

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	1429	100.0%	2.8%	493	100.0%	2.0%	936	100.0%	3.5%	239	100.0%	1.4%
<b>Sexe</b>												
<b>Homme</b>	493	34.5%	2.0%	493	100.0%	2.0%	0	-	-	82	34.4%	0.9%
<b>Femme</b>	936	65.5%	3.5%	0	-	-	936	100.0%	3.5%	157	65.6%	1.9%
<b>Age</b>												
<b>15 à 24 ans</b>	125	8.8%	1.7%	61	12.4%	1.6%	64	6.8%	1.7%	26	10.9%	0.8%
<b>25 à 34 ans</b>	133	9.3%	1.7%	58	11.7%	1.5%	75	8.1%	1.9%	37	15.4%	1.1%
<b>35 à 49 ans</b>	337	23.6%	2.7%	109	22.1%	1.7%	228	24.4%	3.6%	105	44.1%	1.7%
<b>50 à 64 ans</b>	479	33.5%	3.9%	166	33.8%	2.8%	312	33.4%	4.9%	67	28.2%	1.6%
<b>65 ans et plus</b>	355	24.8%	3.2%	99	20.0%	2.1%	256	27.3%	4.0%	3	1.3%	1.4%
<b>Individu</b>												
<b>Ménagère</b>	870	60.9%	3.7%	0	-	-	870	93.0%	3.7%	141	59.1%	2.1%
<b>Personne de Référence</b>	785	54.9%	2.8%	418	84.8%	2.1%	367	39.2%	4.6%	89	37.3%	1.1%
<b>Responsable des achats</b>	1099	76.9%	3.1%	266	53.8%	2.2%	833	89.0%	3.6%	161	67.6%	1.5%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	7	0.5%	1.2%	3	0.7%	1.0%	3	0.3%	1.6%	0	-	-
<b>Petits patrons</b>	44	3.1%	2.7%	24	4.8%	2.0%	20	2.2%	4.3%	35	14.5%	2.3%
<b>Affaires et Cadres</b>	16	1.1%	0.3%	10	2.0%	0.3%	6	0.7%	0.4%	15	6.3%	0.3%
<b>Professions intermédiaires</b>	102	7.2%	1.5%	42	8.5%	1.2%	61	6.5%	1.8%	78	32.8%	1.4%
<b>Employés</b>	330	23.1%	3.9%	62	12.6%	3.1%	267	28.6%	4.2%	49	20.6%	2.7%
<b>Ouvriers</b>	234	16.4%	3.6%	169	34.2%	3.3%	65	7.0%	4.7%	9	3.9%	2.5%
<b>Retraités</b>	439	30.7%	3.5%	138	27.9%	2.3%	301	32.2%	4.6%	6	2.4%	2.3%
<b>Autres inactifs</b>	257	18.0%	2.6%	46	9.3%	1.3%	211	22.6%	3.2%	46	19.4%	1.5%
<b>PCS Personne de Référence</b>												
<b>Agriculteurs</b>	11	0.8%	1.4%	4	0.8%	1.0%	7	0.8%	1.8%	0	-	-
<b>Petits patrons</b>	74	5.2%	2.8%	30	6.1%	2.1%	44	4.7%	3.7%	74	31.1%	2.8%
<b>Affaires et Cadres</b>	57	4.0%	0.8%	14	2.8%	0.4%	44	4.7%	1.3%	57	23.9%	0.8%
<b>Professions intermédiaires</b>	107	7.5%	1.4%	38	7.8%	1.0%	69	7.4%	1.9%	107	45.0%	1.4%
<b>Employés</b>	210	14.7%	4.0%	61	12.3%	2.7%	150	16.0%	4.9%	0	-	-
<b>Ouvriers</b>	337	23.6%	3.6%	166	33.6%	3.3%	171	18.3%	3.8%	0	-	-
<b>Retraités</b>	511	35.8%	3.5%	147	29.7%	2.2%	365	39.0%	4.5%	0	-	-
<b>Autres inactifs</b>	121	8.4%	3.1%	34	7.0%	2.4%	86	9.2%	3.5%	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>	324	22.7%	3.4%	74	15.0%	1.8%	250	26.7%	4.6%	20	8.3%	1.2%
<b>2 personnes</b>	570	39.9%	3.2%	204	41.3%	2.3%	366	39.1%	4.0%	75	31.6%	1.7%
<b>3 personnes</b>	227	15.9%	2.4%	91	18.5%	2.0%	136	14.6%	2.9%	54	22.7%	1.5%
<b>4 personnes</b>	195	13.6%	2.1%	73	14.7%	1.6%	122	13.1%	2.7%	52	21.7%	1.1%
<b>5 personnes et +</b>	113	7.9%	2.2%	52	10.5%	2.1%	61	6.6%	2.2%	38	15.7%	1.5%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	356	24.9%	2.3%	137	27.7%	1.9%	219	23.4%	2.6%	109	45.8%	1.4%
<b>Non</b>	1073	75.1%	3.0%	357	72.3%	2.1%	716	76.6%	3.9%	129	54.2%	1.4%
<b>Habitat</b>												
<b>Communes rurales</b>	361	25.3%	3.1%	126	25.6%	2.3%	235	25.1%	3.8%	75	31.5%	2.2%
<b>Agglo. - 20 000 hab</b>	247	17.3%	2.8%	84	17.0%	2.0%	164	17.5%	3.5%	28	11.7%	1.1%
<b>Agglo. 20 000 à 100 000 hab</b>	229	16.0%	3.3%	80	16.3%	2.4%	149	15.9%	4.3%	30	12.7%	1.5%
<b>Agglo. + 100 000 hab</b>	427	29.9%	2.8%	137	27.8%	1.9%	290	31.0%	3.6%	63	26.5%	1.2%
<b>Agglo. Paris</b>	164	11.5%	1.9%	65	13.3%	1.6%	99	10.6%	2.2%	42	17.6%	1.1%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Région d'habitation</b>												
Ile-de-France	190	13.3%	2.0%	70	14.1%	1.5%	121	12.9%	2.4%	49	20.6%	1.1%
Nord-Pas-de-Calais	98	6.8%	3.0%	46	9.4%	3.0%	52	5.5%	3.1%	6	2.7%	0.7%
Lorraine	93	6.5%	4.8%	32	6.4%	3.4%	61	6.5%	6.1%	21	8.7%	3.7%
Alsace	27	1.9%	1.8%	9	1.8%	1.2%	18	2.0%	2.3%	3	1.2%	0.6%
Franche-Comté	28	2.0%	2.9%	7	1.4%	1.5%	21	2.2%	4.3%	3	1.1%	1.0%
Champagne-Ardenne	45	3.2%	4.1%	13	2.7%	2.5%	32	3.4%	5.7%	5	2.3%	1.8%
Picardie	75	5.2%	4.9%	38	7.7%	5.1%	36	3.9%	4.6%	11	4.7%	2.5%
Bourgogne	50	3.5%	3.6%	18	3.7%	2.8%	32	3.4%	4.5%	11	4.6%	3.1%
Haute-Normandie	58	4.0%	3.9%	20	4.0%	2.8%	38	4.0%	4.9%	17	7.1%	3.9%
Basse-Normandie	52	3.6%	4.3%	16	3.3%	2.8%	35	3.8%	5.7%	5	2.1%	1.5%
Centre	78	5.4%	3.7%	29	5.8%	2.9%	49	5.3%	4.6%	10	4.1%	1.5%
Pays de la Loire	49	3.5%	1.7%	18	3.7%	1.3%	31	3.3%	2.1%	9	3.9%	1.1%
Bretagne	52	3.7%	2.0%	20	4.1%	1.6%	32	3.4%	2.4%	4	1.6%	0.5%
Poitou-Charentes	52	3.6%	3.5%	18	3.7%	2.6%	34	3.6%	4.4%	11	4.8%	2.9%
Aquitaine	60	4.2%	2.3%	16	3.2%	1.3%	45	4.8%	3.2%	8	3.4%	1.0%
Midi-Pyrénées	60	4.2%	2.5%	16	3.2%	1.4%	45	4.8%	3.6%	3	1.1%	0.3%
Limousin	21	1.5%	3.3%	8	1.7%	2.7%	13	1.3%	3.8%	3	1.3%	2.0%
Auvergne	43	3.0%	3.8%	11	2.2%	2.0%	32	3.4%	5.4%	3	1.4%	1.1%
Rhône-Alpes	132	9.3%	2.6%	40	8.2%	1.7%	92	9.8%	3.5%	20	8.5%	1.2%
Languedoc-Roussillon	63	4.4%	2.9%	14	2.8%	1.4%	49	5.2%	4.3%	9	3.9%	1.5%
Provence-Alpes-Côte-d'Azur-Corse	104	7.3%	2.4%	34	6.9%	1.7%	70	7.5%	3.1%	27	11.2%	1.8%
<b>Habitudes de connexion Internet</b>												
Tous les jours	615	43.0%	2.2%	239	48.5%	1.7%	375	40.1%	2.8%	161	67.4%	1.3%
Presque tous les jours	111	7.8%	1.8%	36	7.3%	1.2%	75	8.0%	2.4%	35	14.9%	1.5%
1 à 2 fois par semaine	97	6.8%	3.0%	24	4.8%	1.6%	73	7.8%	4.1%	15	6.2%	1.7%
1 à 3 fois par mois	25	1.7%	2.8%	11	2.1%	2.8%	14	1.5%	2.9%	4	1.8%	2.2%
Moins souvent	45	3.2%	3.4%	13	2.6%	2.2%	33	3.5%	4.5%	7	2.7%	5.1%
Jamais	8	0.5%	3.7%	3	0.6%	2.3%	5	0.5%	6.1%	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	75	5.3%	3.2%	20	4.0%	2.1%	55	5.9%	4.0%	5	2.2%	2.7%
De 9 000 à moins de 12 000 euros par an	155	10.8%	4.7%	39	7.8%	3.5%	116	12.4%	5.4%	8	3.2%	3.1%
De 12 000 à moins de 18 000 euros par an	275	19.2%	4.1%	95	19.3%	3.2%	179	19.2%	4.7%	22	9.1%	2.6%
De 18 000 à moins de 24 000 euros par an	286	20.0%	3.9%	106	21.5%	3.0%	180	19.2%	4.7%	34	14.3%	2.1%
De 24 000 à moins de 36 000 euros par an	292	20.5%	2.6%	111	22.5%	2.0%	181	19.4%	3.1%	73	30.4%	1.9%
De 36 000 à moins de 45 000 euros par an	139	9.7%	2.2%	50	10.1%	1.5%	89	9.5%	3.0%	24	10.0%	0.8%
De 45 000 à moins de 65 000 euros par an	88	6.2%	1.5%	39	7.9%	1.2%	49	5.3%	1.9%	43	18.2%	1.2%
De 65 000 à moins de 80 000 euros par an	18	1.3%	1.2%	5	1.0%	0.5%	13	1.4%	2.2%	10	4.2%	0.9%
De 80 000 à moins de 115 000 euros par an	4	0.2%	0.4%	2	0.4%	0.3%	1	0.2%	0.4%	1	0.6%	0.2%
115 000 euros et plus par an	0	0.0%	0.1%	0	0.1%	0.1%	0	-	-	0	0.1%	0.1%
Refus	48	3.4%	1.4%	15	3.0%	1.1%	33	3.6%	1.7%	14	5.8%	1.2%
Ne sait pas	48	3.4%	3.1%	12	2.4%	1.7%	37	3.9%	4.1%	4	1.8%	0.8%