15	9.6%	0.9%
<b>2 personnes</b>	127	29.4%	0.7%	23	30.5%	0.3%	103	29.2%	1.1%	41	26.6%	1.0%
<b>3 personnes</b>	98	22.7%	1.0%	13	17.5%	0.3%	84	23.8%	1.8%	38	24.2%	1.0%
<b>4 personnes</b>	72	16.7%	0.8%	13	17.4%	0.3%	58	16.5%	1.3%	38	24.3%	0.8%
<b>5 personnes et +</b>	63	14.7%	1.2%	12	16.2%	0.5%	51	14.4%	1.8%	24	15.3%	0.9%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	196	45.5%	1.2%	36	46.8%	0.5%	160	45.3%	1.9%	86	55.1%	1.2%
<b>Non</b>	234	54.5%	0.7%	41	53.2%	0.2%	194	54.7%	1.1%	70	44.9%	0.7%
<b>Habitat</b>												
<b>Communes rurales</b>	99	22.9%	0.8%	20	26.6%	0.3%	78	22.1%	1.2%	37	23.5%	1.0%
<b>Agglo. - 20 000 hab</b>	65	15.0%	0.8%	12	16.0%	0.3%	52	14.8%	1.2%	24	15.7%	1.0%
<b>Agglo. 20 000 à 100 000 hab</b>	62	14.3%	0.9%	6	7.8%	0.2%	56	15.7%	1.6%	19	12.2%	1.0%
<b>Agglo. + 100 000 hab</b>	139	32.4%	1.0%	26	33.5%	0.4%	114	32.1%	1.5%	49	31.8%	1.0%
<b>Agglo. Paris</b>	66	15.4%	0.8%	12	16.1%	0.3%	54	15.2%	1.2%	26	16.7%	0.7%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Région d'habitation</b>												
Ile-de-France	73	17.0%	0.8%	12	16.1%	0.3%	61	17.2%	1.2%	27	17.3%	0.6%
Nord-Pas-de-Calais	33	7.7%	1.0%	2	2.0%	0.1%	32	8.9%	1.9%	9	5.7%	1.0%
Lorraine	12	2.7%	0.6%	1	1.6%	0.1%	10	2.9%	1.0%	3	2.1%	0.6%
Alsace	12	2.7%	0.8%	0	-	-	12	3.3%	1.5%	3	2.0%	0.6%
Franche-Comté	4	0.8%	0.4%	0	-	-	4	1.0%	0.7%	1	0.7%	0.4%
Champagne-Ardenne	14	3.2%	1.3%	3	4.3%	0.6%	11	3.0%	1.9%	8	4.9%	2.8%
Picardie	21	4.9%	1.4%	4	4.8%	0.5%	17	4.9%	2.2%	9	5.6%	2.0%
Bourgogne	10	2.4%	0.8%	0	-	-	10	2.9%	1.5%	3	1.7%	0.8%
Haute-Normandie	7	1.7%	0.5%	2	2.8%	0.3%	5	1.4%	0.7%	5	3.3%	1.1%
Basse-Normandie	7	1.7%	0.6%	1	1.9%	0.3%	6	1.6%	0.9%	2	1.1%	0.5%
Centre	11	2.7%	0.6%	3	4.0%	0.3%	8	2.4%	0.8%	5	3.3%	0.8%
Pays de la Loire	19	4.3%	0.7%	3	3.9%	0.2%	16	4.4%	1.1%	7	4.3%	0.8%
Bretagne	26	6.0%	1.0%	7	8.5%	0.5%	19	5.5%	1.4%	6	3.9%	0.8%
Poitou-Charentes	12	2.8%	0.8%	2	3.2%	0.4%	10	2.7%	1.2%	3	1.8%	0.7%
Aquitaine	32	7.4%	1.2%	11	14.1%	0.9%	21	5.9%	1.5%	9	5.9%	1.1%
Midi-Pyrénées	28	6.4%	1.2%	10	12.9%	0.9%	18	5.1%	1.5%	11	7.1%	1.4%
Limousin	3	0.8%	0.5%	0	0.6%	0.2%	3	0.8%	0.9%	3	1.7%	1.7%
Auvergne	10	2.4%	0.9%	0	0.5%	0.1%	10	2.8%	1.7%	4	2.4%	1.2%
Rhône-Alpes	42	9.7%	0.8%	10	12.9%	0.4%	32	9.1%	1.2%	15	9.5%	0.9%
Languedoc-Roussillon	23	5.3%	1.1%	2	2.3%	0.2%	21	5.9%	1.9%	13	8.3%	2.0%
Provence-Alpes-Côte-d'Azur-Corse	32	7.3%	0.7%	3	3.4%	0.1%	29	8.2%	1.3%	11	7.3%	0.8%
<b>Habitudes de connexion Internet</b>												
Tous les jours	228	53.0%	0.8%	39	50.6%	0.3%	189	53.6%	1.4%	113	72.8%	0.9%
Presque tous les jours	25	5.8%	0.4%	4	5.0%	0.1%	21	5.9%	0.6%	13	8.1%	0.5%
1 à 2 fois par semaine	67	15.6%	2.1%	13	16.5%	0.9%	55	15.4%	3.1%	15	9.5%	1.7%
1 à 3 fois par mois	8	1.9%	1.0%	1	1.3%	0.3%	7	2.1%	1.6%	5	3.3%	2.7%
Moins souvent	22	5.0%	1.5%	4	5.0%	0.6%	18	5.1%	2.2%	10	6.2%	6.5%
Jamais	4	0.9%	1.6%	2	2.3%	1.3%	2	0.6%	1.9%	0	-	-

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Revenus du Foyer</b>												
<b>Moins de 9 000 euros par an</b>	21	4.9%	0.9%	6	7.8%	0.6%	15	4.3%	1.0%	1	0.8%	0.6%
<b>De 9 000 à moins de 12 000 euros par an</b>	58	13.5%	1.8%	3	4.4%	0.3%	55	15.5%	2.5%	2	1.2%	0.7%
<b>De 12 000 à moins de 18 000 euros par an</b>	41	9.6%	0.6%	11	13.9%	0.4%	31	8.6%	0.8%	8	4.9%	0.9%
<b>De 18 000 à moins de 24 000 euros par an</b>	82	19.0%	1.1%	11	14.2%	0.3%	71	20.1%	1.8%	14	9.0%	0.9%
<b>De 24 000 à moins de 36 000 euros par an</b>	80	18.6%	0.7%	18	23.4%	0.3%	62	17.5%	1.1%	41	26.1%	1.1%
<b>De 36 000 à moins de 45 000 euros par an</b>	36	8.4%	0.6%	3	4.1%	0.1%	33	9.3%	1.1%	21	13.3%	0.7%
<b>De 45 000 à moins de 65 000 euros par an</b>	48	11.1%	0.8%	7	8.6%	0.2%	41	11.7%	1.7%	29	18.8%	0.8%
<b>65 000 euros et plus</b>	29	6.6%	1.0%	8	10.3%	0.5%	21	5.9%	1.8%	26	17.0%	1.2%
<b>Refus</b>	27	6.4%	0.7%	3	3.3%	0.2%	25	7.0%	1.1%	13	8.5%	1.0%
<b>Ne sait pas</b>	8	1.9%	0.5%	8	9.9%	1.1%	0	0.1%	0.1%	0	0.3%	0.1%