

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	1282	100.0%	2.5%	738	100.0%	3.0%	544	100.0%	2.0%	454	100.0%	2.7%
<b>Sexe</b>												
<b>Homme</b>	738	57.6%	3.0%	738	100.0%	3.0%	0	-	-	278	61.4%	3.2%
<b>Femme</b>	544	42.4%	2.0%	0	-	-	544	100.0%	2.0%	175	38.6%	2.1%
<b>Age</b>												
<b>15 à 24 ans</b>	138	10.8%	1.9%	69	9.3%	1.8%	70	12.8%	1.9%	69	15.2%	2.2%
<b>25 à 34 ans</b>	122	9.5%	1.6%	78	10.5%	2.0%	45	8.2%	1.1%	58	12.9%	1.7%
<b>35 à 49 ans</b>	298	23.2%	2.4%	176	23.9%	2.8%	122	22.4%	1.9%	179	39.5%	2.9%
<b>50 à 64 ans</b>	370	28.9%	3.0%	216	29.3%	3.6%	154	28.3%	2.4%	143	31.5%	3.5%
<b>65 ans et plus</b>	354	27.6%	3.2%	200	27.1%	4.2%	154	28.3%	2.4%	5	1.0%	2.5%
<b>Individu</b>												
<b>Ménagère</b>	481	37.6%	2.1%	0	-	-	481	88.6%	2.1%	153	33.7%	2.2%
<b>Personne de Référence</b>	826	64.5%	2.9%	642	86.9%	3.2%	185	34.0%	2.3%	279	61.6%	3.3%
<b>Responsable des achats</b>	873	68.1%	2.5%	406	55.0%	3.3%	467	86.0%	2.0%	286	63.2%	2.7%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	9	0.7%	1.7%	9	1.2%	2.8%	0	-	-	0	-	-
<b>Petits patrons</b>	47	3.7%	2.8%	42	5.7%	3.6%	5	0.9%	1.0%	38	8.3%	2.6%
<b>Affaires et Cadres</b>	179	14.0%	3.8%	133	18.0%	4.5%	47	8.6%	2.5%	168	37.0%	3.9%
<b>Professions intermédiaires</b>	162	12.6%	2.4%	79	10.7%	2.3%	83	15.3%	2.6%	140	30.8%	2.5%
<b>Employés</b>	140	10.9%	1.7%	53	7.1%	2.5%	88	16.1%	1.4%	17	3.9%	1.0%
<b>Ouvriers</b>	92	7.2%	1.4%	85	11.5%	1.7%	7	1.3%	0.5%	2	0.4%	0.4%
<b>Retraités</b>	417	32.6%	3.3%	250	33.9%	4.2%	167	30.8%	2.5%	6	1.4%	2.8%
<b>Autres inactifs</b>	235	18.3%	2.3%	88	11.9%	2.5%	147	27.0%	2.3%	83	18.2%	2.7%
<b>PCS Personne de Référence</b>												
<b>Agriculteurs</b>	18	1.4%	2.3%	10	1.4%	2.6%	8	1.5%	2.0%	0	-	-
<b>Petits patrons</b>	64	5.0%	2.4%	47	6.4%	3.4%	16	3.0%	1.3%	64	14.1%	2.4%
<b>Affaires et Cadres</b>	242	18.8%	3.5%	144	19.5%	4.1%	97	17.9%	2.9%	242	53.3%	3.5%
<b>Professions intermédiaires</b>	148	11.6%	2.0%	87	11.8%	2.2%	61	11.3%	1.7%	148	32.7%	2.0%
<b>Employés</b>	104	8.1%	2.0%	54	7.4%	2.4%	49	9.1%	1.6%	0	-	-
<b>Ouvriers</b>	136	10.6%	1.4%	87	11.8%	1.8%	49	9.1%	1.1%	0	-	-
<b>Retraités</b>	469	36.6%	3.2%	269	36.4%	4.0%	201	36.9%	2.5%	0	-	-
<b>Autres inactifs</b>	101	7.8%	2.6%	40	5.4%	2.7%	61	11.2%	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>	312	24.3%	3.3%	170	23.1%	4.2%	141	26.0%	2.6%	61	13.4%	3.5%
<b>2 personnes</b>	452	35.3%	2.5%	260	35.2%	3.0%	192	35.4%	2.1%	113	25.0%	2.6%
<b>3 personnes</b>	196	15.3%	2.1%	121	16.5%	2.7%	75	13.7%	1.6%	89	19.5%	2.3%
<b>4 personnes</b>	190	14.9%	2.1%	113	15.3%	2.5%	77	14.2%	1.7%	111	24.4%	2.4%
<b>5 personnes et +</b>	131	10.2%	2.5%	73	9.9%	3.0%	58	10.6%	2.1%	80	17.6%	3.2%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	311	24.2%	2.0%	196	26.6%	2.7%	114	21.0%	1.4%	198	43.8%	2.6%
<b>Non</b>	971	75.8%	2.7%	542	73.4%	3.2%	429	79.0%	2.4%	255	56.2%	2.7%
<b>Habitat</b>												
<b>Communes rurales</b>	235	18.3%	2.0%	157	21.2%	2.8%	78	14.4%	1.3%	79	17.3%	2.4%
<b>Agglo. - 20 000 hab</b>	202	15.8%	2.3%	113	15.3%	2.7%	90	16.5%	1.9%	61	13.4%	2.4%
<b>Agglo. 20 000 à 100 000 hab</b>	177	13.8%	2.6%	96	13.0%	2.8%	81	14.9%	2.4%	52	11.4%	2.6%
<b>Agglo. + 100 000 hab</b>	359	28.0%	2.4%	204	27.6%	2.8%	155	28.5%	2.0%	116	25.5%	2.2%
<b>Agglo. Paris</b>	308	24.1%	3.7%	169	22.9%	4.2%	140	25.7%	3.2%	147	32.3%	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	339	26.4%	3.6%	187	25.3%	4.2%	152	27.9%	3.1%	161	35.5%	3.7%
Nord-Pas-de-Calais	64	5.0%	2.0%	40	5.4%	2.6%	23	4.3%	1.4%	17	3.7%	1.8%
Lorraine	37	2.9%	1.9%	24	3.3%	2.6%	13	2.3%	1.3%	11	2.5%	2.1%
Alsace	36	2.8%	2.4%	20	2.7%	2.7%	16	3.0%	2.1%	8	1.7%	1.6%
Franche-Comté	30	2.3%	3.1%	17	2.3%	3.7%	12	2.2%	2.5%	9	2.0%	3.4%
Champagne-Ardenne	17	1.3%	1.6%	9	1.3%	1.8%	8	1.4%	1.4%	7	1.6%	2.3%
Picardie	35	2.7%	2.3%	16	2.2%	2.2%	19	3.4%	2.3%	14	3.2%	3.3%
Bourgogne	27	2.1%	2.0%	21	2.9%	3.2%	6	1.1%	0.9%	7	1.6%	2.0%
Haute-Normandie	27	2.1%	1.9%	11	1.5%	1.6%	16	3.0%	2.1%	5	1.2%	1.3%
Basse-Normandie	29	2.3%	2.4%	19	2.5%	3.2%	10	1.9%	1.6%	11	2.5%	3.4%
Centre	56	4.3%	2.7%	32	4.3%	3.2%	24	4.3%	2.2%	21	4.6%	3.3%
Pays de la Loire	64	5.0%	2.2%	50	6.7%	3.6%	14	2.6%	0.9%	14	3.0%	1.7%
Bretagne	44	3.5%	1.7%	25	3.4%	2.0%	19	3.5%	1.4%	8	1.7%	1.0%
Poitou-Charentes	26	2.1%	1.8%	16	2.1%	2.2%	11	2.0%	1.4%	10	2.2%	2.7%
Aquitaine	78	6.1%	2.9%	35	4.8%	2.8%	43	8.0%	3.1%	22	4.8%	2.7%
Midi-Pyrénées	47	3.7%	2.0%	27	3.7%	2.3%	20	3.7%	1.6%	24	5.2%	2.9%
Limousin	22	1.7%	3.5%	15	2.0%	4.9%	7	1.4%	2.3%	9	2.0%	5.9%
Auvergne	12	1.0%	1.1%	6	0.8%	1.1%	6	1.1%	1.1%	2	0.5%	0.7%
Rhône-Alpes	114	8.9%	2.3%	61	8.3%	2.5%	53	9.7%	2.0%	41	9.1%	2.3%
Languedoc-Roussillon	64	5.0%	3.0%	45	6.1%	4.4%	19	3.5%	1.7%	20	4.4%	3.1%
Provence-Alpes-Côte-d'Azur-Corse	113	8.8%	2.6%	61	8.3%	3.0%	52	9.5%	2.3%	31	6.9%	2.2%
<b>Habitudes de connexion Internet</b>												
Tous les jours	696	54.3%	2.5%	398	53.9%	2.8%	298	54.8%	2.2%	354	78.0%	2.7%
Presque tous les jours	189	14.7%	3.1%	97	13.1%	3.4%	92	16.8%	2.8%	57	12.6%	2.4%
1 à 2 fois par semaine	84	6.5%	2.6%	47	6.3%	3.2%	37	6.8%	2.1%	30	6.7%	3.2%
1 à 3 fois par mois	10	0.8%	1.2%	7	0.9%	2.1%	3	0.6%	0.7%	1	0.2%	0.7%
Moins souvent	35	2.8%	2.7%	28	3.8%	4.4%	8	1.4%	1.1%	3	0.6%	2.0%
Jamais	11	0.9%	8.2%	4	0.5%	4.8%	7	1.3%	13.7%	1	0.1%	4.4%

	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	59	4.6%	2.7%	32	4.4%	3.8%	26	4.8%	2.1%	9	1.9%	4.8%
De 9 000 à moins de 12 000 euros par an	65	5.1%	2.0%	38	5.1%	3.3%	28	5.1%	1.3%	9	2.0%	3.7%
De 12 000 à moins de 18 000 euros par an	99	7.7%	1.5%	36	4.9%	1.3%	63	11.6%	1.7%	10	2.3%	1.4%
De 18 000 à moins de 24 000 euros par an	174	13.6%	2.3%	102	13.8%	2.9%	72	13.3%	1.8%	31	6.8%	1.9%
De 24 000 à moins de 36 000 euros par an	258	20.1%	2.2%	150	20.3%	2.7%	108	19.9%	1.8%	82	18.1%	2.2%
De 36 000 à moins de 45 000 euros par an	186	14.5%	2.9%	120	16.3%	3.4%	66	12.1%	2.2%	70	15.4%	2.3%
De 45 000 à moins de 65 000 euros par an	194	15.1%	3.3%	113	15.3%	3.4%	81	14.9%	3.1%	100	22.2%	2.8%
De 65 000 à moins de 80 000 euros par an	49	3.8%	3.2%	38	5.2%	4.2%	10	1.9%	1.7%	29	6.4%	2.6%
De 80 000 à moins de 115 000 euros par an	51	4.0%	5.2%	33	4.5%	5.6%	18	3.3%	4.7%	47	10.4%	5.9%
115 000 euros et plus par an	21	1.7%	4.7%	15	2.0%	5.4%	6	1.2%	3.5%	15	3.4%	4.0%
Refus	98	7.6%	3.0%	46	6.2%	3.4%	52	9.5%	2.8%	38	8.4%	3.3%
Ne sait pas	28	2.1%	1.9%	15	2.0%	2.4%	13	2.3%	1.5%	12	2.7%	2.6%