

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	1175	100.0%	2.3%	388	100.0%	1.6%	786	100.0%	2.9%	502	100.0%	3.0%
<b>Sexe</b>												
<b>Homme</b>	388	33.1%	1.6%	388	100.0%	1.6%	0	-	-	158	31.4%	1.8%
<b>Femme</b>	786	66.9%	2.9%	0	-	-	786	100.0%	2.9%	344	68.6%	4.2%
<b>Age</b>												
<b>15 à 24 ans</b>	61	5.2%	0.8%	19	5.0%	0.5%	42	5.3%	1.1%	28	5.6%	0.9%
<b>25 à 34 ans</b>	126	10.7%	1.6%	52	13.5%	1.4%	74	9.4%	1.9%	59	11.7%	1.7%
<b>35 à 49 ans</b>	393	33.5%	3.1%	126	32.4%	2.0%	267	34.0%	4.2%	255	50.8%	4.2%
<b>50 à 64 ans</b>	419	35.6%	3.4%	132	33.9%	2.2%	287	36.5%	4.5%	148	29.5%	3.6%
<b>65 ans et plus</b>	175	14.9%	1.6%	59	15.2%	1.2%	117	14.8%	1.8%	12	2.4%	5.1%
<b>Individu</b>												
<b>Ménagère</b>	755	64.3%	3.2%	0	-	-	755	96.1%	3.2%	328	65.3%	4.8%
<b>Personne de Référence</b>	573	48.8%	2.0%	356	91.7%	1.8%	217	27.6%	2.7%	205	40.8%	2.4%
<b>Responsable des achats</b>	932	79.3%	2.6%	203	52.3%	1.7%	728	92.6%	3.2%	382	76.0%	3.6%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	8	0.7%	1.5%	4	1.0%	1.1%	4	0.5%	2.0%	0	-	-
<b>Petits patrons</b>	39	3.3%	2.4%	23	6.0%	2.0%	16	2.0%	3.3%	36	7.2%	2.4%
<b>Affaires et Cadres</b>	156	13.3%	3.3%	59	15.1%	2.0%	97	12.4%	5.4%	143	28.5%	3.3%
<b>Professions intermédiaires</b>	191	16.2%	2.8%	76	19.6%	2.2%	115	14.6%	3.5%	157	31.3%	2.8%
<b>Employés</b>	214	18.2%	2.6%	31	7.9%	1.5%	183	23.3%	2.9%	61	12.2%	3.4%
<b>Ouvriers</b>	119	10.1%	1.8%	82	21.1%	1.6%	37	4.7%	2.6%	4	0.8%	1.0%
<b>Retraités</b>	242	20.6%	1.9%	72	18.5%	1.2%	170	21.6%	2.6%	29	5.8%	11.7%
<b>Autres inactifs</b>	206	17.6%	2.1%	42	10.7%	1.2%	165	21.0%	2.5%	72	14.3%	2.3%
<b>PCS Personne de Référence</b>												
<b>Agriculteurs</b>	11	0.9%	1.4%	4	1.0%	1.0%	7	0.9%	1.7%	0	-	-
<b>Petits patrons</b>	69	5.9%	2.6%	24	6.2%	1.7%	45	5.8%	3.8%	69	13.8%	2.6%
<b>Affaires et Cadres</b>	238	20.3%	3.5%	61	15.8%	1.8%	177	22.5%	5.2%	238	47.4%	3.5%
<b>Professions intermédiaires</b>	195	16.6%	2.6%	73	18.7%	1.9%	122	15.5%	3.4%	195	38.8%	2.6%
<b>Employés</b>	107	9.1%	2.0%	34	8.8%	1.5%	73	9.3%	2.4%	0	-	-
<b>Ouvriers</b>	189	16.1%	2.0%	75	19.3%	1.5%	114	14.5%	2.5%	0	-	-
<b>Retraités</b>	263	22.4%	1.8%	74	19.0%	1.1%	189	24.0%	2.3%	0	-	-
<b>Autres inactifs</b>	103	8.8%	2.6%	44	11.3%	3.0%	59	7.5%	2.4%	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>	170	14.5%	1.8%	57	14.7%	1.4%	113	14.4%	2.1%	35	7.0%	2.0%
<b>2 personnes</b>	407	34.7%	2.3%	134	34.5%	1.5%	273	34.8%	3.0%	124	24.7%	2.8%
<b>3 personnes</b>	211	18.0%	2.3%	75	19.4%	1.6%	136	17.2%	2.9%	102	20.4%	2.8%
<b>4 personnes</b>	258	22.0%	2.8%	79	20.3%	1.7%	179	22.8%	3.9%	174	34.7%	3.8%
<b>5 personnes et +</b>	128	10.9%	2.4%	43	11.1%	1.8%	85	10.8%	3.0%	66	13.2%	2.7%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	437	37.2%	2.8%	140	36.1%	1.9%	297	37.7%	3.5%	262	52.1%	3.5%
<b>Non</b>	738	62.8%	2.1%	248	63.9%	1.4%	490	62.3%	2.7%	241	47.9%	2.6%
<b>Habitat</b>												
<b>Communes rurales</b>	277	23.6%	2.4%	103	26.6%	1.8%	173	22.0%	2.8%	110	22.0%	3.3%
<b>Agglo. - 20 000 hab</b>	197	16.8%	2.2%	69	17.7%	1.6%	128	16.3%	2.8%	79	15.7%	3.1%
<b>Agglo. 20 000 à 100 000 hab</b>	187	15.9%	2.7%	72	18.5%	2.1%	115	14.6%	3.3%	58	11.5%	2.9%
<b>Agglo. + 100 000 hab</b>	334	28.5%	2.2%	87	22.4%	1.2%	248	31.5%	3.1%	147	29.3%	2.9%
<b>Agglo. Paris</b>	180	15.3%	2.1%	58	14.8%	1.4%	122	15.5%	2.8%	108	21.5%	2.8%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Région d'habitation</b>												
Ile-de-France	200	17.0%	2.1%	65	16.9%	1.5%	134	17.1%	2.7%	123	24.5%	2.8%
Nord-Pas-de-Calais	70	6.0%	2.2%	25	6.5%	1.6%	45	5.8%	2.7%	32	6.3%	3.5%
Lorraine	41	3.5%	2.1%	9	2.4%	1.0%	32	4.1%	3.2%	11	2.3%	2.0%
Alsace	20	1.7%	1.3%	8	2.1%	1.1%	12	1.5%	1.5%	9	1.9%	1.9%
Franche-Comté	18	1.5%	1.8%	11	2.7%	2.3%	7	0.9%	1.4%	4	0.9%	1.8%
Champagne-Ardenne	25	2.2%	2.3%	8	2.2%	1.6%	17	2.2%	3.0%	9	1.8%	2.9%
Picardie	44	3.8%	2.9%	18	4.5%	2.4%	27	3.4%	3.4%	13	2.6%	2.9%
Bourgogne	28	2.4%	2.0%	11	2.7%	1.6%	17	2.2%	2.4%	9	1.7%	2.4%
Haute-Normandie	38	3.2%	2.6%	17	4.3%	2.4%	21	2.7%	2.7%	23	4.6%	5.4%
Basse-Normandie	28	2.4%	2.3%	8	2.1%	1.4%	20	2.6%	3.2%	7	1.3%	2.0%
Centre	50	4.2%	2.4%	26	6.8%	2.6%	23	3.0%	2.2%	20	4.0%	3.1%
Pays de la Loire	76	6.5%	2.7%	17	4.4%	1.2%	59	7.5%	4.0%	24	4.7%	2.9%
Bretagne	85	7.3%	3.3%	31	8.1%	2.5%	54	6.9%	4.0%	38	7.5%	4.8%
Poitou-Charentes	38	3.2%	2.6%	14	3.5%	1.9%	24	3.1%	3.1%	14	2.8%	3.6%
Aquitaine	54	4.6%	2.0%	10	2.5%	0.8%	44	5.6%	3.1%	28	5.5%	3.4%
Midi-Pyrénées	56	4.8%	2.3%	21	5.3%	1.8%	36	4.5%	2.9%	20	4.0%	2.5%
Limousin	19	1.6%	3.0%	7	1.7%	2.2%	12	1.5%	3.7%	7	1.4%	4.5%
Auvergne	31	2.7%	2.8%	13	3.2%	2.3%	19	2.4%	3.2%	15	2.9%	4.8%
Rhône-Alpes	111	9.5%	2.2%	35	9.0%	1.5%	76	9.7%	2.9%	48	9.6%	2.8%
Languedoc-Roussillon	50	4.3%	2.3%	16	4.1%	1.5%	34	4.4%	3.0%	20	3.9%	3.1%
Provence-Alpes-Côte-d'Azur-Corse	91	7.8%	2.1%	19	5.0%	1.0%	72	9.1%	3.1%	29	5.7%	2.0%
<b>Habitudes de connexion Internet</b>												
Tous les jours	676	57.6%	2.4%	237	61.1%	1.7%	439	55.9%	3.2%	369	73.6%	2.9%
Presque tous les jours	153	13.0%	2.5%	43	11.0%	1.5%	110	14.0%	3.5%	75	14.9%	3.1%
1 à 2 fois par semaine	95	8.1%	2.9%	25	6.3%	1.7%	71	9.0%	3.9%	35	7.1%	3.9%
1 à 3 fois par mois	14	1.2%	1.6%	3	0.7%	0.8%	11	1.4%	2.3%	9	1.7%	4.5%
Moins souvent	29	2.5%	2.2%	2	0.6%	0.4%	27	3.5%	3.7%	2	0.5%	1.9%
Jamais	0	-	-	0	-	-	0	-	-	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	43	3.6%	1.8%	21	5.4%	2.3%	22	2.7%	1.5%	5	1.1%	2.8%
De 9 000 à moins de 12 000 euros par an	63	5.4%	1.9%	15	3.8%	1.3%	49	6.2%	2.2%	3	0.7%	1.4%
De 12 000 à moins de 18 000 euros par an	125	10.6%	1.8%	41	10.6%	1.4%	83	10.6%	2.2%	11	2.1%	1.3%
De 18 000 à moins de 24 000 euros par an	132	11.2%	1.8%	47	12.1%	1.3%	85	10.8%	2.2%	21	4.3%	1.3%
De 24 000 à moins de 36 000 euros par an	239	20.4%	2.1%	77	19.9%	1.4%	162	20.6%	2.8%	92	18.3%	2.5%
De 36 000 à moins de 45 000 euros par an	175	14.9%	2.7%	64	16.5%	1.9%	111	14.1%	3.7%	104	20.6%	3.7%
De 45 000 à moins de 65 000 euros par an	203	17.3%	3.5%	70	18.1%	2.2%	133	16.9%	5.1%	136	27.1%	3.9%
De 65 000 à moins de 80 000 euros par an	51	4.3%	3.3%	24	6.1%	2.5%	27	3.4%	4.5%	43	8.5%	3.9%
De 80 000 à moins de 115 000 euros par an	26	2.3%	2.6%	8	2.1%	1.4%	18	2.3%	4.5%	20	4.1%	2.5%
115 000 euros et plus par an	14	1.2%	2.8%	3	0.7%	1.0%	11	1.4%	5.1%	13	2.5%	3.1%
Refus	80	6.8%	2.4%	16	4.1%	1.2%	64	8.1%	3.3%	36	7.2%	3.2%
Ne sait pas	25	2.1%	1.6%	2	0.5%	0.3%	23	2.9%	2.5%	18	3.5%	3.2%