

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	2160	100.0%	4.2%	538	100.0%	2.2%	1623	100.0%	6.1%	714	100.0%	4.2%
<b>Sexe</b>												
<b>Homme</b>	538	24.9%	2.2%	538	100.0%	2.2%	0	-	-	175	24.5%	2.0%
<b>Femme</b>	1623	75.1%	6.1%	0	-	-	1623	100.0%	6.1%	539	75.5%	6.6%
<b>Age</b>												
<b>15 à 24 ans</b>	225	10.4%	3.0%	46	8.5%	1.2%	180	11.1%	4.9%	106	14.8%	3.4%
<b>25 à 34 ans</b>	273	12.6%	3.5%	81	15.0%	2.1%	192	11.8%	4.9%	121	16.9%	3.5%
<b>35 à 49 ans</b>	574	26.6%	4.5%	136	25.4%	2.2%	437	27.0%	6.8%	277	38.8%	4.5%
<b>50 à 64 ans</b>	595	27.6%	4.9%	148	27.6%	2.5%	447	27.5%	7.1%	201	28.2%	4.9%
<b>65 ans et plus</b>	493	22.8%	4.4%	126	23.5%	2.7%	366	22.6%	5.8%	8	1.2%	3.6%
<b>Individu</b>												
<b>Ménagère</b>	1429	66.2%	6.1%	0	-	-	1429	88.1%	6.1%	461	64.6%	6.7%
<b>Personne de Référence</b>	927	42.9%	3.3%	468	87.1%	2.3%	459	28.3%	5.8%	230	32.2%	2.7%
<b>Responsable des achats</b>	1661	76.9%	4.7%	245	45.5%	2.0%	1417	87.3%	6.2%	522	73.1%	4.9%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	20	0.9%	3.8%	5	0.9%	1.4%	16	1.0%	7.8%	2	0.3%	11.0%
<b>Petits patrons</b>	74	3.4%	4.5%	36	6.6%	3.0%	39	2.4%	8.3%	62	8.7%	4.1%
<b>Affaires et Cadres</b>	159	7.3%	3.3%	54	10.1%	1.8%	104	6.4%	5.8%	131	18.4%	3.0%
<b>Professions intermédiaires</b>	249	11.5%	3.7%	55	10.1%	1.6%	195	12.0%	5.9%	198	27.7%	3.6%
<b>Employés</b>	497	23.0%	5.9%	56	10.4%	2.8%	441	27.2%	6.9%	127	17.7%	6.9%
<b>Ouvriers</b>	197	9.1%	3.0%	130	24.1%	2.6%	67	4.1%	4.8%	24	3.4%	6.5%
<b>Retraités</b>	585	27.1%	4.7%	161	30.0%	2.7%	423	26.1%	6.4%	21	2.9%	8.2%
<b>Autres inactifs</b>	379	17.6%	3.8%	41	7.7%	1.2%	338	20.8%	5.2%	149	20.9%	4.9%
<b>PCS Personne de Référence</b>												
<b>Agriculteurs</b>	21	1.0%	2.7%	5	0.9%	1.3%	16	1.0%	3.9%	0	-	-
<b>Petits patrons</b>	126	5.8%	4.8%	47	8.8%	3.3%	79	4.9%	6.6%	126	17.7%	4.8%
<b>Affaires et Cadres</b>	276	12.8%	4.0%	60	11.2%	1.7%	216	13.3%	6.4%	276	38.7%	4.0%
<b>Professions intermédiaires</b>	311	14.4%	4.2%	67	12.5%	1.7%	243	15.0%	6.8%	311	43.5%	4.2%
<b>Employés</b>	256	11.9%	4.8%	59	11.0%	2.7%	197	12.1%	6.4%	0	-	-
<b>Ouvriers</b>	345	16.0%	3.6%	101	18.8%	2.0%	244	15.0%	5.4%	0	-	-
<b>Retraités</b>	713	33.0%	4.9%	175	32.5%	2.6%	538	33.2%	6.7%	0	-	-
<b>Autres inactifs</b>	112	5.2%	2.9%	23	4.3%	1.6%	89	5.5%	3.6%	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>	393	18.2%	4.2%	68	12.6%	1.7%	325	20.1%	6.0%	60	8.4%	3.5%
<b>2 personnes</b>	830	38.4%	4.6%	253	47.0%	2.9%	577	35.6%	6.3%	189	26.5%	4.3%
<b>3 personnes</b>	391	18.1%	4.2%	84	15.7%	1.8%	306	18.9%	6.5%	162	22.7%	4.4%
<b>4 personnes</b>	315	14.6%	3.4%	93	17.4%	2.0%	222	13.7%	4.8%	183	25.6%	3.9%
<b>5 personnes et +</b>	231	10.7%	4.4%	39	7.3%	1.6%	192	11.8%	6.8%	120	16.8%	4.8%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	642	29.7%	4.1%	138	25.7%	1.9%	504	31.0%	5.9%	349	48.9%	4.6%
<b>Non</b>	1518	70.3%	4.3%	399	74.3%	2.3%	1119	69.0%	6.2%	364	51.1%	3.9%
<b>Habitat</b>												
<b>Communes rurales</b>	376	17.4%	3.2%	99	18.4%	1.8%	277	17.0%	4.5%	119	16.6%	3.5%
<b>Agglo. - 20 000 hab</b>	379	17.6%	4.3%	101	18.8%	2.4%	278	17.1%	6.0%	110	15.4%	4.3%
<b>Agglo. 20 000 à 100 000 hab</b>	322	14.9%	4.7%	88	16.4%	2.6%	234	14.4%	6.7%	71	9.9%	3.5%
<b>Agglo. + 100 000 hab</b>	702	32.5%	4.6%	161	29.9%	2.2%	541	33.4%	6.8%	227	31.8%	4.4%
<b>Agglo. Paris</b>	381	17.6%	4.5%	88	16.4%	2.2%	293	18.0%	6.6%	188	26.3%	4.8%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Région d'habitation</b>												
Ile-de-France	426	19.7%	4.5%	98	18.3%	2.2%	328	20.2%	6.6%	205	28.7%	4.7%
Nord-Pas-de-Calais	113	5.2%	3.5%	23	4.3%	1.5%	90	5.5%	5.3%	33	4.6%	3.6%
Lorraine	105	4.9%	5.4%	33	6.2%	3.5%	72	4.4%	7.2%	40	5.6%	7.0%
Alsace	56	2.6%	3.7%	6	1.0%	0.8%	51	3.1%	6.5%	7	1.0%	1.5%
Franche-Comté	33	1.5%	3.5%	13	2.3%	2.7%	21	1.3%	4.2%	8	1.1%	3.2%
Champagne-Ardenne	53	2.5%	4.9%	12	2.2%	2.3%	41	2.6%	7.3%	14	1.9%	4.5%
Picardie	43	2.0%	2.8%	14	2.6%	1.9%	29	1.8%	3.7%	13	1.8%	2.8%
Bourgogne	65	3.0%	4.7%	20	3.7%	3.0%	45	2.8%	6.3%	14	2.0%	4.0%
Haute-Normandie	45	2.1%	3.1%	4	0.7%	0.5%	42	2.6%	5.4%	21	2.9%	4.8%
Basse-Normandie	32	1.5%	2.6%	4	0.7%	0.7%	28	1.7%	4.4%	8	1.1%	2.3%
Centre	87	4.0%	4.2%	23	4.3%	2.3%	64	3.9%	5.9%	32	4.4%	4.9%
Pays de la Loire	105	4.9%	3.7%	25	4.6%	1.8%	80	5.0%	5.4%	27	3.9%	3.3%
Bretagne	87	4.0%	3.3%	16	3.0%	1.3%	71	4.3%	5.2%	18	2.6%	2.3%
Poitou-Charentes	60	2.8%	4.1%	20	3.8%	2.9%	40	2.4%	5.2%	10	1.4%	2.4%
Aquitaine	142	6.6%	5.3%	37	7.0%	2.9%	104	6.4%	7.4%	47	6.6%	5.7%
Midi-Pyrénées	94	4.3%	3.9%	26	4.8%	2.2%	68	4.2%	5.5%	34	4.7%	4.3%
Limousin	28	1.3%	4.4%	6	1.1%	1.9%	22	1.4%	6.7%	6	0.8%	3.7%
Auvergne	51	2.3%	4.5%	14	2.5%	2.5%	37	2.3%	6.3%	10	1.3%	3.1%
Rhône-Alpes	175	8.1%	3.5%	39	7.3%	1.6%	136	8.4%	5.2%	58	8.1%	3.4%
Languedoc-Roussillon	118	5.5%	5.5%	30	5.7%	3.0%	88	5.4%	7.7%	39	5.5%	6.1%
Provence-Alpes-Côte-d'Azur-Corse	243	11.3%	5.6%	75	14.0%	3.7%	168	10.4%	7.4%	72	10.1%	5.0%
<b>Habitudes de connexion Internet</b>												
Tous les jours	1149	53.2%	4.2%	303	56.4%	2.2%	846	52.1%	6.2%	501	70.2%	3.9%
Presque tous les jours	258	12.0%	4.3%	66	12.2%	2.3%	193	11.9%	6.1%	103	14.5%	4.3%
1 à 2 fois par semaine	170	7.9%	5.3%	39	7.2%	2.7%	132	8.1%	7.3%	64	9.0%	7.1%
1 à 3 fois par mois	36	1.7%	4.2%	6	1.1%	1.6%	30	1.9%	6.2%	14	2.0%	7.5%
Moins souvent	53	2.5%	4.0%	12	2.2%	2.0%	41	2.5%	5.6%	10	1.4%	8.1%
Jamais	3	0.2%	1.6%	1	0.3%	1.0%	2	0.1%	2.5%	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	52	2.4%	2.2%	9	1.7%	1.0%	42	2.6%	3.0%	6	0.9%	3.1%
De 9 000 à moins de 12 000 euros par an	144	6.7%	4.4%	22	4.1%	2.0%	122	7.5%	5.6%	16	2.2%	6.4%
De 12 000 à moins de 18 000 euros par an	281	13.0%	4.2%	67	12.5%	2.3%	214	13.2%	5.6%	35	4.9%	4.2%
De 18 000 à moins de 24 000 euros par an	314	14.5%	4.3%	73	13.6%	2.1%	241	14.8%	6.3%	62	8.7%	3.8%
De 24 000 à moins de 36 000 euros par an	500	23.1%	4.4%	140	26.1%	2.5%	360	22.2%	6.2%	153	21.5%	4.1%
De 36 000 à moins de 45 000 euros par an	266	12.3%	4.2%	61	11.4%	1.8%	204	12.6%	6.9%	105	14.7%	3.7%
De 45 000 à moins de 65 000 euros par an	266	12.3%	4.6%	70	13.1%	2.2%	196	12.1%	7.6%	165	23.1%	4.7%
De 65 000 à moins de 80 000 euros par an	52	2.4%	3.4%	15	2.7%	1.5%	37	2.3%	6.2%	34	4.7%	3.1%
De 80 000 à moins de 115 000 euros par an	47	2.2%	4.7%	23	4.3%	3.8%	24	1.5%	6.0%	37	5.2%	4.5%
115 000 euros et plus par an	21	1.0%	4.4%	8	1.5%	3.0%	13	0.8%	6.2%	18	2.5%	4.2%
Refus	166	7.7%	5.0%	37	6.9%	2.8%	129	7.9%	6.6%	66	9.3%	5.8%
Ne sait pas	52	2.4%	3.3%	11	2.1%	1.7%	41	2.5%	4.5%	17	2.4%	3.2%