

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	2000	100.0%	3.9%	408	100.0%	1.7%	1592	100.0%	6.0%	957	100.0%	5.6%
<b>Sexe</b>												
<b>Homme</b>	408	20.4%	1.7%	408	100.0%	1.7%	0	-	-	209	21.9%	2.4%
<b>Femme</b>	1592	79.6%	6.0%	0	-	-	1592	100.0%	6.0%	747	78.1%	9.1%
<b>Age</b>												
<b>15 à 24 ans</b>	390	19.5%	5.3%	34	8.4%	0.9%	356	22.3%	9.7%	188	19.6%	6.1%
<b>25 à 34 ans</b>	278	13.9%	3.6%	61	15.0%	1.6%	217	13.6%	5.6%	157	16.4%	4.6%
<b>35 à 49 ans</b>	553	27.7%	4.4%	122	29.9%	2.0%	431	27.1%	6.7%	353	36.9%	5.8%
<b>50 à 64 ans</b>	455	22.8%	3.7%	102	25.0%	1.7%	353	22.2%	5.6%	233	24.4%	5.7%
<b>65 ans et plus</b>	323	16.2%	2.9%	89	21.8%	1.9%	235	14.7%	3.7%	26	2.7%	11.0%
<b>Individu</b>												
<b>Ménagère</b>	1267	63.4%	5.4%	0	-	-	1267	79.6%	5.4%	589	61.6%	8.6%
<b>Personne de Référence</b>	802	40.1%	2.8%	370	90.7%	1.8%	433	27.2%	5.5%	342	35.7%	4.0%
<b>Responsable des achats</b>	1470	73.5%	4.2%	192	47.1%	1.6%	1278	80.3%	5.6%	669	69.9%	6.3%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	17	0.9%	3.2%	5	1.2%	1.5%	12	0.8%	6.2%	3	0.4%	18.9%
<b>Petits patrons</b>	85	4.3%	5.2%	37	9.2%	3.2%	48	3.0%	10.2%	74	7.7%	4.9%
<b>Affaires et Cadres</b>	312	15.6%	6.5%	106	26.1%	3.6%	205	12.9%	11.4%	282	29.5%	6.4%
<b>Professions intermédiaires</b>	287	14.4%	4.3%	45	11.1%	1.3%	242	15.2%	7.3%	234	24.4%	4.2%
<b>Employés</b>	323	16.1%	3.9%	41	10.0%	2.0%	282	17.7%	4.4%	83	8.6%	4.5%
<b>Ouvriers</b>	112	5.6%	1.7%	53	13.0%	1.0%	59	3.7%	4.2%	13	1.4%	3.5%
<b>Retraités</b>	344	17.2%	2.7%	87	21.4%	1.5%	257	16.1%	3.9%	16	1.6%	6.3%
<b>Autres inactifs</b>	520	26.0%	5.2%	33	8.0%	0.9%	487	30.6%	7.4%	252	26.3%	8.2%
<b>PCS Personne de Référence</b>												
<b>Agriculteurs</b>	23	1.1%	2.8%	5	1.2%	1.3%	18	1.1%	4.2%	0	-	-
<b>Petits patrons</b>	136	6.8%	5.1%	38	9.4%	2.6%	97	6.1%	8.2%	136	14.2%	5.1%
<b>Affaires et Cadres</b>	524	26.2%	7.7%	116	28.5%	3.4%	408	25.6%	12.0%	524	54.8%	7.7%
<b>Professions intermédiaires</b>	297	14.8%	4.0%	55	13.5%	1.4%	242	15.2%	6.7%	297	31.0%	4.0%
<b>Employés</b>	231	11.6%	4.4%	39	9.6%	1.8%	192	12.1%	6.2%	0	-	-
<b>Ouvriers</b>	254	12.7%	2.7%	57	14.0%	1.2%	196	12.3%	4.4%	0	-	-
<b>Retraités</b>	430	21.5%	2.9%	92	22.5%	1.4%	338	21.2%	4.2%	0	-	-
<b>Autres inactifs</b>	106	5.3%	2.7%	5	1.2%	0.3%	101	6.3%	4.1%	0	-	-

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Taille du Foyer</b>												
1 personne	328	16.4%	3.5%	41	10.1%	1.0%	287	18.0%	5.3%	96	10.0%	5.6%
2 personnes	614	30.7%	3.4%	154	37.8%	1.7%	460	28.9%	5.0%	219	22.9%	5.0%
3 personnes	369	18.5%	4.0%	61	15.0%	1.3%	308	19.3%	6.6%	205	21.5%	5.5%
4 personnes	431	21.5%	4.7%	99	24.2%	2.2%	332	20.9%	7.2%	272	28.5%	5.9%
5 personnes et +	258	12.9%	4.9%	52	12.8%	2.1%	206	12.9%	7.3%	164	17.1%	6.5%
<b>Présence d'enfants de moins de 15 ans</b>												
Oui	741	37.1%	4.7%	158	38.8%	2.2%	583	36.6%	6.9%	468	48.9%	6.2%
Non	1258	62.9%	3.6%	249	61.2%	1.4%	1009	63.4%	5.5%	488	51.1%	5.2%
<b>Habitat</b>												
Communes rurales	292	14.6%	2.5%	58	14.3%	1.0%	234	14.7%	3.8%	110	11.5%	3.3%
Agglo. - 20 000 hab	247	12.3%	2.8%	54	13.3%	1.3%	193	12.1%	4.1%	107	11.2%	4.2%
Agglo. 20 000 à 100 000 hab	244	12.2%	3.6%	50	12.2%	1.5%	194	12.2%	5.6%	101	10.5%	5.1%
Agglo. + 100 000 hab	625	31.3%	4.1%	130	31.9%	1.8%	495	31.1%	6.2%	299	31.3%	5.8%
Agglo. Paris	592	29.6%	7.0%	115	28.3%	2.9%	477	29.9%	10.7%	339	35.5%	8.7%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Région d'habitation</b>												
Ile-de-France	631	31.5%	6.7%	130	31.9%	2.9%	501	31.4%	10.1%	363	37.9%	8.4%
Nord-Pas-de-Calais	67	3.4%	2.1%	22	5.3%	1.4%	46	2.9%	2.7%	23	2.4%	2.5%
Lorraine	53	2.6%	2.7%	2	0.6%	0.3%	50	3.2%	5.0%	18	1.9%	3.2%
Alsace	50	2.5%	3.3%	10	2.4%	1.3%	40	2.5%	5.1%	28	2.9%	5.6%
Franche-Comté	20	1.0%	2.1%	4	1.1%	0.9%	16	1.0%	3.2%	10	1.1%	4.1%
Champagne-Ardenne	38	1.9%	3.5%	4	1.1%	0.8%	34	2.1%	6.0%	12	1.3%	3.9%
Picardie	31	1.5%	2.0%	10	2.4%	1.3%	21	1.3%	2.7%	15	1.5%	3.3%
Bourgogne	34	1.7%	2.5%	4	1.0%	0.7%	29	1.8%	4.1%	11	1.2%	3.1%
Haute-Normandie	19	1.0%	1.3%	1	0.2%	0.1%	18	1.1%	2.3%	12	1.2%	2.7%
Basse-Normandie	24	1.2%	2.0%	6	1.6%	1.1%	17	1.1%	2.7%	10	1.0%	3.0%
Centre	69	3.5%	3.3%	13	3.2%	1.3%	56	3.5%	5.2%	30	3.2%	4.7%
Pays de la Loire	56	2.8%	2.0%	13	3.2%	0.9%	43	2.7%	2.9%	25	2.7%	3.1%
Bretagne	68	3.4%	2.6%	9	2.2%	0.7%	59	3.7%	4.4%	26	2.7%	3.3%
Poitou-Charentes	43	2.2%	3.0%	9	2.2%	1.3%	34	2.2%	4.5%	14	1.5%	3.6%
Aquitaine	127	6.3%	4.7%	30	7.3%	2.3%	97	6.1%	6.9%	54	5.6%	6.6%
Midi-Pyrénées	106	5.3%	4.4%	19	4.6%	1.6%	88	5.5%	7.1%	47	4.9%	5.9%
Limousin	20	1.0%	3.1%	5	1.2%	1.6%	15	0.9%	4.6%	6	0.7%	4.0%
Auvergne	48	2.4%	4.3%	13	3.2%	2.4%	35	2.2%	6.0%	12	1.2%	3.8%
Rhône-Alpes	201	10.1%	4.0%	41	10.1%	1.7%	160	10.1%	6.1%	98	10.3%	5.7%
Languedoc-Roussillon	96	4.8%	4.4%	16	3.8%	1.5%	81	5.1%	7.1%	37	3.9%	5.9%
Provence-Alpes-Côte-d'Azur-Corse	198	9.9%	4.6%	47	11.5%	2.3%	151	9.5%	6.6%	105	11.0%	7.3%
<b>Habitudes de connexion Internet</b>												
Tous les jours	1294	64.7%	4.7%	291	71.4%	2.1%	1003	63.0%	7.4%	733	76.6%	5.7%
Presque tous les jours	278	13.9%	4.6%	38	9.4%	1.3%	239	15.0%	7.6%	146	15.3%	6.0%
1 à 2 fois par semaine	103	5.1%	3.2%	11	2.6%	0.7%	92	5.8%	5.1%	38	4.0%	4.2%
1 à 3 fois par mois	37	1.8%	4.2%	8	2.0%	2.1%	29	1.8%	5.8%	17	1.8%	8.9%
Moins souvent	35	1.8%	2.7%	9	2.1%	1.5%	27	1.7%	3.6%	7	0.7%	5.6%
Jamais	1	0.1%	0.7%	0	-	-	1	0.1%	1.8%	0	0.0%	2.3%

	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	71	3.6%	3.1%	5	1.1%	0.5%	67	4.2%	4.8%	3	0.4%	1.7%
De 9 000 à moins de 12 000 euros par an	79	4.0%	2.4%	14	3.4%	1.3%	65	4.1%	3.0%	12	1.3%	5.0%
De 12 000 à moins de 18 000 euros par an	193	9.7%	2.9%	46	11.4%	1.6%	147	9.2%	3.8%	35	3.7%	4.3%
De 18 000 à moins de 24 000 euros par an	225	11.3%	3.1%	24	6.0%	0.7%	201	12.6%	5.2%	62	6.5%	3.9%
De 24 000 à moins de 36 000 euros par an	390	19.5%	3.4%	84	20.5%	1.5%	307	19.3%	5.3%	163	17.0%	4.3%
De 36 000 à moins de 45 000 euros par an	255	12.7%	4.0%	57	14.1%	1.7%	197	12.4%	6.6%	132	13.8%	4.6%
De 45 000 à moins de 65 000 euros par an	309	15.5%	5.4%	63	15.5%	2.0%	246	15.4%	9.5%	215	22.5%	6.2%
De 65 000 à moins de 80 000 euros par an	99	4.9%	6.4%	36	8.8%	3.8%	63	3.9%	10.5%	80	8.4%	7.3%
De 80 000 à moins de 115 000 euros par an	88	4.4%	8.7%	27	6.6%	4.5%	61	3.8%	15.2%	77	8.1%	9.5%
115 000 euros et plus par an	65	3.2%	13.2%	27	6.6%	9.6%	38	2.4%	17.9%	64	6.7%	15.4%
Refus	152	7.6%	4.6%	19	4.8%	1.4%	132	8.3%	6.7%	76	8.0%	6.7%
Ne sait pas	74	3.7%	4.7%	5	1.3%	0.8%	68	4.3%	7.5%	36	3.7%	6.5%