

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	1697	100.0%	3.3%	977	100.0%	4.0%	720	100.0%	2.7%	706	100.0%	4.2%
<b>Sexe</b>												
<b>Homme</b>	977	57.6%	4.0%	977	100.0%	4.0%	0	-	-	433	61.3%	4.9%
<b>Femme</b>	720	42.4%	2.7%	0	-	-	720	100.0%	2.7%	273	38.7%	3.3%
<b>Age</b>												
<b>15 à 24 ans</b>	108	6.4%	1.5%	71	7.3%	1.9%	37	5.1%	1.0%	53	7.5%	1.7%
<b>25 à 34 ans</b>	178	10.5%	2.3%	121	12.4%	3.2%	57	7.9%	1.4%	93	13.2%	2.7%
<b>35 à 49 ans</b>	402	23.7%	3.2%	247	25.2%	3.9%	156	21.6%	2.4%	274	38.8%	4.5%
<b>50 à 64 ans</b>	547	32.2%	4.5%	306	31.3%	5.2%	240	33.4%	3.8%	269	38.1%	6.5%
<b>65 ans et plus</b>	462	27.2%	4.2%	232	23.7%	4.9%	230	32.0%	3.6%	17	2.4%	7.4%
<b>Individu</b>												
<b>Ménagère</b>	672	39.6%	2.9%	0	-	-	672	93.3%	2.9%	254	36.0%	3.7%
<b>Personne de Référence</b>	1074	63.3%	3.8%	862	88.2%	4.2%	213	29.5%	2.7%	440	62.4%	5.2%
<b>Responsable des achats</b>	1203	70.9%	3.4%	542	55.5%	4.4%	661	91.8%	2.9%	474	67.2%	4.5%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	19	1.1%	3.6%	10	1.1%	3.1%	9	1.2%	4.3%	0	-	-
<b>Petits patrons</b>	76	4.5%	4.6%	60	6.1%	5.0%	17	2.3%	3.6%	68	9.6%	4.6%
<b>Affaires et Cadres</b>	291	17.1%	6.1%	199	20.4%	6.7%	91	12.7%	5.1%	259	36.7%	5.9%
<b>Professions intermédiaires</b>	279	16.4%	4.1%	158	16.2%	4.6%	121	16.9%	3.7%	237	33.6%	4.3%
<b>Employés</b>	187	11.0%	2.2%	81	8.3%	4.0%	106	14.7%	1.7%	53	7.5%	2.9%
<b>Ouvriers</b>	78	4.6%	1.2%	64	6.6%	1.3%	14	2.0%	1.0%	3	0.4%	0.8%
<b>Retraités</b>	574	33.8%	4.6%	304	31.1%	5.1%	270	37.5%	4.1%	16	2.3%	6.5%
<b>Autres inactifs</b>	192	11.3%	1.9%	101	10.3%	2.9%	92	12.8%	1.4%	70	9.9%	2.3%
<b>PCS Personne de Référence</b>												
<b>Agriculteurs</b>	21	1.3%	2.7%	9	1.0%	2.5%	12	1.7%	2.9%	0	-	-
<b>Petits patrons</b>	84	5.0%	3.2%	52	5.3%	3.6%	32	4.5%	2.7%	84	11.9%	3.2%
<b>Affaires et Cadres</b>	327	19.3%	4.8%	213	21.8%	6.1%	114	15.9%	3.4%	327	46.3%	4.8%
<b>Professions intermédiaires</b>	295	17.4%	3.9%	168	17.2%	4.3%	127	17.6%	3.5%	295	41.8%	3.9%
<b>Employés</b>	126	7.4%	2.4%	76	7.8%	3.4%	50	7.0%	1.6%	0	-	-
<b>Ouvriers</b>	109	6.4%	1.2%	70	7.2%	1.4%	38	5.3%	0.9%	0	-	-
<b>Retraités</b>	646	38.1%	4.4%	335	34.2%	5.0%	311	43.2%	3.9%	0	-	-
<b>Autres inactifs</b>	88	5.2%	2.3%	54	5.5%	3.7%	35	4.8%	1.4%	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>	350	20.6%	3.7%	177	18.1%	4.4%	173	24.0%	3.2%	97	13.8%	5.6%
<b>2 personnes</b>	683	40.3%	3.8%	398	40.8%	4.5%	285	39.6%	3.1%	194	27.5%	4.4%
<b>3 personnes</b>	278	16.4%	3.0%	172	17.6%	3.7%	106	14.8%	2.3%	138	19.5%	3.7%
<b>4 personnes</b>	252	14.9%	2.7%	155	15.9%	3.4%	97	13.5%	2.1%	178	25.2%	3.8%
<b>5 personnes et +</b>	133	7.8%	2.5%	75	7.6%	3.1%	59	8.1%	2.1%	99	14.0%	4.0%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	401	23.6%	2.6%	238	24.4%	3.3%	163	22.6%	1.9%	278	39.3%	3.7%
<b>Non</b>	1296	76.4%	3.7%	739	75.6%	4.3%	557	77.4%	3.1%	428	60.7%	4.6%
<b>Habitat</b>												
<b>Communes rurales</b>	344	20.3%	2.9%	198	20.3%	3.5%	146	20.3%	2.4%	133	18.8%	3.9%
<b>Agglo. - 20 000 hab</b>	241	14.2%	2.7%	133	13.6%	3.1%	108	15.0%	2.3%	83	11.7%	3.2%
<b>Agglo. 20 000 à 100 000 hab</b>	247	14.6%	3.6%	148	15.1%	4.4%	100	13.8%	2.9%	94	13.3%	4.7%
<b>Agglo. + 100 000 hab</b>	504	29.7%	3.3%	279	28.6%	3.9%	224	31.2%	2.8%	199	28.2%	3.9%
<b>Agglo. Paris</b>	360	21.2%	4.3%	219	22.4%	5.5%	141	19.6%	3.2%	198	28.0%	5.1%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Région d'habitation</b>												
Ile-de-France	389	22.9%	4.1%	235	24.1%	5.2%	154	21.4%	3.1%	207	29.3%	4.8%
Nord-Pas-de-Calais	50	2.9%	1.6%	35	3.6%	2.3%	15	2.1%	0.9%	27	3.8%	2.9%
Lorraine	32	1.9%	1.7%	18	1.8%	1.9%	14	2.0%	1.4%	13	1.8%	2.3%
Alsace	62	3.7%	4.1%	36	3.7%	4.9%	26	3.6%	3.3%	29	4.1%	5.7%
Franche-Comté	29	1.7%	3.0%	19	2.0%	4.1%	10	1.4%	2.0%	9	1.3%	3.7%
Champagne-Ardenne	24	1.4%	2.2%	10	1.0%	1.9%	14	1.9%	2.4%	8	1.2%	2.8%
Picardie	29	1.7%	1.9%	20	2.0%	2.7%	9	1.3%	1.2%	16	2.2%	3.5%
Bourgogne	41	2.4%	3.0%	25	2.6%	3.8%	16	2.3%	2.3%	16	2.3%	4.5%
Haute-Normandie	25	1.5%	1.7%	13	1.3%	1.8%	12	1.7%	1.6%	14	2.0%	3.3%
Basse-Normandie	31	1.8%	2.6%	19	1.9%	3.3%	12	1.7%	1.9%	10	1.4%	3.0%
Centre	53	3.1%	2.6%	27	2.8%	2.7%	26	3.6%	2.4%	27	3.8%	4.2%
Pays de la Loire	91	5.3%	3.2%	48	4.9%	3.5%	43	5.9%	2.9%	37	5.3%	4.5%
Bretagne	71	4.2%	2.7%	43	4.4%	3.4%	28	3.9%	2.0%	29	4.1%	3.7%
Poitou-Charentes	62	3.7%	4.2%	39	4.0%	5.6%	22	3.1%	2.9%	24	3.3%	6.0%
Aquitaine	90	5.3%	3.3%	57	5.9%	4.5%	33	4.5%	2.3%	28	3.9%	3.4%
Midi-Pyrénées	102	6.0%	4.3%	58	6.0%	5.0%	44	6.1%	3.5%	24	3.4%	3.0%
Limousin	37	2.2%	5.8%	14	1.5%	4.7%	23	3.1%	6.9%	5	0.7%	3.3%
Auvergne	48	2.8%	4.3%	28	2.9%	5.2%	20	2.8%	3.4%	17	2.4%	5.6%
Rhône-Alpes	181	10.7%	3.6%	94	9.6%	3.9%	87	12.1%	3.4%	67	9.4%	3.8%
Languedoc-Roussillon	88	5.2%	4.1%	44	4.5%	4.3%	44	6.1%	3.9%	35	5.0%	5.5%
Provence-Alpes-Côte-d'Azur-Corse	161	9.5%	3.7%	93	9.5%	4.6%	68	9.5%	3.0%	65	9.3%	4.5%
<b>Habitudes de connexion Internet</b>												
Tous les jours	1080	63.7%	3.9%	650	66.5%	4.6%	431	59.8%	3.2%	555	78.7%	4.3%
Presque tous les jours	195	11.5%	3.2%	104	10.7%	3.6%	91	12.6%	2.9%	81	11.5%	3.3%
1 à 2 fois par semaine	88	5.2%	2.7%	51	5.2%	3.5%	37	5.1%	2.1%	34	4.7%	3.7%
1 à 3 fois par mois	24	1.4%	2.7%	3	0.3%	0.9%	21	2.9%	4.2%	14	2.0%	7.4%
Moins souvent	41	2.4%	3.1%	29	3.0%	4.9%	12	1.6%	1.6%	5	0.7%	3.9%
Jamais	5	0.3%	2.4%	5	0.5%	3.8%	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	40	2.3%	1.7%	21	2.1%	2.2%	19	2.6%	1.4%	7	0.9%	3.4%
De 9 000 à moins de 12 000 euros par an	54	3.2%	1.7%	25	2.6%	2.3%	29	4.1%	1.4%	4	0.6%	1.7%
De 12 000 à moins de 18 000 euros par an	149	8.8%	2.2%	77	7.8%	2.6%	73	10.1%	1.9%	14	2.0%	1.7%
De 18 000 à moins de 24 000 euros par an	199	11.8%	2.7%	113	11.5%	3.2%	87	12.0%	2.3%	58	8.2%	3.6%
De 24 000 à moins de 36 000 euros par an	378	22.3%	3.3%	211	21.6%	3.8%	168	23.3%	2.9%	141	20.0%	3.8%
De 36 000 à moins de 45 000 euros par an	287	16.9%	4.5%	179	18.3%	5.2%	109	15.1%	3.6%	136	19.2%	4.8%
De 45 000 à moins de 65 000 euros par an	298	17.5%	5.2%	189	19.4%	5.9%	108	15.0%	4.2%	165	23.4%	4.7%
De 65 000 à moins de 80 000 euros par an	95	5.6%	6.1%	66	6.7%	6.9%	30	4.1%	4.9%	58	8.2%	5.3%
De 80 000 à moins de 115 000 euros par an	56	3.3%	5.6%	39	4.0%	6.4%	18	2.4%	4.3%	48	6.8%	5.9%
115 000 euros et plus par an	24	1.4%	4.9%	14	1.4%	5.0%	10	1.4%	4.7%	21	2.9%	5.0%
Refus	98	5.8%	3.0%	34	3.5%	2.5%	64	8.9%	3.3%	45	6.4%	4.0%
Ne sait pas	17	1.0%	1.1%	11	1.1%	1.6%	6	0.9%	0.7%	9	1.3%	1.7%