

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	1026	100.0%	2.0%	464	100.0%	1.9%	562	100.0%	2.1%	318	100.0%	1.9%
<b>Sexe</b>												
<b>Homme</b>	464	45.2%	1.9%	464	100.0%	1.9%	0	-	-	150	47.2%	1.7%
<b>Femme</b>	562	54.8%	2.1%	0	-	-	562	100.0%	2.1%	168	52.8%	2.1%
<b>Age</b>												
<b>15 à 24 ans</b>	77	7.5%	1.0%	45	9.6%	1.2%	32	5.7%	0.9%	33	10.5%	1.1%
<b>25 à 34 ans</b>	86	8.3%	1.1%	38	8.1%	1.0%	48	8.5%	1.2%	32	10.0%	0.9%
<b>35 à 49 ans</b>	280	27.3%	2.2%	132	28.5%	2.1%	148	26.3%	2.3%	145	45.5%	2.4%
<b>50 à 64 ans</b>	315	30.7%	2.6%	145	31.3%	2.5%	170	30.2%	2.7%	106	33.3%	2.6%
<b>65 ans et plus</b>	269	26.2%	2.4%	104	22.4%	2.2%	165	29.4%	2.6%	2	0.7%	1.2%
<b>Individu</b>												
<b>Ménagère</b>	526	51.3%	2.2%	0	-	-	526	93.6%	2.2%	157	49.2%	2.3%
<b>Personne de Référence</b>	557	54.3%	2.0%	394	85.0%	2.0%	163	28.9%	2.1%	163	51.3%	1.9%
<b>Responsable des achats</b>	761	74.1%	2.1%	244	52.6%	2.0%	516	91.9%	2.2%	219	69.0%	2.0%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	9	0.9%	1.7%	4	0.9%	1.2%	5	0.9%	2.5%	0	-	-
<b>Petits patrons</b>	61	6.0%	3.7%	33	7.1%	2.8%	29	5.1%	5.9%	52	16.5%	3.6%
<b>Affaires et Cadres</b>	83	8.1%	1.7%	51	11.0%	1.8%	32	5.7%	1.7%	76	23.9%	1.8%
<b>Professions intermédiaires</b>	115	11.2%	1.7%	55	11.9%	1.6%	59	10.6%	1.8%	95	30.0%	1.7%
<b>Employés</b>	177	17.3%	2.1%	50	10.7%	2.4%	128	22.7%	2.0%	43	13.6%	2.4%
<b>Ouvriers</b>	115	11.2%	1.8%	102	22.0%	2.1%	13	2.3%	0.9%	11	3.4%	2.5%
<b>Retraités</b>	304	29.6%	2.4%	126	27.1%	2.1%	178	31.6%	2.7%	9	2.9%	3.9%
<b>Autres inactifs</b>	161	15.7%	1.6%	43	9.2%	1.2%	118	21.1%	1.8%	31	9.7%	1.0%
<b>PCS Personne de Référence</b>												
<b>Agriculteurs</b>	10	1.0%	1.3%	5	1.2%	1.4%	5	0.9%	1.2%	0	-	-
<b>Petits patrons</b>	69	6.7%	2.6%	43	9.3%	3.1%	26	4.6%	2.1%	69	21.7%	2.6%
<b>Affaires et Cadres</b>	123	12.0%	1.8%	58	12.6%	1.7%	65	11.6%	1.9%	123	38.8%	1.8%
<b>Professions intermédiaires</b>	126	12.2%	1.7%	49	10.6%	1.3%	77	13.6%	2.1%	126	39.5%	1.7%
<b>Employés</b>	83	8.1%	1.6%	50	10.7%	2.2%	33	5.9%	1.1%	0	-	-
<b>Ouvriers</b>	182	17.7%	1.9%	99	21.4%	2.0%	82	14.6%	1.8%	0	-	-
<b>Retraités</b>	371	36.2%	2.5%	134	28.8%	2.0%	237	42.2%	3.0%	0	-	-
<b>Autres inactifs</b>	62	6.1%	1.6%	26	5.5%	1.7%	36	6.5%	1.5%	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>	195	19.0%	2.1%	67	14.5%	1.7%	127	22.6%	2.4%	21	6.7%	1.2%
<b>2 personnes</b>	409	39.8%	2.3%	186	40.1%	2.1%	223	39.6%	2.4%	91	28.5%	2.1%
<b>3 personnes</b>	178	17.3%	1.9%	98	21.2%	2.1%	79	14.1%	1.7%	79	24.9%	2.1%
<b>4 personnes</b>	156	15.2%	1.7%	65	13.9%	1.4%	91	16.2%	2.0%	83	26.1%	1.8%
<b>5 personnes et +</b>	90	8.7%	1.7%	48	10.3%	1.9%	42	7.5%	1.5%	44	13.8%	1.8%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	274	26.7%	1.7%	118	25.4%	1.6%	156	27.8%	1.8%	163	51.2%	2.1%
<b>Non</b>	752	73.3%	2.1%	346	74.6%	2.0%	406	72.2%	2.2%	155	48.8%	1.7%
<b>Habitat</b>												
<b>Communes rurales</b>	189	18.4%	1.6%	99	21.4%	1.8%	90	16.0%	1.5%	57	17.9%	1.7%
<b>Agglo. - 20 000 hab</b>	189	18.4%	2.1%	87	18.8%	2.1%	102	18.1%	2.2%	50	15.8%	2.0%
<b>Agglo. 20 000 à 100 000 hab</b>	153	14.9%	2.2%	71	15.4%	2.1%	81	14.5%	2.4%	40	12.5%	2.0%
<b>Agglo. + 100 000 hab</b>	358	34.9%	2.4%	146	31.5%	2.0%	212	37.7%	2.7%	98	30.9%	1.9%
<b>Agglo. Paris</b>	137	13.4%	1.6%	60	13.0%	1.5%	77	13.7%	1.7%	73	22.9%	1.9%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Région d'habitation</b>												
Ile-de-France	155	15.1%	1.6%	70	15.1%	1.6%	85	15.1%	1.7%	80	25.3%	1.9%
Nord-Pas-de-Calais	68	6.6%	2.1%	33	7.2%	2.2%	35	6.2%	2.1%	13	4.1%	1.4%
Lorraine	55	5.4%	2.9%	21	4.5%	2.2%	34	6.1%	3.4%	19	5.9%	3.4%
Alsace	27	2.6%	1.8%	10	2.1%	1.3%	17	3.0%	2.1%	6	1.8%	1.2%
Franche-Comté	24	2.3%	2.5%	17	3.6%	3.6%	7	1.3%	1.5%	2	0.7%	0.9%
Champagne-Ardenne	16	1.6%	1.5%	9	1.8%	1.6%	8	1.4%	1.4%	10	3.1%	3.0%
Picardie	21	2.1%	1.4%	12	2.6%	1.6%	9	1.6%	1.1%	3	0.9%	0.6%
Bourgogne	23	2.2%	1.7%	12	2.6%	1.8%	11	1.9%	1.5%	8	2.4%	2.2%
Haute-Normandie	24	2.3%	1.6%	14	2.9%	1.9%	10	1.8%	1.3%	5	1.7%	1.3%
Basse-Normandie	23	2.2%	1.9%	11	2.4%	1.9%	12	2.1%	1.9%	5	1.7%	1.6%
Centre	35	3.4%	1.7%	17	3.6%	1.7%	18	3.2%	1.7%	9	3.0%	1.5%
Pays de la Loire	50	4.9%	1.8%	24	5.2%	1.7%	26	4.7%	1.8%	8	2.6%	1.0%
Bretagne	34	3.3%	1.3%	22	4.6%	1.7%	13	2.3%	0.9%	17	5.4%	2.2%
Poitou-Charentes	31	3.0%	2.1%	14	3.0%	2.0%	17	3.0%	2.2%	11	3.4%	2.9%
Aquitaine	69	6.7%	2.6%	31	6.8%	2.5%	38	6.7%	2.7%	27	8.4%	3.3%
Midi-Pyrénées	49	4.8%	2.1%	20	4.4%	1.8%	29	5.1%	2.3%	17	5.3%	2.1%
Limousin	20	1.9%	3.1%	10	2.1%	3.2%	10	1.8%	3.0%	0	0.1%	0.3%
Auvergne	24	2.3%	2.1%	8	1.6%	1.4%	16	2.8%	2.7%	3	1.1%	1.1%
Rhône-Alpes	84	8.2%	1.7%	31	6.8%	1.3%	53	9.4%	2.0%	27	8.3%	1.5%
Languedoc-Roussillon	53	5.2%	2.5%	28	6.0%	2.7%	25	4.5%	2.2%	10	3.0%	1.5%
Provence-Alpes-Côte-d'Azur-Corse	142	13.8%	3.3%	51	11.1%	2.5%	90	16.0%	3.9%	37	11.6%	2.6%
<b>Habitudes de connexion Internet</b>												
Tous les jours	545	53.1%	2.0%	261	56.2%	1.9%	285	50.7%	2.1%	245	77.1%	1.9%
Presque tous les jours	109	10.7%	1.8%	44	9.5%	1.5%	65	11.6%	2.0%	31	9.6%	1.3%
1 à 2 fois par semaine	67	6.5%	2.1%	35	7.6%	2.4%	32	5.7%	1.8%	25	7.9%	2.7%
1 à 3 fois par mois	16	1.5%	1.8%	2	0.5%	0.6%	14	2.4%	2.6%	2	0.7%	1.5%
Moins souvent	30	3.0%	2.3%	16	3.5%	2.5%	14	2.5%	2.0%	0	-	-
Jamais	3	0.3%	2.4%	3	0.7%	3.9%	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	29	2.8%	1.4%	17	3.7%	2.0%	12	2.1%	0.9%	6	1.9%	3.3%
De 9 000 à moins de 12 000 euros par an	74	7.3%	2.2%	20	4.3%	1.8%	55	9.7%	2.5%	1	0.3%	0.3%
De 12 000 à moins de 18 000 euros par an	120	11.7%	1.8%	44	9.5%	1.6%	76	13.5%	2.0%	10	3.2%	1.3%
De 18 000 à moins de 24 000 euros par an	145	14.1%	1.9%	55	11.9%	1.6%	89	15.9%	2.3%	18	5.8%	1.2%
De 24 000 à moins de 36 000 euros par an	226	22.0%	2.0%	113	24.4%	2.0%	113	20.1%	1.9%	63	19.9%	1.7%
De 36 000 à moins de 45 000 euros par an	156	15.2%	2.4%	92	19.8%	2.6%	64	11.3%	2.2%	72	22.6%	2.4%
De 45 000 à moins de 65 000 euros par an	125	12.2%	2.1%	51	11.1%	1.5%	74	13.1%	2.8%	74	23.4%	2.1%
De 65 000 à moins de 80 000 euros par an	28	2.7%	1.8%	14	3.0%	1.5%	14	2.4%	2.2%	17	5.4%	1.5%
De 80 000 à moins de 115 000 euros par an	22	2.1%	2.2%	13	2.8%	2.2%	9	1.5%	2.2%	17	5.2%	2.1%
115 000 euros et plus par an	9	0.9%	2.0%	8	1.7%	2.9%	1	0.2%	0.6%	8	2.5%	2.1%
Refus	79	7.7%	2.4%	30	6.5%	2.3%	48	8.6%	2.6%	27	8.3%	2.3%
Ne sait pas	14	1.4%	1.0%	6	1.2%	0.9%	9	1.5%	1.1%	5	1.5%	1.0%