

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	1073	100.0%	2.1%	497	100.0%	2.0%	576	100.0%	2.2%	342	100.0%	2.0%
<b>Sexe</b>												
<b>Homme</b>	497	46.4%	2.0%	497	100.0%	2.0%	0	-	-	172	50.5%	2.0%
<b>Femme</b>	576	53.6%	2.2%	0	-	-	576	100.0%	2.2%	169	49.5%	2.1%
<b>Age</b>												
<b>15 à 24 ans</b>	87	8.1%	1.2%	53	10.6%	1.4%	34	6.0%	0.9%	35	10.3%	1.1%
<b>25 à 34 ans</b>	95	8.9%	1.2%	48	9.6%	1.3%	48	8.3%	1.2%	41	12.0%	1.2%
<b>35 à 49 ans</b>	275	25.6%	2.2%	135	27.1%	2.2%	140	24.3%	2.2%	148	43.2%	2.4%
<b>50 à 64 ans</b>	335	31.2%	2.7%	155	31.2%	2.6%	180	31.3%	2.8%	111	32.5%	2.7%
<b>65 ans et plus</b>	281	26.2%	2.5%	107	21.6%	2.3%	174	30.2%	2.7%	7	2.0%	2.9%
<b>Individu</b>												
<b>Ménagère</b>	540	50.4%	2.3%	0	-	-	540	93.9%	2.3%	157	46.0%	2.3%
<b>Personne de Référence</b>	585	54.6%	2.1%	425	85.4%	2.1%	160	27.9%	2.0%	172	50.3%	2.0%
<b>Responsable des achats</b>	771	71.8%	2.2%	248	49.9%	2.0%	522	90.7%	2.3%	233	68.2%	2.2%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	11	1.0%	2.0%	7	1.4%	2.0%	4	0.7%	1.9%	0	-	-
<b>Petits patrons</b>	40	3.8%	2.5%	30	6.0%	2.5%	10	1.8%	2.2%	34	10.0%	2.3%
<b>Affaires et Cadres</b>	86	8.0%	1.8%	62	12.4%	2.1%	25	4.3%	1.4%	79	23.0%	1.8%
<b>Professions intermédiaires</b>	129	12.0%	1.9%	62	12.4%	1.8%	67	11.6%	2.0%	115	33.6%	2.1%
<b>Employés</b>	176	16.4%	2.1%	45	9.0%	2.2%	131	22.8%	2.1%	46	13.5%	2.5%
<b>Ouvriers</b>	136	12.7%	2.1%	112	22.4%	2.2%	24	4.2%	1.7%	16	4.7%	4.4%
<b>Retraités</b>	315	29.4%	2.5%	127	25.5%	2.1%	188	32.7%	2.9%	10	2.9%	4.0%
<b>Autres inactifs</b>	180	16.8%	1.8%	54	10.8%	1.6%	126	21.9%	1.9%	42	12.2%	1.4%
<b>PCS Personne de Référence</b>												
<b>Agriculteurs</b>	9	0.8%	1.1%	6	1.2%	1.5%	3	0.5%	0.7%	0	-	-
<b>Petits patrons</b>	62	5.7%	2.3%	37	7.5%	2.6%	24	4.2%	2.0%	62	18.0%	2.3%
<b>Affaires et Cadres</b>	126	11.7%	1.8%	71	14.2%	2.0%	55	9.5%	1.6%	126	36.8%	1.8%
<b>Professions intermédiaires</b>	154	14.4%	2.1%	64	12.9%	1.7%	90	15.6%	2.5%	154	45.2%	2.1%
<b>Employés</b>	93	8.7%	1.8%	48	9.6%	2.1%	46	7.9%	1.5%	0	-	-
<b>Ouvriers</b>	185	17.2%	2.0%	104	20.9%	2.1%	81	14.1%	1.8%	0	-	-
<b>Retraités</b>	388	36.1%	2.6%	140	28.1%	2.1%	248	43.1%	3.1%	0	-	-
<b>Autres inactifs</b>	57	5.3%	1.5%	28	5.6%	1.9%	29	5.1%	1.2%	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>	206	19.2%	2.2%	92	18.5%	2.3%	114	19.8%	2.1%	24	7.1%	1.4%
<b>2 personnes</b>	435	40.5%	2.4%	183	36.8%	2.1%	252	43.8%	2.7%	87	25.5%	2.0%
<b>3 personnes</b>	169	15.8%	1.8%	80	16.0%	1.7%	89	15.5%	1.9%	75	22.0%	2.0%
<b>4 personnes</b>	174	16.2%	1.9%	102	20.5%	2.2%	72	12.4%	1.6%	109	31.8%	2.3%
<b>5 personnes et +</b>	90	8.4%	1.7%	41	8.2%	1.7%	49	8.5%	1.7%	46	13.6%	1.9%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	291	27.1%	1.9%	136	27.4%	1.9%	155	26.9%	1.8%	173	50.6%	2.3%
<b>Non</b>	782	72.9%	2.2%	361	72.6%	2.1%	421	73.1%	2.3%	169	49.4%	1.8%
<b>Habitat</b>												
<b>Communes rurales</b>	216	20.2%	1.8%	110	22.0%	2.0%	107	18.5%	1.7%	72	21.0%	2.1%
<b>Agglo. - 20 000 hab</b>	172	16.1%	1.9%	94	19.0%	2.2%	78	13.5%	1.7%	59	17.3%	2.3%
<b>Agglo. 20 000 à 100 000 hab</b>	167	15.6%	2.4%	69	14.0%	2.1%	97	16.9%	2.8%	44	12.9%	2.2%
<b>Agglo. + 100 000 hab</b>	373	34.7%	2.4%	159	32.0%	2.2%	213	37.1%	2.7%	104	30.4%	2.0%
<b>Agglo. Paris</b>	145	13.5%	1.7%	65	13.0%	1.6%	80	13.9%	1.8%	63	18.4%	1.6%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Région d'habitation</b>												
Ile-de-France	167	15.5%	1.8%	78	15.7%	1.7%	89	15.4%	1.8%	79	23.0%	1.8%
Nord-Pas-de-Calais	67	6.2%	2.1%	32	6.4%	2.1%	35	6.1%	2.1%	10	2.8%	1.1%
Lorraine	49	4.5%	2.5%	20	3.9%	2.1%	29	5.1%	2.9%	21	6.1%	3.7%
Alsace	35	3.2%	2.3%	18	3.7%	2.5%	16	2.8%	2.1%	6	1.7%	1.2%
Franche-Comté	12	1.1%	1.3%	5	1.1%	1.1%	7	1.2%	1.4%	1	0.4%	0.5%
Champagne-Ardenne	21	2.0%	2.0%	9	1.7%	1.7%	13	2.2%	2.2%	11	3.3%	3.7%
Picardie	24	2.2%	1.6%	15	3.0%	2.0%	9	1.5%	1.1%	4	1.1%	0.8%
Bourgogne	24	2.3%	1.8%	11	2.3%	1.7%	13	2.3%	1.8%	6	1.8%	1.8%
Haute-Normandie	23	2.1%	1.5%	7	1.5%	1.1%	15	2.6%	2.0%	3	0.8%	0.6%
Basse-Normandie	16	1.5%	1.3%	11	2.2%	1.9%	5	0.9%	0.8%	5	1.4%	1.5%
Centre	41	3.8%	2.0%	21	4.3%	2.1%	20	3.5%	1.9%	17	5.0%	2.7%
Pays de la Loire	52	4.8%	1.8%	20	4.0%	1.5%	32	5.5%	2.1%	16	4.6%	1.9%
Bretagne	55	5.2%	2.1%	24	4.9%	1.9%	31	5.4%	2.3%	22	6.4%	2.8%
Poitou-Charentes	33	3.1%	2.3%	18	3.6%	2.6%	15	2.6%	2.0%	12	3.5%	3.0%
Aquitaine	61	5.7%	2.3%	25	4.9%	1.9%	36	6.3%	2.6%	22	6.4%	2.7%
Midi-Pyrénées	50	4.7%	2.1%	26	5.2%	2.2%	24	4.2%	1.9%	18	5.2%	2.2%
Limousin	16	1.5%	2.5%	10	2.0%	3.3%	6	1.0%	1.8%	2	0.5%	1.1%
Auvergne	24	2.2%	2.1%	9	1.7%	1.6%	15	2.6%	2.6%	4	1.1%	1.2%
Rhône-Alpes	102	9.6%	2.0%	50	10.0%	2.1%	53	9.2%	2.0%	29	8.4%	1.6%
Languedoc-Roussillon	48	4.4%	2.2%	20	4.0%	2.0%	28	4.8%	2.4%	11	3.2%	1.7%
Provence-Alpes-Côte-d'Azur-Corse	154	14.3%	3.6%	68	13.8%	3.4%	85	14.8%	3.7%	45	13.3%	3.1%
<b>Habitudes de connexion Internet</b>												
Tous les jours	579	54.0%	2.1%	284	57.1%	2.0%	295	51.3%	2.2%	254	74.5%	2.0%
Presque tous les jours	102	9.5%	1.7%	42	8.5%	1.4%	60	10.4%	1.9%	41	12.1%	1.7%
1 à 2 fois par semaine	73	6.8%	2.3%	39	7.8%	2.7%	34	5.9%	1.9%	28	8.2%	3.1%
1 à 3 fois par mois	16	1.5%	1.8%	5	1.1%	1.4%	10	1.8%	2.1%	2	0.6%	1.0%
Moins souvent	19	1.8%	1.4%	4	0.8%	0.6%	15	2.6%	2.1%	0	-	-
Jamais	7	0.6%	3.1%	4	0.9%	3.4%	2	0.4%	2.7%	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	23	2.2%	1.0%	15	3.0%	1.6%	8	1.5%	0.6%	4	1.2%	2.0%
De 9 000 à moins de 12 000 euros par an	80	7.4%	2.4%	32	6.4%	2.9%	48	8.4%	2.2%	1	0.2%	0.3%
De 12 000 à moins de 18 000 euros par an	132	12.3%	2.0%	51	10.2%	1.7%	81	14.1%	2.1%	8	2.3%	0.9%
De 18 000 à moins de 24 000 euros par an	184	17.1%	2.5%	73	14.7%	2.1%	110	19.2%	2.9%	21	6.1%	1.3%
De 24 000 à moins de 36 000 euros par an	208	19.4%	1.8%	107	21.6%	1.9%	101	17.5%	1.7%	76	22.3%	2.0%
De 36 000 à moins de 45 000 euros par an	129	12.0%	2.0%	70	14.0%	2.0%	59	10.3%	2.0%	49	14.3%	1.7%
De 45 000 à moins de 65 000 euros par an	151	14.0%	2.6%	67	13.6%	2.1%	83	14.4%	3.2%	90	26.5%	2.6%
De 65 000 à moins de 80 000 euros par an	32	3.0%	2.1%	20	4.1%	2.1%	12	2.0%	2.0%	24	7.0%	2.2%
De 80 000 à moins de 115 000 euros par an	31	2.9%	3.1%	19	3.7%	3.1%	12	2.1%	3.0%	26	7.7%	3.2%
115 000 euros et plus par an	19	1.8%	4.0%	13	2.6%	4.6%	7	1.1%	3.1%	12	3.5%	2.9%
Refus	67	6.3%	2.0%	21	4.2%	1.6%	46	8.1%	2.4%	24	7.1%	2.1%
Ne sait pas	17	1.6%	1.1%	9	1.9%	1.4%	7	1.3%	0.8%	6	1.8%	1.1%