

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	2145	100.0%	4.2%	534	100.0%	2.2%	1611	100.0%	6.0%	708	100.0%	4.2%
<b>Sexe</b>												
<b>Homme</b>	534	24.9%	2.2%	534	100.0%	2.2%	0	-	-	158	22.4%	1.8%
<b>Femme</b>	1611	75.1%	6.0%	0	-	-	1611	100.0%	6.0%	550	77.6%	6.7%
<b>Age</b>												
<b>15 à 24 ans</b>	238	11.1%	3.2%	52	9.7%	1.4%	186	11.5%	5.1%	110	15.5%	3.5%
<b>25 à 34 ans</b>	258	12.0%	3.3%	68	12.7%	1.8%	190	11.8%	4.9%	111	15.7%	3.2%
<b>35 à 49 ans</b>	640	29.8%	5.1%	148	27.7%	2.4%	492	30.5%	7.7%	298	42.1%	4.8%
<b>50 à 64 ans</b>	526	24.5%	4.3%	140	26.3%	2.4%	386	23.9%	6.1%	180	25.4%	4.4%
<b>65 ans et plus</b>	484	22.5%	4.4%	126	23.6%	2.6%	358	22.2%	5.6%	9	1.3%	5.0%
<b>Individu</b>												
<b>Ménagère</b>	1428	66.6%	6.1%	0	-	-	1428	88.7%	6.1%	471	66.5%	6.9%
<b>Personne de Référence</b>	886	41.3%	3.2%	450	84.3%	2.2%	436	27.1%	5.5%	213	30.2%	2.5%
<b>Responsable des achats</b>	1667	77.7%	4.7%	262	49.1%	2.1%	1405	87.2%	6.1%	538	76.1%	5.0%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	10	0.5%	1.8%	2	0.4%	0.6%	8	0.5%	3.9%	0	-	-
<b>Petits patrons</b>	71	3.3%	4.3%	28	5.3%	2.4%	43	2.7%	8.8%	56	7.9%	3.8%
<b>Affaires et Cadres</b>	167	7.8%	3.5%	55	10.2%	1.9%	113	7.0%	6.1%	138	19.4%	3.2%
<b>Professions intermédiaires</b>	267	12.4%	4.0%	69	12.9%	2.0%	198	12.3%	6.1%	211	29.8%	3.8%
<b>Employés</b>	471	22.0%	5.6%	44	8.3%	2.1%	427	26.5%	6.8%	127	17.9%	7.0%
<b>Ouvriers</b>	206	9.6%	3.2%	136	25.4%	2.7%	70	4.3%	4.7%	15	2.2%	3.6%
<b>Retraités</b>	518	24.1%	4.1%	154	28.8%	2.6%	364	22.6%	5.5%	15	2.2%	6.5%
<b>Autres inactifs</b>	435	20.3%	4.3%	47	8.7%	1.3%	389	24.1%	6.0%	146	20.7%	4.7%
<b>PCS Personne de Référence</b>												
<b>Agriculteurs</b>	13	0.6%	1.6%	2	0.4%	0.5%	11	0.7%	2.6%	0	-	-
<b>Petits patrons</b>	117	5.4%	4.4%	28	5.2%	2.0%	89	5.5%	7.1%	117	16.5%	4.4%
<b>Affaires et Cadres</b>	270	12.6%	3.9%	60	11.2%	1.7%	210	13.0%	6.3%	270	38.1%	3.9%
<b>Professions intermédiaires</b>	321	15.0%	4.3%	71	13.3%	1.8%	250	15.5%	7.0%	321	45.4%	4.3%
<b>Employés</b>	228	10.6%	4.3%	62	11.6%	2.8%	166	10.3%	5.4%	0	-	-
<b>Ouvriers</b>	424	19.8%	4.5%	123	23.1%	2.5%	301	18.7%	6.6%	0	-	-
<b>Retraités</b>	652	30.4%	4.4%	172	32.2%	2.6%	480	29.8%	6.0%	0	-	-
<b>Autres inactifs</b>	121	5.6%	3.1%	16	3.1%	1.1%	104	6.5%	4.3%	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>	373	17.4%	4.0%	63	11.9%	1.6%	310	19.2%	5.8%	53	7.5%	3.1%
<b>2 personnes</b>	806	37.6%	4.5%	255	47.8%	2.9%	551	34.2%	6.0%	212	29.9%	4.9%
<b>3 personnes</b>	404	18.8%	4.4%	103	19.3%	2.3%	301	18.7%	6.4%	164	23.1%	4.3%
<b>4 personnes</b>	320	14.9%	3.5%	78	14.6%	1.7%	242	15.0%	5.2%	169	23.8%	3.6%
<b>5 personnes et +</b>	243	11.3%	4.6%	35	6.5%	1.4%	208	12.9%	7.5%	111	15.6%	4.5%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	679	31.7%	4.3%	132	24.8%	1.8%	547	33.9%	6.5%	346	48.8%	4.5%
<b>Non</b>	1466	68.3%	4.1%	402	75.2%	2.3%	1065	66.1%	5.9%	362	51.2%	3.9%
<b>Habitat</b>												
<b>Communes rurales</b>	378	17.6%	3.2%	104	19.4%	1.9%	275	17.0%	4.5%	114	16.2%	3.4%
<b>Agglo. - 20 000 hab</b>	343	16.0%	3.8%	93	17.5%	2.2%	249	15.5%	5.3%	98	13.8%	3.8%
<b>Agglo. 20 000 à 100 000 hab</b>	306	14.3%	4.5%	99	18.5%	2.9%	208	12.9%	6.1%	68	9.6%	3.4%
<b>Agglo. + 100 000 hab</b>	708	33.0%	4.7%	153	28.6%	2.1%	555	34.5%	7.0%	244	34.5%	4.7%
<b>Agglo. Paris</b>	411	19.1%	4.9%	86	16.0%	2.1%	325	20.2%	7.3%	183	25.9%	4.7%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Région d'habitation</b>												
Ile-de-France	449	20.9%	4.7%	91	17.1%	2.0%	358	22.2%	7.2%	193	27.3%	4.5%
Nord-Pas-de-Calais	129	6.0%	4.0%	26	4.8%	1.7%	103	6.4%	6.1%	22	3.2%	2.5%
Lorraine	101	4.7%	5.2%	34	6.3%	3.6%	68	4.2%	6.8%	41	5.8%	7.4%
Alsace	67	3.1%	4.4%	22	4.1%	3.0%	45	2.8%	5.7%	19	2.7%	3.9%
Franche-Comté	32	1.5%	3.3%	9	1.7%	1.9%	23	1.4%	4.6%	9	1.2%	3.3%
Champagne-Ardenne	49	2.3%	4.5%	15	2.8%	2.8%	34	2.1%	6.1%	16	2.3%	5.0%
Picardie	39	1.8%	2.5%	10	1.9%	1.4%	28	1.8%	3.6%	14	2.0%	3.2%
Bourgogne	43	2.0%	3.1%	12	2.3%	1.9%	30	1.9%	4.3%	8	1.1%	2.1%
Haute-Normandie	45	2.1%	3.0%	7	1.2%	0.9%	38	2.4%	4.9%	14	1.9%	3.2%
Basse-Normandie	36	1.7%	3.0%	10	1.8%	1.7%	26	1.6%	4.1%	6	0.8%	1.7%
Centre	93	4.3%	4.5%	27	5.1%	2.7%	65	4.1%	6.1%	36	5.1%	5.8%
Pays de la Loire	96	4.5%	3.3%	27	5.1%	2.0%	68	4.2%	4.6%	25	3.5%	3.0%
Bretagne	77	3.6%	2.9%	22	4.1%	1.7%	55	3.4%	4.0%	20	2.8%	2.5%
Poitou-Charentes	70	3.3%	4.8%	22	4.2%	3.2%	48	3.0%	6.3%	16	2.2%	4.3%
Aquitaine	129	6.0%	4.8%	30	5.7%	2.4%	99	6.1%	7.0%	48	6.7%	5.9%
Midi-Pyrénées	80	3.7%	3.3%	18	3.3%	1.5%	62	3.9%	5.0%	21	2.9%	2.6%
Limousin	32	1.5%	5.1%	7	1.4%	2.5%	25	1.5%	7.5%	7	1.0%	4.3%
Auvergne	46	2.1%	4.1%	13	2.5%	2.5%	33	2.0%	5.6%	8	1.1%	2.5%
Rhône-Alpes	190	8.9%	3.8%	41	7.8%	1.7%	149	9.3%	5.7%	70	9.8%	3.9%
Languedoc-Roussillon	107	5.0%	4.9%	35	6.6%	3.4%	72	4.4%	6.3%	33	4.7%	5.1%
Provence-Alpes-Côte-d'Azur-Corse	237	11.0%	5.5%	54	10.2%	2.7%	182	11.3%	8.0%	84	11.9%	5.9%
<b>Habitudes de connexion Internet</b>												
Tous les jours	1162	54.2%	4.2%	294	55.0%	2.1%	868	53.9%	6.4%	527	74.5%	4.1%
Presque tous les jours	272	12.7%	4.4%	66	12.4%	2.3%	206	12.8%	6.3%	100	14.1%	4.3%
1 à 2 fois par semaine	155	7.2%	4.8%	39	7.3%	2.7%	116	7.2%	6.5%	55	7.7%	5.8%
1 à 3 fois par mois	23	1.1%	2.8%	4	0.7%	1.2%	19	1.2%	3.8%	6	0.8%	3.7%
Moins souvent	62	2.9%	4.7%	9	1.7%	1.4%	53	3.3%	7.6%	6	0.8%	4.5%
Jamais	1	0.1%	1.0%	1	0.3%	1.6%	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	66	3.1%	3.1%	17	3.2%	2.0%	49	3.0%	3.8%	12	1.7%	6.4%
De 9 000 à moins de 12 000 euros par an	127	5.9%	3.8%	26	4.8%	2.3%	102	6.3%	4.6%	9	1.2%	3.5%
De 12 000 à moins de 18 000 euros par an	250	11.6%	3.8%	50	9.4%	1.8%	199	12.4%	5.3%	20	2.8%	2.6%
De 18 000 à moins de 24 000 euros par an	284	13.2%	3.8%	67	12.6%	1.9%	216	13.4%	5.5%	64	9.0%	4.0%
De 24 000 à moins de 36 000 euros par an	569	26.5%	4.9%	157	29.4%	2.8%	413	25.6%	6.8%	170	24.0%	4.6%
De 36 000 à moins de 45 000 euros par an	272	12.7%	4.2%	73	13.6%	2.0%	199	12.4%	6.8%	122	17.3%	4.1%
De 45 000 à moins de 65 000 euros par an	258	12.0%	4.3%	66	12.3%	2.0%	193	12.0%	7.3%	147	20.8%	4.1%
De 65 000 à moins de 80 000 euros par an	69	3.2%	4.5%	17	3.1%	1.8%	53	3.3%	8.5%	51	7.2%	4.6%
De 80 000 à moins de 115 000 euros par an	35	1.6%	3.6%	17	3.3%	2.9%	18	1.1%	4.7%	26	3.6%	3.2%
115 000 euros et plus par an	19	0.9%	4.1%	8	1.4%	2.8%	11	0.7%	6.2%	16	2.3%	4.3%
Refus	142	6.6%	4.4%	29	5.3%	2.1%	114	7.0%	6.0%	56	7.9%	4.9%
Ne sait pas	53	2.5%	3.7%	8	1.5%	1.3%	46	2.8%	5.5%	16	2.3%	3.4%