

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	2568	100.0%	5.0%	733	100.0%	3.0%	1835	100.0%	6.9%	1312	100.0%	7.7%
<b>Sexe</b>												
<b>Homme</b>	733	28.5%	3.0%	733	100.0%	3.0%	0	-	-	392	29.9%	4.5%
<b>Femme</b>	1835	71.5%	6.9%	0	-	-	1835	100.0%	6.9%	920	70.1%	11.2%
<b>Age</b>												
<b>15 à 24 ans</b>	356	13.8%	4.8%	95	12.9%	2.5%	261	14.2%	7.1%	180	13.7%	5.7%
<b>25 à 34 ans</b>	406	15.8%	5.3%	102	13.9%	2.7%	304	16.6%	7.8%	233	17.7%	6.8%
<b>35 à 49 ans</b>	855	33.3%	6.7%	240	32.8%	3.8%	614	33.5%	9.6%	568	43.3%	9.2%
<b>50 à 64 ans</b>	708	27.6%	5.8%	231	31.4%	3.9%	477	26.0%	7.5%	323	24.6%	8.0%
<b>65 ans et plus</b>	244	9.5%	2.2%	66	8.9%	1.4%	179	9.7%	2.8%	8	0.6%	4.3%
<b>Individu</b>												
<b>Ménagère</b>	1599	62.3%	6.8%	0	-	-	1599	87.1%	6.8%	797	60.8%	11.7%
<b>Personne de Référence</b>	1166	45.4%	4.1%	620	84.6%	3.1%	546	29.7%	6.9%	538	41.0%	6.4%
<b>Responsable des achats</b>	1962	76.4%	5.5%	382	52.0%	3.1%	1580	86.1%	6.9%	980	74.7%	9.1%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	19	0.7%	3.5%	11	1.5%	3.4%	8	0.4%	3.8%	2	0.1%	7.4%
<b>Petits patrons</b>	117	4.5%	7.1%	62	8.5%	5.4%	55	3.0%	11.2%	106	8.1%	7.2%
<b>Affaires et Cadres</b>	390	15.2%	8.2%	149	20.3%	5.1%	241	13.1%	13.1%	356	27.1%	8.2%
<b>Professions intermédiaires</b>	548	21.3%	8.1%	142	19.4%	4.1%	406	22.1%	12.5%	447	34.1%	8.0%
<b>Employés</b>	487	19.0%	5.8%	71	9.6%	3.4%	416	22.7%	6.6%	154	11.7%	8.5%
<b>Ouvriers</b>	176	6.8%	2.7%	104	14.1%	2.1%	72	3.9%	4.8%	20	1.6%	4.8%
<b>Retraités</b>	366	14.3%	2.9%	104	14.2%	1.7%	262	14.3%	4.0%	23	1.8%	9.8%
<b>Autres inactifs</b>	465	18.1%	4.6%	90	12.3%	2.6%	375	20.4%	5.7%	204	15.6%	6.6%
<b>PCS Personne de Référence</b>												
<b>Agriculteurs</b>	40	1.6%	5.0%	14	1.9%	3.5%	26	1.4%	6.4%	0	-	-
<b>Petits patrons</b>	177	6.9%	6.7%	68	9.3%	5.0%	109	5.9%	8.7%	177	13.5%	6.7%
<b>Affaires et Cadres</b>	568	22.1%	8.3%	173	23.6%	5.0%	395	21.5%	11.8%	568	43.3%	8.3%
<b>Professions intermédiaires</b>	567	22.1%	7.6%	151	20.5%	3.9%	416	22.7%	11.6%	567	43.2%	7.6%
<b>Employés</b>	316	12.3%	6.0%	79	10.8%	3.5%	237	12.9%	7.7%	0	-	-
<b>Ouvriers</b>	298	11.6%	3.1%	95	13.0%	1.9%	203	11.0%	4.4%	0	-	-
<b>Retraités</b>	457	17.8%	3.1%	124	17.0%	1.9%	332	18.1%	4.2%	0	-	-
<b>Autres inactifs</b>	146	5.7%	3.7%	29	4.0%	2.0%	117	6.4%	4.8%	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>	422	16.4%	4.5%	107	14.6%	2.6%	315	17.2%	5.9%	137	10.4%	7.9%
<b>2 personnes</b>	793	30.9%	4.4%	251	34.3%	2.9%	541	29.5%	5.9%	339	25.8%	7.9%
<b>3 personnes</b>	527	20.5%	5.7%	147	20.1%	3.2%	380	20.7%	8.0%	285	21.7%	7.5%
<b>4 personnes</b>	549	21.4%	6.0%	154	21.0%	3.4%	395	21.5%	8.6%	366	27.9%	7.9%
<b>5 personnes et +</b>	278	10.8%	5.3%	74	10.0%	3.0%	204	11.1%	7.3%	186	14.2%	7.5%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	971	37.8%	6.2%	264	36.0%	3.6%	707	38.5%	8.4%	652	49.7%	8.5%
<b>Non</b>	1598	62.2%	4.5%	469	64.0%	2.7%	1128	61.5%	6.2%	660	50.3%	7.1%
<b>Habitat</b>												
<b>Communes rurales</b>	500	19.5%	4.3%	132	18.1%	2.4%	368	20.0%	6.0%	222	16.9%	6.6%
<b>Agglo. - 20 000 hab</b>	410	16.0%	4.6%	125	17.0%	3.0%	285	15.5%	6.0%	177	13.5%	6.9%
<b>Agglo. 20 000 à 100 000 hab</b>	337	13.1%	4.9%	90	12.3%	2.6%	247	13.5%	7.3%	154	11.8%	7.7%
<b>Agglo. + 100 000 hab</b>	851	33.1%	5.6%	267	36.4%	3.7%	584	31.9%	7.4%	469	35.7%	9.0%
<b>Agglo. Paris</b>	470	18.3%	5.6%	119	16.3%	3.0%	351	19.1%	7.9%	290	22.1%	7.5%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Région d'habitation</b>												
Ile-de-France	510	19.9%	5.4%	138	18.8%	3.1%	372	20.3%	7.5%	309	23.6%	7.2%
Nord-Pas-de-Calais	95	3.7%	2.9%	31	4.3%	2.1%	63	3.5%	3.8%	46	3.5%	5.0%
Lorraine	95	3.7%	4.9%	27	3.7%	2.9%	68	3.7%	6.8%	53	4.0%	9.6%
Alsace	93	3.6%	6.2%	33	4.5%	4.5%	60	3.3%	7.7%	39	3.0%	8.0%
Franche-Comté	53	2.1%	5.6%	9	1.3%	2.0%	44	2.4%	9.0%	23	1.8%	8.7%
Champagne-Ardenne	37	1.4%	3.4%	10	1.3%	1.8%	27	1.5%	4.9%	20	1.5%	6.3%
Picardie	56	2.2%	3.6%	20	2.7%	2.7%	36	1.9%	4.5%	28	2.2%	6.5%
Bourgogne	47	1.8%	3.5%	9	1.3%	1.4%	38	2.1%	5.3%	27	2.0%	7.3%
Haute-Normandie	51	2.0%	3.4%	16	2.2%	2.2%	35	1.9%	4.5%	28	2.1%	6.5%
Basse-Normandie	53	2.0%	4.4%	14	1.9%	2.4%	39	2.1%	6.2%	26	2.0%	7.8%
Centre	98	3.8%	4.7%	30	4.0%	3.0%	68	3.7%	6.3%	38	2.9%	6.1%
Pays de la Loire	135	5.3%	4.7%	44	6.0%	3.2%	92	5.0%	6.2%	62	4.7%	7.5%
Bretagne	89	3.5%	3.4%	21	2.9%	1.7%	68	3.7%	5.0%	40	3.0%	5.1%
Poitou-Charentes	86	3.3%	5.8%	33	4.5%	4.7%	53	2.9%	6.9%	33	2.5%	8.9%
Aquitaine	144	5.6%	5.4%	42	5.8%	3.3%	101	5.5%	7.2%	73	5.6%	9.1%
Midi-Pyrénées	131	5.1%	5.5%	34	4.7%	3.0%	97	5.3%	7.8%	75	5.7%	9.3%
Limousin	28	1.1%	4.5%	11	1.4%	3.5%	18	1.0%	5.3%	8	0.6%	5.2%
Auvergne	58	2.3%	5.2%	18	2.4%	3.3%	41	2.2%	6.9%	26	1.9%	8.5%
Rhône-Alpes	332	12.9%	6.6%	89	12.2%	3.7%	243	13.2%	9.3%	177	13.5%	9.9%
Languedoc-Roussillon	143	5.6%	6.6%	38	5.2%	3.7%	105	5.7%	9.2%	72	5.5%	11.1%
Provence-Alpes-Côte-d'Azur-Corse	235	9.1%	5.4%	66	9.0%	3.2%	169	9.2%	7.4%	110	8.3%	7.6%
<b>Habitudes de connexion Internet</b>												
Tous les jours	1726	67.2%	6.3%	514	70.1%	3.7%	1212	66.0%	8.9%	1026	78.2%	7.9%
Presque tous les jours	330	12.8%	5.4%	97	13.2%	3.3%	233	12.7%	7.2%	165	12.6%	7.1%
1 à 2 fois par semaine	171	6.6%	5.3%	45	6.1%	3.1%	126	6.9%	7.1%	78	6.0%	8.3%
1 à 3 fois par mois	42	1.6%	5.0%	6	0.8%	1.6%	37	2.0%	7.2%	8	0.6%	5.4%
Moins souvent	64	2.5%	4.8%	17	2.3%	2.6%	48	2.6%	6.8%	13	1.0%	9.5%
Jamais	6	0.2%	4.2%	2	0.2%	1.8%	4	0.2%	8.2%	1	0.1%	7.2%

	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	82	3.2%	3.9%	19	2.6%	2.2%	63	3.4%	4.9%	7	0.5%	3.6%
De 9 000 à moins de 12 000 euros par an	98	3.8%	3.0%	26	3.5%	2.3%	73	4.0%	3.3%	17	1.3%	6.9%
De 12 000 à moins de 18 000 euros par an	258	10.1%	4.0%	53	7.2%	1.9%	206	11.2%	5.5%	56	4.3%	7.3%
De 18 000 à moins de 24 000 euros par an	297	11.6%	4.0%	83	11.3%	2.3%	214	11.7%	5.4%	113	8.6%	7.1%
De 24 000 à moins de 36 000 euros par an	611	23.8%	5.3%	163	22.3%	3.0%	448	24.4%	7.4%	300	22.9%	8.1%
De 36 000 à moins de 45 000 euros par an	343	13.4%	5.3%	107	14.6%	3.0%	236	12.9%	8.0%	215	16.4%	7.2%
De 45 000 à moins de 65 000 euros par an	428	16.7%	7.2%	142	19.4%	4.3%	286	15.6%	10.9%	294	22.4%	8.2%
De 65 000 à moins de 80 000 euros par an	92	3.6%	6.0%	36	4.9%	3.9%	56	3.1%	9.1%	69	5.3%	6.2%
De 80 000 à moins de 115 000 euros par an	75	2.9%	7.7%	35	4.8%	5.9%	39	2.1%	10.3%	67	5.1%	8.4%
115 000 euros et plus par an	28	1.1%	6.2%	7	0.9%	2.4%	22	1.2%	11.9%	27	2.0%	7.0%
Refus	201	7.8%	6.3%	48	6.5%	3.6%	153	8.4%	8.2%	119	9.1%	10.4%
Ne sait pas	53	2.1%	3.7%	15	2.0%	2.3%	39	2.1%	4.7%	28	2.1%	5.9%