

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	934	100.0%	1.8%	424	100.0%	1.7%	509	100.0%	1.9%	248	100.0%	1.5%
<b>Sexe</b>												
<b>Homme</b>	424	45.4%	1.7%	424	100.0%	1.7%	0	-	-	115	46.4%	1.3%
<b>Femme</b>	509	54.6%	1.9%	0	-	-	509	100.0%	1.9%	133	53.6%	1.6%
<b>Age</b>												
<b>15 à 24 ans</b>	197	21.2%	2.7%	95	22.3%	2.5%	103	20.2%	2.8%	63	25.2%	2.0%
<b>25 à 34 ans</b>	128	13.7%	1.7%	63	14.8%	1.7%	65	12.7%	1.7%	31	12.4%	0.9%
<b>35 à 49 ans</b>	247	26.5%	2.0%	107	25.2%	1.7%	141	27.6%	2.2%	103	41.7%	1.7%
<b>50 à 64 ans</b>	207	22.2%	1.7%	111	26.1%	1.9%	97	19.0%	1.5%	46	18.5%	1.1%
<b>65 ans et plus</b>	154	16.5%	1.4%	49	11.7%	1.0%	104	20.5%	1.6%	5	2.2%	2.4%
<b>Individu</b>												
<b>Ménagère</b>	408	43.7%	1.7%	0	-	-	408	80.1%	1.7%	100	40.5%	1.5%
<b>Personne de Référence</b>	513	55.0%	1.8%	348	81.9%	1.7%	166	32.5%	2.1%	96	38.9%	1.1%
<b>Responsable des achats</b>	662	70.9%	1.9%	250	59.0%	2.1%	411	80.7%	1.8%	157	63.3%	1.5%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	4	0.4%	0.7%	2	0.4%	0.5%	2	0.4%	1.0%	0	-	-
<b>Petits patrons</b>	25	2.7%	1.5%	20	4.7%	1.7%	5	1.1%	1.2%	22	9.0%	1.5%
<b>Affaires et Cadres</b>	57	6.1%	1.2%	28	6.5%	0.9%	29	5.7%	1.6%	50	20.4%	1.1%
<b>Professions intermédiaires</b>	79	8.5%	1.2%	35	8.2%	1.0%	45	8.7%	1.4%	65	26.2%	1.2%
<b>Employés</b>	195	20.9%	2.3%	53	12.5%	2.6%	142	27.8%	2.2%	23	9.2%	1.2%
<b>Ouvriers</b>	181	19.4%	2.8%	162	38.2%	3.2%	19	3.8%	1.4%	13	5.1%	3.4%
<b>Retraités</b>	182	19.5%	1.4%	67	15.8%	1.1%	115	22.6%	1.7%	7	2.9%	2.9%
<b>Autres inactifs</b>	211	22.6%	2.1%	58	13.7%	1.7%	153	29.9%	2.3%	68	27.3%	2.2%
<b>PCS Personne de Référence</b>												
<b>Agriculteurs</b>	10	1.1%	1.3%	2	0.4%	0.4%	9	1.7%	2.1%	0	-	-
<b>Petits patrons</b>	49	5.2%	1.9%	31	7.3%	2.1%	18	3.5%	1.5%	49	19.7%	1.9%
<b>Affaires et Cadres</b>	87	9.3%	1.3%	37	8.7%	1.1%	50	9.8%	1.5%	87	35.1%	1.3%
<b>Professions intermédiaires</b>	112	12.0%	1.5%	47	11.1%	1.2%	65	12.7%	1.8%	112	45.2%	1.5%
<b>Employés</b>	140	15.0%	2.6%	55	13.1%	2.5%	85	16.7%	2.8%	0	-	-
<b>Ouvriers</b>	253	27.1%	2.7%	162	38.2%	3.3%	91	17.8%	2.0%	0	-	-
<b>Retraités</b>	201	21.5%	1.4%	70	16.6%	1.1%	131	25.6%	1.6%	0	-	-
<b>Autres inactifs</b>	82	8.8%	2.1%	20	4.7%	1.4%	62	12.1%	2.5%	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>	157	16.8%	1.7%	61	14.4%	1.5%	96	18.9%	1.8%	11	4.6%	0.7%
<b>2 personnes</b>	303	32.5%	1.7%	151	35.6%	1.7%	152	29.9%	1.7%	57	23.1%	1.3%
<b>3 personnes</b>	157	16.8%	1.7%	72	16.9%	1.6%	86	16.8%	1.8%	48	19.3%	1.3%
<b>4 personnes</b>	175	18.7%	1.9%	70	16.6%	1.5%	105	20.5%	2.3%	69	27.8%	1.5%
<b>5 personnes et +</b>	141	15.1%	2.7%	70	16.6%	2.9%	71	13.9%	2.5%	62	25.0%	2.5%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	344	36.8%	2.2%	155	36.6%	2.2%	189	37.0%	2.2%	127	51.4%	1.7%
<b>Non</b>	590	63.2%	1.7%	269	63.4%	1.6%	321	63.0%	1.8%	120	48.6%	1.3%
<b>Habitat</b>												
<b>Communes rurales</b>	204	21.8%	1.7%	81	19.1%	1.4%	123	24.1%	2.0%	54	21.9%	1.6%
<b>Agglo. - 20 000 hab</b>	188	20.1%	2.1%	93	21.8%	2.2%	95	18.6%	2.0%	40	16.2%	1.6%
<b>Agglo. 20 000 à 100 000 hab</b>	135	14.5%	2.0%	67	15.8%	2.0%	68	13.4%	2.0%	29	11.6%	1.4%
<b>Agglo. + 100 000 hab</b>	254	27.2%	1.7%	110	25.9%	1.5%	144	28.3%	1.8%	67	27.1%	1.3%
<b>Agglo. Paris</b>	153	16.4%	1.8%	74	17.4%	1.8%	79	15.6%	1.8%	57	23.2%	1.5%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Région d'habitation</b>												
Ile-de-France	168	18.0%	1.8%	84	19.7%	1.9%	85	16.6%	1.7%	59	23.8%	1.4%
Nord-Pas-de-Calais	55	5.8%	1.7%	24	5.7%	1.6%	30	6.0%	1.8%	13	5.3%	1.4%
Lorraine	29	3.1%	1.5%	9	2.1%	1.0%	20	3.9%	2.0%	7	3.0%	1.3%
Alsace	23	2.5%	1.5%	9	2.1%	1.2%	14	2.8%	1.8%	9	3.7%	1.8%
Franche-Comté	15	1.6%	1.5%	5	1.1%	1.0%	10	1.9%	2.0%	3	1.3%	1.3%
Champagne-Ardenne	20	2.2%	1.8%	7	1.6%	1.3%	13	2.6%	2.3%	6	2.3%	1.9%
Picardie	27	2.9%	1.8%	10	2.4%	1.4%	17	3.3%	2.1%	5	2.1%	1.2%
Bourgogne	39	4.2%	2.9%	24	5.8%	3.7%	15	2.9%	2.1%	5	2.0%	1.4%
Haute-Normandie	18	2.0%	1.2%	9	2.2%	1.3%	9	1.8%	1.2%	6	2.3%	1.3%
Basse-Normandie	20	2.1%	1.6%	12	2.8%	2.0%	8	1.6%	1.3%	4	1.6%	1.2%
Centre	49	5.2%	2.4%	26	6.2%	2.6%	23	4.5%	2.1%	10	4.2%	1.6%
Pays de la Loire	42	4.5%	1.5%	26	6.2%	1.9%	16	3.2%	1.1%	17	6.8%	2.0%
Bretagne	49	5.3%	1.9%	23	5.5%	1.9%	26	5.1%	1.9%	12	4.8%	1.5%
Poitou-Charentes	33	3.5%	2.2%	14	3.3%	2.0%	19	3.7%	2.5%	4	1.6%	1.0%
Aquitaine	41	4.4%	1.5%	22	5.2%	1.7%	19	3.8%	1.4%	7	2.7%	0.8%
Midi-Pyrénées	36	3.9%	1.5%	9	2.1%	0.8%	27	5.3%	2.2%	14	5.5%	1.7%
Limousin	10	1.1%	1.6%	8	1.8%	2.5%	2	0.4%	0.7%	0	0.2%	0.3%
Auvergne	18	1.9%	1.6%	9	2.1%	1.6%	9	1.7%	1.5%	5	2.1%	1.7%
Rhône-Alpes	99	10.6%	2.0%	39	9.1%	1.6%	61	11.9%	2.3%	32	12.9%	1.8%
Languedoc-Roussillon	53	5.6%	2.4%	18	4.3%	1.8%	35	6.8%	3.0%	12	4.9%	1.9%
Provence-Alpes-Côte-d'Azur-Corse	90	9.6%	2.1%	37	8.8%	1.8%	52	10.3%	2.3%	17	6.8%	1.2%
<b>Habitudes de connexion Internet</b>												
Tous les jours	455	48.8%	1.6%	208	49.1%	1.5%	247	48.5%	1.8%	164	66.4%	1.3%
Presque tous les jours	110	11.8%	1.8%	46	10.9%	1.6%	64	12.5%	2.0%	47	19.0%	1.9%
1 à 2 fois par semaine	80	8.5%	2.5%	43	10.0%	3.0%	37	7.3%	2.1%	25	10.2%	2.8%
1 à 3 fois par mois	24	2.6%	2.8%	11	2.7%	3.0%	13	2.6%	2.7%	4	1.6%	2.0%
Moins souvent	30	3.2%	2.3%	16	3.7%	2.7%	14	2.8%	2.0%	2	1.0%	1.9%
Jamais	5	0.5%	2.4%	2	0.5%	1.8%	3	0.5%	3.4%	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	44	4.7%	1.9%	19	4.4%	2.0%	25	5.0%	1.8%	5	2.1%	2.6%
De 9 000 à moins de 12 000 euros par an	79	8.4%	2.4%	22	5.2%	2.0%	56	11.1%	2.6%	2	0.6%	0.6%
De 12 000 à moins de 18 000 euros par an	201	21.5%	3.0%	83	19.7%	2.8%	118	23.1%	3.1%	20	8.0%	2.4%
De 18 000 à moins de 24 000 euros par an	112	12.0%	1.5%	66	15.6%	1.9%	45	8.9%	1.2%	22	8.7%	1.3%
De 24 000 à moins de 36 000 euros par an	196	21.0%	1.7%	92	21.7%	1.7%	104	20.5%	1.8%	52	20.9%	1.4%
De 36 000 à moins de 45 000 euros par an	88	9.4%	1.4%	46	10.9%	1.4%	41	8.1%	1.4%	42	17.1%	1.5%
De 45 000 à moins de 65 000 euros par an	91	9.7%	1.6%	47	11.2%	1.5%	43	8.5%	1.7%	61	24.6%	1.7%
De 65 000 à moins de 80 000 euros par an	18	2.0%	1.2%	11	2.6%	1.1%	7	1.5%	1.2%	11	4.5%	1.0%
De 80 000 à moins de 115 000 euros par an	8	0.9%	0.8%	7	1.6%	1.1%	2	0.3%	0.4%	6	2.6%	0.8%
115 000 euros et plus par an	7	0.7%	1.3%	1	0.3%	0.4%	5	1.0%	2.5%	7	2.7%	1.6%
Refus	61	6.5%	1.8%	18	4.1%	1.3%	44	8.5%	2.2%	13	5.1%	1.1%
Ne sait pas	29	3.2%	1.9%	12	2.7%	1.7%	18	3.5%	2.0%	8	3.1%	1.4%