

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	1171	100.0%	2.3%	622	100.0%	2.5%	548	100.0%	2.1%	388	100.0%	2.3%
<b>Sexe</b>												
<b>Homme</b>	622	53.1%	2.5%	622	100.0%	2.5%	0	-	-	227	58.6%	2.6%
<b>Femme</b>	548	46.9%	2.1%	0	-	-	548	100.0%	2.1%	160	41.4%	2.0%
<b>Age</b>												
<b>15 à 24 ans</b>	74	6.3%	1.0%	45	7.2%	1.2%	29	5.3%	0.8%	39	10.1%	1.3%
<b>25 à 34 ans</b>	95	8.1%	1.2%	57	9.2%	1.5%	38	6.9%	1.0%	48	12.4%	1.4%
<b>35 à 49 ans</b>	286	24.4%	2.3%	164	26.3%	2.6%	122	22.2%	1.9%	123	31.7%	2.0%
<b>50 à 64 ans</b>	401	34.2%	3.3%	195	31.4%	3.3%	206	37.5%	3.3%	147	37.9%	3.6%
<b>65 ans et plus</b>	315	26.9%	2.8%	161	25.9%	3.4%	154	28.1%	2.4%	31	7.9%	13.1%
<b>Individu</b>												
<b>Ménagère</b>	517	44.1%	2.2%	0	-	-	517	94.2%	2.2%	143	36.9%	2.1%
<b>Personne de Référence</b>	727	62.1%	2.6%	560	90.0%	2.8%	167	30.4%	2.1%	230	59.3%	2.7%
<b>Responsable des achats</b>	863	73.7%	2.5%	361	58.1%	3.0%	501	91.4%	2.2%	274	70.8%	2.6%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	6	0.5%	1.1%	0	-	-	6	1.0%	2.8%	0	-	-
<b>Petits patrons</b>	42	3.6%	2.6%	31	5.0%	2.6%	11	2.0%	2.4%	39	10.1%	2.6%
<b>Affaires et Cadres</b>	177	15.1%	3.7%	119	19.1%	4.0%	58	10.6%	3.2%	161	41.5%	3.7%
<b>Professions intermédiaires</b>	105	9.0%	1.6%	57	9.2%	1.7%	48	8.7%	1.4%	89	23.0%	1.6%
<b>Employés</b>	156	13.3%	1.9%	55	8.9%	2.7%	101	18.4%	1.6%	17	4.3%	0.9%
<b>Ouvriers</b>	142	12.1%	2.2%	121	19.5%	2.4%	20	3.7%	1.5%	14	3.6%	3.8%
<b>Retraités</b>	370	31.6%	2.9%	187	30.0%	3.1%	183	33.4%	2.8%	16	4.0%	6.2%
<b>Autres inactifs</b>	173	14.8%	1.7%	52	8.3%	1.5%	122	22.2%	1.9%	53	13.5%	1.7%
<b>PCS Personne de Référence</b>												
<b>Agriculteurs</b>	10	0.8%	1.2%	0	-	-	10	1.8%	2.3%	0	-	-
<b>Petits patrons</b>	56	4.8%	2.1%	38	6.2%	2.7%	18	3.3%	1.5%	56	14.6%	2.1%
<b>Affaires et Cadres</b>	209	17.9%	3.1%	124	19.9%	3.6%	85	15.6%	2.5%	209	54.0%	3.1%
<b>Professions intermédiaires</b>	122	10.4%	1.6%	65	10.5%	1.7%	57	10.4%	1.6%	122	31.5%	1.6%
<b>Employés</b>	109	9.3%	2.1%	58	9.3%	2.6%	51	9.3%	1.7%	0	-	-
<b>Ouvriers</b>	161	13.8%	1.7%	108	17.3%	2.2%	53	9.7%	1.2%	0	-	-
<b>Retraités</b>	408	34.9%	2.8%	196	31.6%	3.0%	212	38.6%	2.6%	0	-	-
<b>Autres inactifs</b>	95	8.1%	2.4%	33	5.3%	2.3%	62	11.3%	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>	221	18.9%	2.3%	119	19.1%	2.9%	102	18.7%	1.9%	40	10.3%	2.3%
<b>2 personnes</b>	520	44.5%	2.9%	261	42.0%	3.0%	259	47.3%	2.8%	140	36.1%	3.2%
<b>3 personnes</b>	197	16.9%	2.1%	100	16.1%	2.2%	97	17.8%	2.1%	93	24.1%	2.5%
<b>4 personnes</b>	115	9.8%	1.3%	71	11.4%	1.6%	44	8.1%	1.0%	61	15.8%	1.3%
<b>5 personnes et +</b>	117	10.0%	2.2%	71	11.5%	2.9%	45	8.2%	1.6%	53	13.8%	2.1%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	269	23.0%	1.7%	159	25.5%	2.2%	110	20.1%	1.3%	140	36.2%	1.9%
<b>Non</b>	901	77.0%	2.5%	463	74.5%	2.7%	438	79.9%	2.4%	248	63.8%	2.6%
<b>Habitat</b>												
<b>Communes rurales</b>	183	15.6%	1.6%	89	14.4%	1.6%	93	17.0%	1.5%	53	13.7%	1.6%
<b>Agglo. - 20 000 hab</b>	196	16.7%	2.2%	86	13.8%	2.0%	110	20.1%	2.4%	53	13.7%	2.1%
<b>Agglo. 20 000 à 100 000 hab</b>	159	13.6%	2.3%	77	12.4%	2.3%	82	15.0%	2.4%	45	11.5%	2.2%
<b>Agglo. + 100 000 hab</b>	283	24.2%	1.9%	159	25.5%	2.2%	124	22.6%	1.6%	88	22.8%	1.7%
<b>Agglo. Paris</b>	350	29.9%	4.1%	211	33.9%	5.3%	139	25.3%	3.1%	149	38.3%	3.8%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Région d'habitation</b>												
Ile-de-France	393	33.5%	4.2%	231	37.2%	5.1%	161	29.4%	3.3%	164	42.4%	3.8%
Nord-Pas-de-Calais	47	4.0%	1.5%	22	3.6%	1.5%	25	4.5%	1.5%	17	4.5%	1.9%
Lorraine	19	1.6%	1.0%	8	1.2%	0.8%	11	2.1%	1.1%	2	0.4%	0.3%
Alsace	6	0.5%	0.4%	4	0.7%	0.6%	2	0.3%	0.2%	2	0.6%	0.5%
Franche-Comté	17	1.4%	1.8%	9	1.5%	2.0%	7	1.3%	1.5%	5	1.2%	1.8%
Champagne-Ardenne	29	2.5%	2.7%	13	2.1%	2.5%	16	3.0%	2.9%	10	2.5%	3.1%
Picardie	17	1.4%	1.1%	12	1.9%	1.6%	5	0.9%	0.6%	5	1.3%	1.1%
Bourgogne	52	4.5%	3.8%	19	3.1%	2.9%	33	6.1%	4.7%	10	2.7%	2.9%
Haute-Normandie	10	0.8%	0.7%	6	0.9%	0.8%	4	0.8%	0.6%	2	0.5%	0.4%
Basse-Normandie	29	2.4%	2.4%	14	2.3%	2.4%	15	2.6%	2.3%	6	1.5%	1.8%
Centre	56	4.8%	2.7%	27	4.4%	2.7%	29	5.3%	2.7%	16	4.1%	2.5%
Pays de la Loire	77	6.6%	2.7%	43	6.9%	3.1%	34	6.3%	2.3%	25	6.5%	3.1%
Bretagne	68	5.8%	2.6%	37	5.9%	2.9%	31	5.7%	2.3%	20	5.2%	2.5%
Poitou-Charentes	27	2.3%	1.9%	14	2.2%	2.0%	13	2.5%	1.8%	7	1.9%	1.8%
Aquitaine	57	4.9%	2.1%	30	4.9%	2.4%	26	4.8%	1.9%	15	3.8%	1.8%
Midi-Pyrénées	34	2.9%	1.4%	19	3.1%	1.7%	15	2.7%	1.2%	10	2.5%	1.2%
Limousin	21	1.8%	3.4%	13	2.2%	4.4%	8	1.5%	2.4%	4	1.1%	2.8%
Auvergne	14	1.2%	1.2%	3	0.4%	0.5%	11	2.0%	1.8%	3	0.8%	1.1%
Rhône-Alpes	90	7.7%	1.8%	45	7.3%	1.9%	45	8.1%	1.7%	28	7.1%	1.6%
Languedoc-Roussillon	27	2.3%	1.2%	13	2.0%	1.2%	14	2.6%	1.3%	9	2.3%	1.4%
Provence-Alpes-Côte-d'Azur-Corse	80	6.8%	1.9%	39	6.3%	1.9%	41	7.4%	1.8%	28	7.2%	1.9%
<b>Habitudes de connexion Internet</b>												
Tous les jours	653	55.8%	2.4%	364	58.6%	2.6%	289	52.6%	2.1%	292	75.3%	2.3%
Presque tous les jours	118	10.1%	1.9%	58	9.3%	2.0%	60	10.9%	1.9%	47	12.1%	1.9%
1 à 2 fois par semaine	91	7.8%	2.8%	34	5.5%	2.4%	57	10.3%	3.2%	24	6.1%	2.6%
1 à 3 fois par mois	29	2.5%	3.4%	15	2.4%	4.0%	14	2.6%	2.9%	5	1.4%	2.8%
Moins souvent	18	1.5%	1.3%	11	1.8%	1.9%	7	1.2%	0.9%	3	0.7%	2.0%
Jamais	9	0.7%	4.1%	2	0.3%	1.5%	7	1.2%	8.4%	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	26	2.2%	1.1%	14	2.3%	1.5%	11	2.1%	0.8%	0	-	-
De 9 000 à moins de 12 000 euros par an	84	7.2%	2.6%	33	5.3%	3.0%	51	9.3%	2.4%	2	0.6%	1.0%
De 12 000 à moins de 18 000 euros par an	107	9.2%	1.6%	46	7.4%	1.6%	62	11.2%	1.6%	7	1.7%	0.8%
De 18 000 à moins de 24 000 euros par an	145	12.4%	2.0%	70	11.3%	2.0%	75	13.6%	1.9%	29	7.4%	1.8%
De 24 000 à moins de 36 000 euros par an	238	20.4%	2.1%	141	22.6%	2.5%	98	17.8%	1.7%	59	15.2%	1.6%
De 36 000 à moins de 45 000 euros par an	139	11.9%	2.2%	84	13.5%	2.5%	55	10.1%	1.9%	42	10.9%	1.5%
De 45 000 à moins de 65 000 euros par an	169	14.4%	2.9%	98	15.7%	3.1%	71	12.9%	2.8%	89	23.0%	2.6%
De 65 000 à moins de 80 000 euros par an	70	6.0%	4.5%	48	7.7%	5.0%	23	4.1%	3.8%	44	11.4%	4.0%
De 80 000 à moins de 115 000 euros par an	51	4.4%	5.1%	32	5.2%	5.3%	19	3.5%	4.8%	38	9.7%	4.6%
115 000 euros et plus par an	30	2.6%	6.1%	24	3.9%	8.7%	6	1.1%	2.8%	25	6.4%	5.9%
Refus	88	7.5%	2.7%	29	4.6%	2.1%	60	10.9%	3.0%	43	11.1%	3.8%
Ne sait pas	21	1.8%	1.3%	3	0.5%	0.5%	18	3.3%	2.0%	10	2.7%	1.9%