

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	1709	100.0%	3.3%	805	100.0%	3.3%	904	100.0%	3.4%	594	100.0%	3.5%
<b>Sexe</b>												
<b>Homme</b>	805	47.1%	3.3%	805	100.0%	3.3%	0	-	-	303	51.1%	3.5%
<b>Femme</b>	904	52.9%	3.4%	0	-	-	904	100.0%	3.4%	290	48.9%	3.5%
<b>Age</b>												
<b>15 à 24 ans</b>	160	9.4%	2.2%	101	12.6%	2.7%	59	6.5%	1.6%	75	12.7%	2.4%
<b>25 à 34 ans</b>	151	8.8%	2.0%	88	10.9%	2.3%	63	7.0%	1.6%	76	12.7%	2.2%
<b>35 à 49 ans</b>	289	16.9%	2.3%	136	16.9%	2.2%	153	16.9%	2.4%	189	31.9%	3.1%
<b>50 à 64 ans</b>	456	26.7%	3.7%	197	24.5%	3.3%	259	28.7%	4.1%	218	36.7%	5.3%
<b>65 ans et plus</b>	653	38.2%	5.9%	283	35.2%	5.9%	370	41.0%	5.8%	36	6.0%	15.2%
<b>Individu</b>												
<b>Ménagère</b>	826	48.3%	3.5%	0	-	-	826	91.3%	3.5%	261	44.0%	3.8%
<b>Personne de Référence</b>	962	56.3%	3.4%	685	85.1%	3.4%	277	30.6%	3.5%	303	51.0%	3.6%
<b>Responsable des achats</b>	1182	69.1%	3.4%	366	45.5%	3.0%	816	90.2%	3.5%	367	61.8%	3.4%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	5	0.3%	0.9%	5	0.6%	1.4%	0	-	-	0	-	-
<b>Petits patrons</b>	70	4.1%	4.2%	55	6.8%	4.6%	15	1.7%	3.3%	66	11.1%	4.4%
<b>Affaires et Cadres</b>	262	15.4%	5.5%	153	19.0%	5.2%	109	12.1%	6.1%	238	40.0%	5.4%
<b>Professions intermédiaires</b>	159	9.3%	2.4%	63	7.8%	1.8%	96	10.6%	2.9%	134	22.5%	2.4%
<b>Employés</b>	180	10.5%	2.1%	67	8.3%	3.3%	113	12.5%	1.8%	34	5.7%	1.9%
<b>Ouvriers</b>	81	4.7%	1.3%	61	7.6%	1.2%	20	2.2%	1.4%	6	1.0%	1.6%
<b>Retraités</b>	643	37.6%	5.1%	300	37.3%	5.0%	342	37.8%	5.2%	23	3.9%	9.1%
<b>Autres inactifs</b>	310	18.1%	3.1%	101	12.6%	2.9%	209	23.1%	3.2%	94	15.8%	3.1%
<b>PCS Personne de Référence</b>												
<b>Agriculteurs</b>	7	0.4%	0.9%	6	0.8%	1.6%	1	0.2%	0.3%	0	-	-
<b>Petits patrons</b>	95	5.6%	3.6%	62	7.7%	4.3%	33	3.7%	2.8%	95	16.0%	3.6%
<b>Affaires et Cadres</b>	353	20.7%	5.2%	168	20.9%	4.9%	185	20.5%	5.5%	353	59.5%	5.2%
<b>Professions intermédiaires</b>	145	8.5%	1.9%	73	9.1%	1.9%	72	8.0%	2.0%	145	24.5%	1.9%
<b>Employés</b>	120	7.0%	2.3%	63	7.9%	2.8%	57	6.3%	1.8%	0	-	-
<b>Ouvriers</b>	121	7.1%	1.3%	65	8.1%	1.3%	56	6.1%	1.2%	0	-	-
<b>Retraités</b>	758	44.3%	5.2%	320	39.8%	4.8%	438	48.4%	5.4%	0	-	-
<b>Autres inactifs</b>	110	6.4%	2.8%	47	5.8%	3.2%	63	7.0%	2.6%	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>	343	20.1%	3.6%	116	14.4%	2.9%	227	25.1%	4.2%	61	10.3%	3.6%
<b>2 personnes</b>	753	44.1%	4.2%	365	45.4%	4.1%	388	42.9%	4.2%	187	31.5%	4.2%
<b>3 personnes</b>	248	14.5%	2.7%	139	17.3%	3.0%	109	12.0%	2.3%	123	20.7%	3.3%
<b>4 personnes</b>	216	12.7%	2.4%	117	14.6%	2.6%	99	11.0%	2.2%	130	22.0%	2.8%
<b>5 personnes et +</b>	149	8.7%	2.8%	68	8.4%	2.8%	81	8.9%	2.9%	92	15.5%	3.7%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	377	22.1%	2.4%	200	24.9%	2.8%	177	19.6%	2.1%	223	37.6%	3.0%
<b>Non</b>	1332	77.9%	3.8%	605	75.1%	3.5%	728	80.4%	4.0%	371	62.4%	3.9%
<b>Habitat</b>												
<b>Communes rurales</b>	194	11.3%	1.7%	92	11.5%	1.6%	101	11.2%	1.7%	57	9.6%	1.7%
<b>Agglo. - 20 000 hab</b>	246	14.4%	2.8%	133	16.6%	3.1%	113	12.5%	2.4%	70	11.8%	2.7%
<b>Agglo. 20 000 à 100 000 hab</b>	219	12.8%	3.2%	105	13.1%	3.1%	114	12.6%	3.3%	77	12.9%	3.8%
<b>Agglo. + 100 000 hab</b>	497	29.1%	3.3%	221	27.5%	3.1%	276	30.5%	3.5%	158	26.6%	3.1%
<b>Agglo. Paris</b>	553	32.4%	6.6%	253	31.4%	6.3%	300	33.2%	6.8%	232	39.1%	6.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Région d'habitation</b>												
Ile-de-France	578	33.8%	6.1%	268	33.3%	6.0%	309	34.2%	6.2%	242	40.8%	5.6%
Nord-Pas-de-Calais	33	2.0%	1.0%	13	1.6%	0.8%	21	2.3%	1.2%	10	1.6%	1.1%
Lorraine	50	2.9%	2.6%	25	3.2%	2.7%	25	2.7%	2.5%	17	2.8%	3.0%
Alsace	35	2.0%	2.3%	16	2.0%	2.3%	18	2.0%	2.3%	18	3.1%	3.7%
Franche-Comté	22	1.3%	2.3%	15	1.9%	3.3%	7	0.8%	1.4%	4	0.6%	1.4%
Champagne-Ardenne	23	1.3%	2.1%	8	1.0%	1.6%	15	1.6%	2.6%	8	1.3%	2.6%
Picardie	40	2.3%	2.6%	23	2.8%	3.1%	17	1.9%	2.2%	15	2.6%	3.4%
Bourgogne	40	2.3%	2.9%	18	2.2%	2.7%	22	2.5%	3.1%	10	1.7%	2.8%
Haute-Normandie	50	2.9%	3.4%	8	1.0%	1.1%	42	4.7%	5.4%	8	1.3%	1.8%
Basse-Normandie	33	1.9%	2.7%	18	2.2%	3.0%	15	1.7%	2.4%	15	2.6%	4.6%
Centre	56	3.3%	2.7%	29	3.6%	2.9%	28	3.0%	2.6%	23	3.8%	3.5%
Pays de la Loire	84	4.9%	2.9%	31	3.9%	2.2%	53	5.9%	3.6%	22	3.8%	2.7%
Bretagne	55	3.2%	2.1%	25	3.2%	2.0%	29	3.2%	2.2%	13	2.2%	1.6%
Poitou-Charentes	34	2.0%	2.3%	22	2.7%	3.1%	12	1.3%	1.6%	8	1.3%	2.0%
Aquitaine	83	4.8%	3.1%	44	5.4%	3.4%	39	4.3%	2.8%	25	4.3%	3.1%
Midi-Pyrénées	76	4.4%	3.2%	35	4.3%	3.0%	41	4.5%	3.3%	23	4.0%	3.0%
Limousin	18	1.1%	2.9%	9	1.1%	3.0%	9	1.0%	2.8%	2	0.4%	1.5%
Auvergne	27	1.6%	2.4%	12	1.5%	2.2%	15	1.6%	2.5%	11	1.8%	3.5%
Rhône-Alpes	145	8.5%	2.9%	76	9.4%	3.1%	69	7.6%	2.7%	58	9.7%	3.3%
Languedoc-Roussillon	67	3.9%	3.1%	35	4.3%	3.4%	32	3.5%	2.8%	15	2.5%	2.3%
Provence-Alpes-Côte-d'Azur-Corse	162	9.5%	3.8%	75	9.3%	3.7%	88	9.7%	3.8%	47	7.9%	3.2%
<b>Habitudes de connexion Internet</b>												
Tous les jours	1024	59.9%	3.7%	516	64.1%	3.7%	508	56.2%	3.7%	484	81.6%	3.8%
Presque tous les jours	196	11.4%	3.2%	82	10.2%	2.8%	113	12.5%	3.6%	61	10.3%	2.5%
1 à 2 fois par semaine	87	5.1%	2.7%	26	3.2%	1.8%	61	6.7%	3.4%	19	3.2%	2.1%
1 à 3 fois par mois	29	1.7%	3.3%	16	2.0%	4.3%	13	1.4%	2.6%	7	1.2%	3.6%
Moins souvent	28	1.7%	2.1%	18	2.2%	3.0%	11	1.2%	1.4%	8	1.4%	6.5%
Jamais	6	0.3%	2.7%	5	0.6%	4.0%	0	0.1%	0.6%	4	0.6%	18.0%

	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	37	2.1%	1.6%	27	3.4%	2.9%	10	1.1%	0.7%	3	0.4%	1.3%
De 9 000 à moins de 12 000 euros par an	59	3.5%	1.8%	19	2.3%	1.7%	41	4.5%	1.9%	4	0.7%	1.7%
De 12 000 à moins de 18 000 euros par an	106	6.2%	1.6%	39	4.8%	1.3%	67	7.4%	1.8%	15	2.5%	1.8%
De 18 000 à moins de 24 000 euros par an	187	10.9%	2.5%	87	10.9%	2.5%	99	11.0%	2.6%	24	4.1%	1.5%
De 24 000 à moins de 36 000 euros par an	317	18.5%	2.8%	141	17.6%	2.5%	176	19.4%	3.0%	76	12.8%	2.0%
De 36 000 à moins de 45 000 euros par an	192	11.2%	3.0%	106	13.2%	3.1%	86	9.5%	2.9%	76	12.7%	2.7%
De 45 000 à moins de 65 000 euros par an	268	15.7%	4.6%	127	15.8%	4.0%	140	15.5%	5.4%	126	21.3%	3.6%
De 65 000 à moins de 80 000 euros par an	115	6.7%	7.4%	58	7.2%	6.1%	57	6.3%	9.5%	53	8.9%	4.8%
De 80 000 à moins de 115 000 euros par an	127	7.4%	12.6%	79	9.8%	13.0%	48	5.3%	12.0%	78	13.2%	9.6%
115 000 euros et plus par an	97	5.7%	19.7%	61	7.6%	22.0%	36	4.0%	16.8%	67	11.4%	16.2%
Refus	149	8.7%	4.5%	45	5.6%	3.3%	104	11.5%	5.3%	50	8.5%	4.4%
Ne sait pas	56	3.3%	3.6%	15	1.9%	2.3%	41	4.5%	4.5%	21	3.6%	3.9%