

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	2489	100.0%	4.9%	1520	100.0%	6.2%	969	100.0%	3.6%	1115	100.0%	6.6%
<b>Sexe</b>												
<b>Homme</b>	1520	61.1%	6.2%	1520	100.0%	6.2%	0	-	-	680	61.0%	7.8%
<b>Femme</b>	969	38.9%	3.6%	0	-	-	969	100.0%	3.6%	435	39.0%	5.3%
<b>Age</b>												
<b>15 à 24 ans</b>	364	14.6%	4.9%	238	15.6%	6.4%	127	13.1%	3.5%	195	17.5%	6.2%
<b>25 à 34 ans</b>	387	15.5%	5.0%	230	15.1%	6.1%	157	16.2%	4.0%	189	16.9%	5.5%
<b>35 à 49 ans</b>	624	25.1%	4.9%	382	25.1%	6.1%	243	25.1%	3.8%	403	36.2%	6.5%
<b>50 à 64 ans</b>	665	26.7%	5.4%	407	26.8%	6.9%	259	26.7%	4.1%	319	28.6%	7.9%
<b>65 ans et plus</b>	448	18.0%	4.0%	265	17.4%	5.6%	184	19.0%	2.9%	10	0.9%	5.1%
<b>Individu</b>												
<b>Ménagère</b>	836	33.6%	3.6%	0	-	-	836	86.2%	3.6%	368	33.0%	5.4%
<b>Personne de Référence</b>	1535	61.7%	5.5%	1230	80.9%	6.1%	305	31.4%	3.9%	631	56.6%	7.5%
<b>Responsable des achats</b>	1645	66.1%	4.6%	827	54.4%	6.7%	818	84.4%	3.6%	709	63.6%	6.6%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	27	1.1%	5.1%	18	1.2%	5.5%	9	0.9%	4.4%	0	-	-
<b>Petits patrons</b>	111	4.5%	6.7%	85	5.6%	7.3%	26	2.7%	5.3%	103	9.2%	7.0%
<b>Affaires et Cadres</b>	379	15.2%	8.0%	256	16.8%	8.8%	123	12.7%	6.7%	363	32.6%	8.4%
<b>Professions intermédiaires</b>	393	15.8%	5.8%	223	14.7%	6.4%	169	17.5%	5.2%	355	31.9%	6.4%
<b>Employés</b>	315	12.7%	3.8%	164	10.8%	7.9%	151	15.6%	2.4%	58	5.2%	3.2%
<b>Ouvriers</b>	218	8.8%	3.4%	191	12.6%	3.8%	27	2.8%	1.8%	13	1.2%	3.0%
<b>Retraités</b>	535	21.5%	4.3%	321	21.1%	5.3%	214	22.1%	3.3%	11	1.0%	4.8%
<b>Autres inactifs</b>	511	20.5%	5.1%	262	17.2%	7.5%	249	25.7%	3.8%	211	18.9%	6.8%
<b>PCS Personne de Référence</b>												
<b>Agriculteurs</b>	42	1.7%	5.3%	23	1.5%	6.0%	19	2.0%	4.7%	0	-	-
<b>Petits patrons</b>	146	5.9%	5.5%	98	6.4%	7.1%	48	4.9%	3.8%	146	13.1%	5.5%
<b>Affaires et Cadres</b>	520	20.9%	7.6%	313	20.6%	9.0%	207	21.4%	6.2%	520	46.7%	7.6%
<b>Professions intermédiaires</b>	449	18.0%	6.0%	269	17.7%	6.9%	180	18.6%	5.0%	449	40.3%	6.0%
<b>Employés</b>	257	10.3%	4.8%	157	10.3%	7.0%	99	10.3%	3.2%	0	-	-
<b>Ouvriers</b>	264	10.6%	2.8%	187	12.3%	3.8%	77	7.9%	1.7%	0	-	-
<b>Retraités</b>	620	24.9%	4.2%	357	23.5%	5.3%	263	27.1%	3.3%	0	-	-
<b>Autres inactifs</b>	191	7.7%	4.9%	115	7.6%	7.8%	76	7.8%	3.2%	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>	432	17.4%	4.6%	252	16.6%	6.2%	180	18.6%	3.4%	123	11.1%	7.1%
<b>2 personnes</b>	865	34.7%	4.8%	522	34.3%	5.9%	342	35.3%	3.7%	300	26.9%	7.0%
<b>3 personnes</b>	478	19.2%	5.1%	314	20.7%	6.9%	164	16.9%	3.5%	253	22.7%	6.7%
<b>4 personnes</b>	448	18.0%	4.9%	277	18.2%	6.0%	171	17.6%	3.7%	293	26.3%	6.3%
<b>5 personnes et +</b>	267	10.7%	5.1%	155	10.2%	6.3%	112	11.5%	4.0%	145	13.0%	5.9%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	773	31.0%	4.9%	466	30.6%	6.4%	307	31.6%	3.6%	465	41.7%	6.1%
<b>Non</b>	1717	69.0%	4.9%	1054	69.4%	6.1%	662	68.4%	3.6%	650	58.3%	7.0%
<b>Habitat</b>												
<b>Communes rurales</b>	490	19.7%	4.2%	287	18.9%	5.2%	203	21.0%	3.3%	178	16.0%	5.3%
<b>Agglo. - 20 000 hab</b>	389	15.6%	4.3%	250	16.5%	5.9%	139	14.3%	2.9%	142	12.7%	5.5%
<b>Agglo. 20 000 à 100 000 hab</b>	322	12.9%	4.7%	206	13.6%	6.0%	116	12.0%	3.4%	136	12.2%	6.8%
<b>Agglo. + 100 000 hab</b>	779	31.3%	5.1%	488	32.1%	6.7%	291	30.0%	3.7%	380	34.1%	7.3%
<b>Agglo. Paris</b>	509	20.5%	6.0%	289	19.0%	7.2%	220	22.7%	5.0%	279	25.0%	7.2%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Région d'habitation</b>												
Ile-de-France	547	22.0%	5.8%	310	20.4%	6.9%	237	24.5%	4.8%	291	26.1%	6.7%
Nord-Pas-de-Calais	87	3.5%	2.7%	68	4.5%	4.4%	20	2.0%	1.2%	42	3.8%	4.6%
Lorraine	97	3.9%	5.0%	59	3.9%	6.3%	38	3.9%	3.8%	44	3.9%	8.0%
Alsace	82	3.3%	5.4%	56	3.7%	7.6%	27	2.8%	3.4%	32	2.9%	6.6%
Franche-Comté	50	2.0%	5.2%	32	2.1%	6.9%	18	1.8%	3.7%	21	1.9%	8.0%
Champagne-Ardenne	38	1.5%	3.5%	23	1.5%	4.4%	15	1.5%	2.6%	15	1.4%	4.8%
Picardie	69	2.8%	4.5%	46	3.1%	6.2%	23	2.3%	2.9%	31	2.8%	7.1%
Bourgogne	55	2.2%	4.0%	40	2.6%	6.1%	15	1.6%	2.1%	17	1.6%	4.8%
Haute-Normandie	59	2.4%	4.0%	32	2.1%	4.6%	26	2.7%	3.4%	29	2.6%	6.8%
Basse-Normandie	56	2.2%	4.6%	41	2.7%	7.1%	15	1.5%	2.4%	20	1.8%	5.9%
Centre	97	3.9%	4.7%	62	4.1%	6.2%	35	3.6%	3.2%	40	3.6%	6.3%
Pays de la Loire	101	4.0%	3.5%	49	3.2%	3.6%	52	5.3%	3.5%	38	3.4%	4.6%
Bretagne	82	3.3%	3.1%	61	4.0%	4.9%	21	2.2%	1.6%	22	2.0%	2.9%
Poitou-Charentes	71	2.9%	4.9%	34	2.2%	4.8%	37	3.8%	4.9%	24	2.1%	6.4%
Aquitaine	121	4.9%	4.5%	81	5.4%	6.4%	40	4.1%	2.8%	56	5.0%	7.0%
Midi-Pyrénées	129	5.2%	5.4%	79	5.2%	6.9%	50	5.1%	4.0%	71	6.4%	8.9%
Limousin	32	1.3%	5.0%	17	1.1%	5.7%	14	1.5%	4.4%	12	1.0%	7.4%
Auvergne	52	2.1%	4.6%	33	2.2%	6.1%	19	2.0%	3.3%	25	2.3%	8.3%
Rhône-Alpes	292	11.7%	5.8%	170	11.2%	7.0%	122	12.6%	4.7%	126	11.3%	7.1%
Languedoc-Roussillon	135	5.4%	6.2%	78	5.1%	7.6%	57	5.9%	5.0%	48	4.3%	7.4%
Provence-Alpes-Côte-d'Azur-Corse	237	9.5%	5.5%	148	9.8%	7.3%	89	9.2%	3.9%	110	9.9%	7.7%
<b>Habitudes de connexion Internet</b>												
Tous les jours	1622	65.2%	5.9%	1017	66.9%	7.3%	605	62.4%	4.5%	858	76.9%	6.6%
Presque tous les jours	329	13.2%	5.4%	185	12.2%	6.4%	144	14.8%	4.4%	167	14.9%	7.1%
1 à 2 fois par semaine	159	6.4%	4.9%	93	6.1%	6.4%	67	6.9%	3.7%	65	5.8%	6.9%
1 à 3 fois par mois	32	1.3%	3.7%	15	1.0%	4.4%	17	1.7%	3.3%	6	0.6%	4.3%
Moins souvent	53	2.1%	4.0%	35	2.3%	5.5%	18	1.9%	2.6%	6	0.5%	4.2%
Jamais	1	0.0%	0.5%	1	0.0%	0.8%	0	-	-	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	103	4.1%	4.8%	67	4.4%	7.8%	36	3.7%	2.8%	22	2.0%	12.2%
De 9 000 à moins de 12 000 euros par an	117	4.7%	3.5%	60	4.0%	5.3%	57	5.9%	2.6%	22	2.0%	8.9%
De 12 000 à moins de 18 000 euros par an	202	8.1%	3.1%	114	7.5%	4.2%	87	9.0%	2.3%	24	2.2%	3.2%
De 18 000 à moins de 24 000 euros par an	295	11.8%	3.9%	155	10.2%	4.4%	140	14.4%	3.5%	91	8.1%	5.7%
De 24 000 à moins de 36 000 euros par an	526	21.1%	4.5%	310	20.4%	5.6%	216	22.3%	3.6%	220	19.8%	5.9%
De 36 000 à moins de 45 000 euros par an	396	15.9%	6.1%	275	18.1%	7.7%	122	12.5%	4.1%	185	16.6%	6.2%
De 45 000 à moins de 65 000 euros par an	389	15.6%	6.5%	254	16.7%	7.6%	134	13.9%	5.1%	243	21.8%	6.8%
De 65 000 à moins de 80 000 euros par an	105	4.2%	6.9%	75	5.0%	8.2%	30	3.1%	4.8%	73	6.6%	6.6%
De 80 000 à moins de 115 000 euros par an	92	3.7%	9.4%	62	4.1%	10.5%	29	3.0%	7.7%	81	7.3%	10.2%
115 000 euros et plus par an	37	1.5%	8.2%	24	1.6%	8.8%	13	1.4%	7.2%	33	2.9%	8.6%
Refus	155	6.2%	4.8%	82	5.4%	6.1%	73	7.6%	3.9%	76	6.9%	6.7%
Ne sait pas	73	2.9%	5.0%	41	2.7%	6.6%	31	3.2%	3.8%	43	3.9%	9.0%