

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	1040	100.0%	2.0%	631	100.0%	2.6%	409	100.0%	1.5%	560	100.0%	3.3%
<b>Sexe</b>												
<b>Homme</b>	631	60.7%	2.6%	631	100.0%	2.6%	0	-	-	366	65.2%	4.2%
<b>Femme</b>	409	39.3%	1.5%	0	-	-	409	100.0%	1.5%	195	34.8%	2.4%
<b>Age</b>												
<b>15 à 24 ans</b>	151	14.5%	2.0%	94	14.9%	2.5%	57	13.9%	1.5%	72	12.8%	2.3%
<b>25 à 34 ans</b>	165	15.9%	2.1%	108	17.2%	2.9%	57	13.9%	1.5%	108	19.3%	3.2%
<b>35 à 49 ans</b>	262	25.2%	2.1%	168	26.6%	2.7%	95	23.2%	1.5%	196	34.9%	3.2%
<b>50 à 64 ans</b>	277	26.6%	2.3%	161	25.6%	2.7%	115	28.2%	1.8%	169	30.1%	4.2%
<b>65 ans et plus</b>	184	17.7%	1.7%	99	15.7%	2.1%	85	20.8%	1.3%	16	2.9%	8.8%
<b>Individu</b>												
<b>Ménagère</b>	364	35.0%	1.6%	0	-	-	364	88.9%	1.6%	175	31.3%	2.6%
<b>Personne de Référence</b>	652	62.8%	2.3%	525	83.3%	2.6%	127	31.1%	1.6%	355	63.4%	4.2%
<b>Responsable des achats</b>	725	69.7%	2.0%	373	59.1%	3.0%	352	86.1%	1.5%	390	69.7%	3.6%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	15	1.5%	2.8%	6	1.0%	1.8%	9	2.2%	4.5%	4	0.7%	15.5%
<b>Petits patrons</b>	46	4.4%	2.8%	38	6.0%	3.3%	8	1.9%	1.6%	43	7.7%	2.9%
<b>Affaires et Cadres</b>	275	26.5%	5.8%	184	29.2%	6.3%	91	22.3%	5.0%	258	46.0%	6.0%
<b>Professions intermédiaires</b>	170	16.4%	2.5%	104	16.4%	3.0%	66	16.2%	2.0%	157	28.0%	2.8%
<b>Employés</b>	88	8.5%	1.1%	42	6.7%	2.0%	46	11.3%	0.7%	13	2.4%	0.7%
<b>Ouvriers</b>	50	4.8%	0.8%	40	6.3%	0.8%	11	2.6%	0.7%	6	1.1%	1.5%
<b>Retraités</b>	215	20.7%	1.7%	119	18.9%	2.0%	96	23.5%	1.5%	9	1.6%	3.9%
<b>Autres inactifs</b>	180	17.3%	1.8%	98	15.6%	2.8%	82	20.0%	1.3%	70	12.4%	2.3%
<b>PCS Personne de Référence</b>												
<b>Agriculteurs</b>	21	2.0%	2.7%	11	1.8%	2.9%	10	2.4%	2.4%	0	-	-
<b>Petits patrons</b>	59	5.7%	2.2%	40	6.3%	2.9%	19	4.6%	1.5%	59	10.5%	2.2%
<b>Affaires et Cadres</b>	322	30.9%	4.7%	207	32.8%	5.9%	115	28.1%	3.4%	322	57.4%	4.7%
<b>Professions intermédiaires</b>	180	17.3%	2.4%	119	18.8%	3.0%	61	14.9%	1.7%	180	32.1%	2.4%
<b>Employés</b>	77	7.4%	1.5%	43	6.8%	1.9%	34	8.3%	1.1%	0	-	-
<b>Ouvriers</b>	76	7.3%	0.8%	45	7.2%	0.9%	30	7.4%	0.7%	0	-	-
<b>Retraités</b>	251	24.1%	1.7%	138	21.8%	2.1%	113	27.7%	1.4%	0	-	-
<b>Autres inactifs</b>	54	5.2%	1.4%	28	4.4%	1.9%	27	6.5%	1.1%	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>	178	17.1%	1.9%	106	16.8%	2.6%	72	17.5%	1.3%	71	12.8%	4.1%
<b>2 personnes</b>	386	37.2%	2.1%	223	35.4%	2.5%	163	39.9%	1.8%	183	32.7%	4.3%
<b>3 personnes</b>	222	21.3%	2.4%	149	23.7%	3.3%	72	17.7%	1.5%	132	23.6%	3.5%
<b>4 personnes</b>	158	15.2%	1.7%	93	14.7%	2.0%	66	16.1%	1.4%	103	18.4%	2.2%
<b>5 personnes et +</b>	96	9.2%	1.8%	60	9.4%	2.4%	36	8.8%	1.3%	71	12.7%	2.9%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	310	29.9%	2.0%	191	30.2%	2.6%	120	29.3%	1.4%	225	40.2%	2.9%
<b>Non</b>	729	70.1%	2.1%	440	69.8%	2.6%	289	70.7%	1.6%	335	59.8%	3.6%
<b>Habitat</b>												
<b>Communes rurales</b>	163	15.6%	1.4%	106	16.7%	1.9%	57	13.9%	0.9%	74	13.1%	2.2%
<b>Agglo. - 20 000 hab</b>	114	11.0%	1.3%	66	10.5%	1.6%	48	11.7%	1.0%	47	8.4%	1.8%
<b>Agglo. 20 000 à 100 000 hab</b>	99	9.5%	1.4%	65	10.3%	1.9%	34	8.3%	1.0%	51	9.1%	2.5%
<b>Agglo. + 100 000 hab</b>	368	35.4%	2.4%	214	33.9%	3.0%	154	37.7%	1.9%	201	35.8%	3.9%
<b>Agglo. Paris</b>	296	28.5%	3.5%	180	28.6%	4.5%	116	28.4%	2.6%	188	33.5%	4.9%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Région d'habitation</b>												
Ile-de-France	313	30.1%	3.3%	187	29.6%	4.1%	126	30.8%	2.5%	192	34.2%	4.4%
Nord-Pas-de-Calais	25	2.4%	0.8%	13	2.1%	0.9%	12	2.8%	0.7%	17	3.0%	1.9%
Lorraine	36	3.5%	1.9%	22	3.5%	2.3%	14	3.4%	1.4%	12	2.1%	2.1%
Alsace	22	2.1%	1.5%	16	2.6%	2.2%	6	1.4%	0.8%	12	2.1%	2.5%
Franche-Comté	11	1.1%	1.2%	7	1.1%	1.5%	4	1.0%	0.8%	6	1.1%	2.4%
Champagne-Ardenne	17	1.6%	1.5%	11	1.8%	2.1%	6	1.4%	1.0%	11	2.0%	3.5%
Picardie	18	1.7%	1.2%	11	1.7%	1.5%	7	1.7%	0.9%	13	2.4%	3.0%
Bourgogne	13	1.3%	1.0%	7	1.1%	1.1%	6	1.5%	0.9%	6	1.1%	1.7%
Haute-Normandie	12	1.2%	0.8%	5	0.8%	0.7%	7	1.8%	1.0%	9	1.5%	2.0%
Basse-Normandie	16	1.5%	1.3%	7	1.1%	1.2%	9	2.2%	1.4%	7	1.2%	2.0%
Centre	32	3.1%	1.5%	22	3.5%	2.2%	10	2.4%	0.9%	19	3.3%	2.9%
Pays de la Loire	55	5.3%	1.9%	34	5.4%	2.5%	21	5.1%	1.4%	35	6.3%	4.3%
Bretagne	38	3.7%	1.5%	29	4.7%	2.4%	9	2.2%	0.7%	18	3.3%	2.4%
Poitou-Charentes	35	3.3%	2.4%	21	3.4%	3.0%	13	3.2%	1.7%	20	3.5%	5.3%
Aquitaine	49	4.7%	1.8%	33	5.3%	2.6%	16	3.8%	1.1%	23	4.0%	2.8%
Midi-Pyrénées	64	6.2%	2.7%	40	6.4%	3.5%	24	5.8%	1.9%	31	5.6%	3.9%
Limousin	14	1.3%	2.2%	10	1.6%	3.3%	4	0.9%	1.1%	7	1.2%	4.4%
Auvergne	13	1.2%	1.1%	5	0.8%	0.9%	8	1.9%	1.3%	4	0.7%	1.3%
Rhône-Alpes	119	11.4%	2.4%	73	11.6%	3.0%	46	11.1%	1.7%	56	10.0%	3.1%
Languedoc-Roussillon	50	4.8%	2.3%	24	3.9%	2.4%	26	6.2%	2.2%	19	3.3%	2.9%
Provence-Alpes-Côte-d'Azur-Corse	88	8.5%	2.0%	51	8.1%	2.5%	37	9.1%	1.6%	44	7.8%	3.1%
<b>Habitudes de connexion Internet</b>												
Tous les jours	759	73.0%	2.8%	481	76.3%	3.4%	278	68.0%	2.1%	461	82.2%	3.6%
Presque tous les jours	131	12.6%	2.1%	75	11.8%	2.6%	57	13.9%	1.7%	66	11.9%	2.8%
1 à 2 fois par semaine	44	4.3%	1.4%	17	2.8%	1.2%	27	6.6%	1.5%	15	2.6%	1.5%
1 à 3 fois par mois	13	1.2%	1.5%	1	0.2%	0.3%	12	2.9%	2.3%	8	1.3%	5.0%
Moins souvent	26	2.5%	1.9%	12	1.8%	1.8%	14	3.5%	2.1%	5	0.9%	3.7%
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	44	4.2%	2.0%	26	4.1%	3.0%	18	4.4%	1.4%	5	0.9%	2.8%
De 9 000 à moins de 12 000 euros par an	35	3.4%	1.1%	27	4.3%	2.4%	8	2.0%	0.4%	11	1.9%	4.3%
De 12 000 à moins de 18 000 euros par an	56	5.4%	0.9%	20	3.1%	0.7%	36	8.8%	1.0%	12	2.2%	1.6%
De 18 000 à moins de 24 000 euros par an	99	9.5%	1.3%	56	8.9%	1.6%	43	10.5%	1.1%	38	6.8%	2.4%
De 24 000 à moins de 36 000 euros par an	237	22.8%	2.0%	149	23.6%	2.7%	89	21.7%	1.5%	125	22.3%	3.4%
De 36 000 à moins de 45 000 euros par an	138	13.3%	2.1%	83	13.2%	2.3%	55	13.4%	1.9%	83	14.8%	2.8%
De 45 000 à moins de 65 000 euros par an	212	20.4%	3.6%	136	21.6%	4.1%	76	18.5%	2.9%	130	23.3%	3.6%
De 65 000 à moins de 80 000 euros par an	62	6.0%	4.1%	44	6.9%	4.8%	18	4.5%	3.0%	45	8.0%	4.0%
De 80 000 à moins de 115 000 euros par an	56	5.4%	5.8%	36	5.7%	6.1%	20	4.9%	5.3%	49	8.8%	6.2%
115 000 euros et plus par an	22	2.2%	4.9%	17	2.7%	6.1%	6	1.4%	3.1%	17	3.0%	4.3%
Refus	60	5.8%	1.9%	27	4.3%	2.0%	33	8.0%	1.7%	39	7.0%	3.4%
Ne sait pas	17	1.7%	1.2%	10	1.5%	1.5%	8	1.9%	0.9%	7	1.2%	1.4%