

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	2092	100.0%	4.1%	1681	100.0%	6.9%	411	100.0%	1.5%	809	100.0%	4.8%
<b>Sexe</b>												
<b>Homme</b>	1681	80.3%	6.9%	1681	100.0%	6.9%	0	-	-	657	81.2%	7.5%
<b>Femme</b>	411	19.7%	1.5%	0	-	-	411	100.0%	1.5%	152	18.8%	1.9%
<b>Age</b>												
<b>15 à 24 ans</b>	280	13.4%	3.8%	236	14.0%	6.3%	44	10.6%	1.2%	109	13.4%	3.5%
<b>25 à 34 ans</b>	365	17.4%	4.7%	306	18.2%	8.1%	59	14.4%	1.5%	161	19.9%	4.7%
<b>35 à 49 ans</b>	632	30.2%	5.0%	508	30.2%	8.1%	123	30.0%	1.9%	320	39.5%	5.2%
<b>50 à 64 ans</b>	571	27.3%	4.7%	447	26.6%	7.5%	124	30.1%	2.0%	212	26.2%	5.1%
<b>65 ans et plus</b>	245	11.7%	2.2%	183	10.9%	3.9%	61	15.0%	1.0%	8	1.0%	3.3%
<b>Individu</b>												
<b>Ménagère</b>	376	18.0%	1.6%	0	-	-	376	91.5%	1.6%	144	17.8%	2.1%
<b>Personne de Référence</b>	1496	71.5%	5.3%	1409	83.8%	6.9%	87	21.1%	1.1%	569	70.4%	6.7%
<b>Responsable des achats</b>	1180	56.4%	3.4%	824	49.0%	6.8%	356	86.6%	1.5%	422	52.1%	4.0%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	19	0.9%	3.6%	18	1.1%	5.3%	2	0.4%	0.8%	0	-	-
<b>Petits patrons</b>	107	5.1%	6.5%	93	5.5%	7.8%	14	3.4%	3.0%	97	11.9%	6.5%
<b>Affaires et Cadres</b>	248	11.9%	5.2%	218	13.0%	7.4%	30	7.3%	1.7%	234	29.0%	5.3%
<b>Professions intermédiaires</b>	344	16.5%	5.1%	276	16.4%	8.0%	68	16.5%	2.1%	314	38.9%	5.7%
<b>Employés</b>	285	13.6%	3.4%	157	9.3%	7.8%	128	31.1%	2.0%	46	5.7%	2.5%
<b>Ouvriers</b>	480	23.0%	7.4%	452	26.9%	8.9%	29	7.0%	2.1%	26	3.2%	7.0%
<b>Retraités</b>	335	16.0%	2.7%	268	16.0%	4.5%	67	16.3%	1.0%	5	0.7%	2.2%
<b>Autres inactifs</b>	273	13.0%	2.7%	199	11.8%	5.7%	74	18.0%	1.1%	86	10.6%	2.8%
<b>PCS Personne de Référence</b>												
<b>Agriculteurs</b>	22	1.1%	2.8%	18	1.1%	4.9%	4	0.9%	0.9%	0	-	-
<b>Petits patrons</b>	129	6.2%	4.9%	113	6.7%	7.8%	17	4.1%	1.4%	129	16.0%	4.9%
<b>Affaires et Cadres</b>	302	14.4%	4.4%	247	14.7%	7.1%	55	13.4%	1.6%	302	37.4%	4.4%
<b>Professions intermédiaires</b>	377	18.0%	5.0%	297	17.7%	7.6%	80	19.5%	2.2%	377	46.6%	5.0%
<b>Employés</b>	227	10.9%	4.3%	173	10.3%	7.8%	54	13.1%	1.8%	0	-	-
<b>Ouvriers</b>	505	24.2%	5.3%	422	25.1%	8.5%	84	20.3%	1.9%	0	-	-
<b>Retraités</b>	403	19.3%	2.7%	308	18.3%	4.6%	95	23.1%	1.2%	0	-	-
<b>Autres inactifs</b>	126	6.0%	3.2%	103	6.1%	7.0%	23	5.6%	0.9%	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>	252	12.0%	2.7%	207	12.3%	5.2%	45	10.9%	0.8%	56	6.9%	3.3%
<b>2 personnes</b>	700	33.5%	3.9%	544	32.4%	6.2%	156	37.9%	1.7%	236	29.1%	5.4%
<b>3 personnes</b>	430	20.6%	4.6%	339	20.2%	7.4%	91	22.1%	1.9%	172	21.2%	4.6%
<b>4 personnes</b>	468	22.4%	5.1%	404	24.0%	8.8%	64	15.5%	1.4%	259	32.1%	5.6%
<b>5 personnes et +</b>	242	11.6%	4.6%	186	11.1%	7.6%	56	13.6%	2.0%	86	10.6%	3.4%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	754	36.0%	4.8%	619	36.8%	8.6%	135	32.7%	1.6%	352	43.5%	4.7%
<b>Non</b>	1338	64.0%	3.8%	1062	63.2%	6.2%	277	67.3%	1.5%	457	56.5%	4.9%
<b>Habitat</b>												
<b>Communes rurales</b>	455	21.7%	3.9%	358	21.3%	6.4%	96	23.5%	1.6%	160	19.8%	4.7%
<b>Agglo. - 20 000 hab</b>	424	20.3%	4.8%	344	20.5%	8.1%	80	19.5%	1.7%	167	20.7%	6.5%
<b>Agglo. 20 000 à 100 000 hab</b>	317	15.1%	4.6%	264	15.7%	7.9%	53	12.9%	1.5%	96	11.8%	4.8%
<b>Agglo. + 100 000 hab</b>	590	28.2%	3.9%	464	27.6%	6.4%	126	30.6%	1.6%	231	28.5%	4.5%
<b>Agglo. Paris</b>	307	14.7%	3.6%	251	14.9%	6.3%	56	13.6%	1.3%	155	19.2%	4.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Région d'habitation</b>												
Ile-de-France	351	16.8%	3.7%	283	16.8%	6.3%	68	16.6%	1.4%	176	21.8%	4.1%
Nord-Pas-de-Calais	116	5.5%	3.6%	91	5.4%	6.0%	25	6.0%	1.5%	37	4.5%	4.0%
Lorraine	81	3.9%	4.2%	72	4.3%	7.7%	9	2.1%	0.9%	34	4.2%	6.0%
Alsace	63	3.0%	4.1%	46	2.7%	6.2%	17	4.2%	2.2%	27	3.3%	5.4%
Franche-Comté	58	2.8%	6.1%	48	2.9%	10.4%	10	2.3%	2.0%	15	1.8%	5.9%
Champagne-Ardenne	56	2.7%	5.1%	40	2.4%	7.6%	16	3.8%	2.8%	23	2.8%	7.6%
Picardie	82	3.9%	5.4%	72	4.3%	9.6%	11	2.6%	1.4%	29	3.6%	6.5%
Bourgogne	67	3.2%	4.9%	48	2.9%	7.3%	19	4.7%	2.7%	19	2.3%	5.2%
Haute-Normandie	44	2.1%	2.9%	36	2.1%	5.1%	8	1.8%	1.0%	20	2.5%	4.6%
Basse-Normandie	42	2.0%	3.5%	35	2.1%	6.1%	7	1.6%	1.1%	13	1.6%	3.9%
Centre	96	4.6%	4.6%	72	4.3%	7.2%	24	5.7%	2.2%	36	4.4%	5.6%
Pays de la Loire	121	5.8%	4.2%	102	6.1%	7.4%	19	4.6%	1.3%	45	5.6%	5.5%
Bretagne	122	5.8%	4.7%	105	6.3%	8.4%	17	4.0%	1.2%	33	4.1%	4.2%
Poitou-Charentes	57	2.7%	3.9%	38	2.3%	5.4%	19	4.6%	2.5%	27	3.3%	6.7%
Aquitaine	98	4.7%	3.7%	74	4.4%	5.8%	24	5.8%	1.7%	30	3.7%	3.6%
Midi-Pyrénées	108	5.1%	4.5%	90	5.4%	7.8%	18	4.3%	1.4%	39	4.8%	4.9%
Limousin	28	1.3%	4.4%	22	1.3%	7.3%	6	1.4%	1.7%	10	1.3%	6.5%
Auvergne	49	2.4%	4.4%	39	2.3%	7.3%	10	2.4%	1.7%	17	2.1%	5.4%
Rhône-Alpes	201	9.6%	4.0%	170	10.1%	7.0%	30	7.4%	1.2%	80	9.9%	4.6%
Languedoc-Roussillon	75	3.6%	3.5%	65	3.9%	6.3%	11	2.6%	0.9%	27	3.4%	4.3%
Provence-Alpes-Côte-d'Azur-Corse	179	8.6%	4.1%	132	7.9%	6.5%	46	11.3%	2.0%	73	9.1%	5.1%
<b>Habitudes de connexion Internet</b>												
Tous les jours	1294	61.9%	4.7%	1061	63.1%	7.5%	234	56.9%	1.7%	639	79.0%	5.0%
Presque tous les jours	272	13.0%	4.5%	217	12.9%	7.4%	54	13.2%	1.7%	100	12.4%	4.1%
1 à 2 fois par semaine	148	7.1%	4.6%	121	7.2%	8.4%	27	6.6%	1.5%	42	5.2%	4.7%
1 à 3 fois par mois	21	1.0%	2.4%	17	1.0%	4.4%	4	1.0%	0.8%	2	0.2%	0.9%
Moins souvent	69	3.3%	5.2%	49	2.9%	8.2%	20	4.9%	2.8%	11	1.4%	8.7%
Jamais	10	0.5%	5.0%	10	0.6%	7.9%	0	-	-	2	0.2%	9.0%

	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	50	2.4%	2.2%	37	2.2%	4.0%	13	3.1%	0.9%	4	0.5%	2.0%
De 9 000 à moins de 12 000 euros par an	63	3.0%	1.9%	47	2.8%	4.3%	16	3.9%	0.7%	4	0.5%	1.7%
De 12 000 à moins de 18 000 euros par an	210	10.0%	3.1%	158	9.4%	5.4%	52	12.6%	1.4%	32	3.9%	3.9%
De 18 000 à moins de 24 000 euros par an	281	13.4%	3.8%	245	14.6%	7.0%	36	8.8%	0.9%	55	6.8%	3.4%
De 24 000 à moins de 36 000 euros par an	500	23.9%	4.4%	409	24.4%	7.4%	90	22.0%	1.6%	178	22.0%	4.8%
De 36 000 à moins de 45 000 euros par an	317	15.2%	5.0%	248	14.7%	7.3%	70	16.9%	2.3%	137	17.0%	4.8%
De 45 000 à moins de 65 000 euros par an	306	14.6%	5.3%	241	14.4%	7.6%	65	15.7%	2.5%	182	22.6%	5.2%
De 65 000 à moins de 80 000 euros par an	98	4.7%	6.3%	86	5.1%	9.1%	11	2.8%	1.9%	73	9.1%	6.7%
De 80 000 à moins de 115 000 euros par an	71	3.4%	7.1%	60	3.5%	9.9%	12	2.8%	2.9%	54	6.6%	6.6%
115 000 euros et plus par an	40	1.9%	8.2%	35	2.1%	12.7%	5	1.2%	2.3%	32	4.0%	7.8%
Refus	92	4.4%	2.8%	63	3.8%	4.7%	29	7.0%	1.5%	29	3.6%	2.5%
Ne sait pas	65	3.1%	4.1%	52	3.1%	7.6%	13	3.2%	1.5%	27	3.4%	4.9%