

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	1290	100.0%	2.5%	278	100.0%	1.1%	1012	100.0%	3.8%	559	100.0%	3.3%
<b>Sexe</b>												
<b>Homme</b>	278	21.5%	1.1%	278	100.0%	1.1%	0	-	-	125	22.3%	1.4%
<b>Femme</b>	1012	78.5%	3.8%	0	-	-	1012	100.0%	3.8%	434	77.7%	5.3%
<b>Age</b>												
<b>15 à 24 ans</b>	448	34.7%	6.1%	63	22.6%	1.7%	385	38.1%	10.5%	222	39.8%	7.2%
<b>25 à 34 ans</b>	189	14.6%	2.4%	51	18.5%	1.4%	137	13.6%	3.5%	90	16.1%	2.6%
<b>35 à 49 ans</b>	289	22.4%	2.3%	79	28.3%	1.3%	210	20.8%	3.3%	138	24.7%	2.3%
<b>50 à 64 ans</b>	262	20.3%	2.1%	62	22.3%	1.0%	200	19.7%	3.2%	106	18.9%	2.6%
<b>65 ans et plus</b>	103	8.0%	0.9%	23	8.3%	0.5%	79	7.9%	1.3%	3	0.6%	1.3%
<b>Individu</b>												
<b>Ménagère</b>	645	50.0%	2.8%	0	-	-	645	63.7%	2.8%	237	42.4%	3.5%
<b>Personne de Référence</b>	455	35.3%	1.6%	205	73.9%	1.0%	250	24.7%	3.2%	171	30.6%	2.0%
<b>Responsable des achats</b>	832	64.5%	2.4%	140	50.5%	1.2%	691	68.3%	3.0%	308	55.2%	2.9%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	8	0.6%	1.4%	2	0.8%	0.7%	5	0.5%	2.7%	0	-	-
<b>Petits patrons</b>	74	5.7%	4.5%	38	13.8%	3.2%	35	3.5%	7.5%	58	10.3%	3.9%
<b>Affaires et Cadres</b>	128	9.9%	2.7%	44	16.0%	1.5%	84	8.3%	4.6%	113	20.3%	2.6%
<b>Professions intermédiaires</b>	121	9.4%	1.8%	28	10.1%	0.8%	93	9.2%	2.8%	96	17.2%	1.7%
<b>Employés</b>	248	19.3%	3.0%	35	12.7%	1.7%	213	21.1%	3.4%	50	9.0%	2.7%
<b>Ouvriers</b>	104	8.1%	1.6%	57	20.7%	1.1%	47	4.6%	3.3%	6	1.0%	1.5%
<b>Retraités</b>	129	10.0%	1.0%	29	10.4%	0.5%	100	9.8%	1.5%	6	1.0%	2.3%
<b>Autres inactifs</b>	478	37.1%	4.8%	43	15.6%	1.2%	435	43.0%	6.6%	230	41.2%	7.5%
<b>PCS Personne de Référence</b>												
<b>Agriculteurs</b>	7	0.6%	0.9%	2	0.8%	0.6%	5	0.5%	1.2%	0	-	-
<b>Petits patrons</b>	107	8.3%	4.1%	36	12.9%	2.5%	72	7.1%	6.0%	107	19.2%	4.1%
<b>Affaires et Cadres</b>	244	18.9%	3.6%	48	17.3%	1.4%	196	19.3%	5.8%	244	43.6%	3.6%
<b>Professions intermédiaires</b>	208	16.1%	2.8%	41	14.7%	1.0%	167	16.5%	4.6%	208	37.2%	2.8%
<b>Employés</b>	180	14.0%	3.4%	34	12.1%	1.5%	146	14.5%	4.8%	0	-	-
<b>Ouvriers</b>	241	18.7%	2.6%	62	22.2%	1.2%	180	17.8%	4.0%	0	-	-
<b>Retraités</b>	207	16.1%	1.4%	42	15.1%	0.6%	165	16.3%	2.1%	0	-	-
<b>Autres inactifs</b>	95	7.3%	2.4%	14	4.9%	0.9%	81	8.0%	3.3%	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>	191	14.8%	2.0%	43	15.5%	1.1%	148	14.6%	2.8%	60	10.7%	3.5%
<b>2 personnes</b>	294	22.8%	1.6%	67	24.0%	0.8%	227	22.5%	2.5%	103	18.4%	2.3%
<b>3 personnes</b>	295	22.9%	3.2%	75	26.9%	1.6%	221	21.8%	4.7%	131	23.5%	3.5%
<b>4 personnes</b>	276	21.4%	3.0%	48	17.2%	1.0%	229	22.6%	5.0%	143	25.6%	3.1%
<b>5 personnes et +</b>	233	18.0%	4.4%	45	16.3%	1.9%	187	18.5%	6.7%	122	21.8%	4.9%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	487	37.8%	3.1%	106	38.1%	1.5%	381	37.7%	4.5%	249	44.6%	3.3%
<b>Non</b>	803	62.2%	2.3%	172	61.9%	1.0%	631	62.3%	3.5%	310	55.4%	3.3%
<b>Habitat</b>												
<b>Communes rurales</b>	200	15.5%	1.7%	34	12.3%	0.6%	166	16.4%	2.7%	89	15.9%	2.6%
<b>Agglo. - 20 000 hab</b>	210	16.3%	2.4%	46	16.5%	1.1%	164	16.2%	3.5%	79	14.2%	3.1%
<b>Agglo. 20 000 à 100 000 hab</b>	150	11.7%	2.2%	19	6.7%	0.6%	132	13.0%	3.8%	62	11.1%	3.1%
<b>Agglo. + 100 000 hab</b>	406	31.5%	2.7%	91	32.8%	1.3%	315	31.2%	4.0%	159	28.4%	3.1%
<b>Agglo. Paris</b>	323	25.0%	3.8%	88	31.8%	2.2%	234	23.2%	5.3%	170	30.4%	4.4%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Région d'habitation</b>												
Ile-de-France	357	27.7%	3.8%	97	34.9%	2.2%	260	25.7%	5.3%	190	34.1%	4.4%
Nord-Pas-de-Calais	61	4.7%	1.9%	22	7.8%	1.4%	39	3.9%	2.3%	21	3.7%	2.3%
Lorraine	56	4.3%	2.9%	12	4.4%	1.3%	44	4.3%	4.4%	17	3.0%	3.0%
Alsace	30	2.3%	2.0%	3	1.0%	0.4%	27	2.7%	3.5%	6	1.1%	1.3%
Franche-Comté	17	1.3%	1.8%	5	1.8%	1.1%	12	1.2%	2.5%	10	1.7%	3.7%
Champagne-Ardenne	30	2.3%	2.7%	7	2.6%	1.3%	23	2.2%	4.0%	6	1.0%	1.9%
Picardie	19	1.4%	1.2%	4	1.4%	0.5%	15	1.5%	1.9%	7	1.3%	1.6%
Bourgogne	39	3.0%	2.9%	4	1.3%	0.6%	35	3.5%	5.0%	19	3.5%	5.4%
Haute-Normandie	23	1.8%	1.5%	3	0.9%	0.4%	20	2.0%	2.6%	12	2.1%	2.7%
Basse-Normandie	27	2.1%	2.2%	1	0.4%	0.2%	26	2.5%	4.1%	11	2.0%	3.3%
Centre	48	3.7%	2.3%	11	4.1%	1.1%	37	3.6%	3.4%	22	3.9%	3.4%
Pays de la Loire	56	4.4%	2.0%	20	7.1%	1.4%	37	3.6%	2.5%	24	4.2%	2.9%
Bretagne	46	3.5%	1.8%	3	1.2%	0.3%	42	4.2%	3.1%	17	3.1%	2.2%
Poitou-Charentes	17	1.3%	1.2%	2	0.8%	0.3%	15	1.5%	1.9%	5	0.8%	1.1%
Aquitaine	53	4.1%	2.0%	7	2.6%	0.6%	46	4.6%	3.3%	21	3.8%	2.6%
Midi-Pyrénées	63	4.9%	2.6%	15	5.3%	1.3%	49	4.8%	3.9%	23	4.2%	2.9%
Limousin	16	1.3%	2.6%	3	1.2%	1.1%	13	1.3%	3.9%	8	1.3%	4.8%
Auvergne	20	1.6%	1.8%	1	0.5%	0.3%	19	1.9%	3.2%	6	1.1%	2.0%
Rhône-Alpes	107	8.3%	2.1%	16	5.8%	0.7%	91	9.0%	3.5%	42	7.5%	2.4%
Languedoc-Roussillon	68	5.3%	3.1%	15	5.4%	1.5%	53	5.2%	4.6%	25	4.5%	3.9%
Provence-Alpes-Côte-d'Azur-Corse	136	10.5%	3.1%	27	9.6%	1.3%	109	10.8%	4.8%	68	12.2%	4.7%
<b>Habitudes de connexion Internet</b>												
Tous les jours	816	63.3%	3.0%	186	67.1%	1.3%	630	62.3%	4.6%	437	78.2%	3.4%
Presque tous les jours	182	14.1%	3.0%	42	15.1%	1.4%	140	13.8%	4.4%	77	13.7%	3.2%
1 à 2 fois par semaine	79	6.1%	2.4%	8	3.0%	0.6%	70	7.0%	3.9%	25	4.5%	2.8%
1 à 3 fois par mois	14	1.1%	1.7%	3	1.1%	0.8%	11	1.1%	2.3%	4	0.6%	1.8%
Moins souvent	36	2.8%	2.7%	0	-	-	36	3.6%	5.0%	3	0.6%	2.5%
Jamais	0	0.0%	0.2%	0	-	-	0	0.0%	0.6%	0	0.1%	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	46	3.6%	2.0%	12	4.3%	1.3%	34	3.4%	2.4%	5	1.0%	2.7%
De 9 000 à moins de 12 000 euros par an	87	6.7%	2.7%	7	2.7%	0.7%	80	7.9%	3.7%	5	1.0%	2.2%
De 12 000 à moins de 18 000 euros par an	183	14.2%	2.7%	42	15.2%	1.4%	141	13.9%	3.7%	46	8.2%	5.6%
De 18 000 à moins de 24 000 euros par an	140	10.8%	1.9%	32	11.6%	0.9%	107	10.6%	2.8%	39	7.0%	2.4%
De 24 000 à moins de 36 000 euros par an	249	19.3%	2.2%	50	18.0%	0.9%	199	19.6%	3.4%	109	19.5%	2.9%
De 36 000 à moins de 45 000 euros par an	157	12.1%	2.4%	47	17.0%	1.4%	109	10.8%	3.7%	79	14.1%	2.8%
De 45 000 à moins de 65 000 euros par an	163	12.6%	2.8%	36	12.8%	1.1%	127	12.6%	4.9%	116	20.8%	3.3%
De 65 000 à moins de 80 000 euros par an	45	3.5%	2.9%	14	4.9%	1.4%	31	3.1%	5.2%	35	6.3%	3.2%
De 80 000 à moins de 115 000 euros par an	34	2.7%	3.4%	9	3.2%	1.5%	25	2.5%	6.3%	29	5.2%	3.6%
115 000 euros et plus par an	18	1.4%	3.7%	3	1.2%	1.2%	15	1.4%	6.9%	17	3.0%	4.1%
Refus	99	7.7%	3.0%	10	3.8%	0.8%	89	8.8%	4.5%	44	7.8%	3.8%
Ne sait pas	69	5.4%	4.4%	15	5.3%	2.2%	54	5.4%	6.0%	33	6.0%	6.1%