

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	1713	100.0%	3.4%	1024	100.0%	4.2%	689	100.0%	2.6%	789	100.0%	4.7%
<b>Sexe</b>												
<b>Homme</b>	1024	59.8%	4.2%	1024	100.0%	4.2%	0	-	-	484	61.4%	5.5%
<b>Femme</b>	689	40.2%	2.6%	0	-	-	689	100.0%	2.6%	305	38.6%	3.7%
<b>Age</b>												
<b>15 à 24 ans</b>	293	17.1%	4.0%	202	19.8%	5.4%	91	13.2%	2.5%	132	16.7%	4.2%
<b>25 à 34 ans</b>	282	16.5%	3.7%	167	16.3%	4.4%	116	16.8%	3.0%	150	19.0%	4.4%
<b>35 à 49 ans</b>	431	25.2%	3.4%	256	25.0%	4.1%	175	25.4%	2.7%	269	34.1%	4.4%
<b>50 à 64 ans</b>	487	28.4%	4.0%	289	28.2%	4.9%	197	28.7%	3.1%	227	28.7%	5.6%
<b>65 ans et plus</b>	220	12.8%	2.0%	110	10.7%	2.3%	110	16.0%	1.7%	11	1.4%	6.1%
<b>Individu</b>												
<b>Ménagère</b>	597	34.8%	2.5%	0	-	-	597	86.6%	2.5%	268	33.9%	3.9%
<b>Personne de Référence</b>	1008	58.9%	3.6%	808	78.9%	4.0%	200	29.0%	2.5%	453	57.4%	5.4%
<b>Responsable des achats</b>	1143	66.7%	3.2%	553	54.0%	4.4%	590	85.7%	2.6%	502	63.6%	4.7%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	19	1.1%	3.5%	15	1.5%	4.5%	4	0.6%	1.9%	0	-	-
<b>Petits patrons</b>	78	4.6%	4.8%	64	6.2%	5.5%	15	2.1%	3.0%	69	8.7%	4.7%
<b>Affaires et Cadres</b>	268	15.7%	5.6%	173	16.8%	5.9%	96	13.9%	5.2%	253	32.1%	5.9%
<b>Professions intermédiaires</b>	299	17.4%	4.4%	170	16.6%	4.9%	129	18.7%	3.9%	272	34.5%	4.9%
<b>Employés</b>	240	14.0%	2.9%	88	8.6%	4.2%	152	22.1%	2.4%	52	6.6%	2.9%
<b>Ouvriers</b>	187	10.9%	2.9%	170	16.6%	3.4%	17	2.5%	1.1%	7	0.9%	1.7%
<b>Retraités</b>	296	17.3%	2.4%	150	14.6%	2.5%	146	21.2%	2.2%	10	1.2%	4.2%
<b>Autres inactifs</b>	326	19.0%	3.3%	195	19.0%	5.6%	131	19.0%	2.0%	126	15.9%	4.1%
<b>PCS Personne de Référence</b>												
<b>Agriculteurs</b>	25	1.5%	3.1%	19	1.9%	4.9%	6	0.8%	1.4%	0	-	-
<b>Petits patrons</b>	95	5.6%	3.6%	74	7.3%	5.4%	21	3.1%	1.7%	95	12.1%	3.6%
<b>Affaires et Cadres</b>	372	21.7%	5.4%	214	20.9%	6.1%	158	23.0%	4.7%	372	47.2%	5.4%
<b>Professions intermédiaires</b>	322	18.8%	4.3%	196	19.2%	5.0%	125	18.2%	3.5%	322	40.7%	4.3%
<b>Employés</b>	186	10.8%	3.5%	108	10.6%	4.8%	77	11.2%	2.5%	0	-	-
<b>Ouvriers</b>	241	14.1%	2.5%	174	17.0%	3.6%	67	9.7%	1.5%	0	-	-
<b>Retraités</b>	373	21.8%	2.5%	174	17.0%	2.6%	200	29.0%	2.5%	0	-	-
<b>Autres inactifs</b>	98	5.8%	2.5%	64	6.3%	4.3%	34	5.0%	1.4%	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>	291	17.0%	3.1%	168	16.4%	4.2%	122	17.8%	2.3%	97	12.3%	5.6%
<b>2 personnes</b>	577	33.7%	3.2%	327	31.9%	3.7%	251	36.4%	2.7%	218	27.7%	5.1%
<b>3 personnes</b>	316	18.5%	3.4%	192	18.8%	4.2%	124	18.0%	2.6%	167	21.2%	4.4%
<b>4 personnes</b>	366	21.4%	4.0%	235	23.0%	5.1%	131	19.0%	2.8%	223	28.2%	4.8%
<b>5 personnes et +</b>	163	9.5%	3.1%	101	9.9%	4.1%	62	8.9%	2.2%	83	10.6%	3.4%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	538	31.4%	3.4%	324	31.7%	4.5%	214	31.0%	2.5%	314	39.8%	4.1%
<b>Non</b>	1175	68.6%	3.3%	700	68.3%	4.1%	475	69.0%	2.6%	475	60.2%	5.1%
<b>Habitat</b>												
<b>Communes rurales</b>	293	17.1%	2.5%	174	16.9%	3.1%	119	17.3%	1.9%	124	15.7%	3.7%
<b>Agglo. - 20 000 hab</b>	283	16.5%	3.2%	172	16.8%	4.1%	110	16.0%	2.3%	109	13.8%	4.3%
<b>Agglo. 20 000 à 100 000 hab</b>	240	14.0%	3.5%	144	14.0%	4.2%	96	14.0%	2.8%	106	13.4%	5.3%
<b>Agglo. + 100 000 hab</b>	541	31.6%	3.6%	332	32.4%	4.6%	209	30.3%	2.6%	263	33.4%	5.1%
<b>Agglo. Paris</b>	356	20.8%	4.2%	202	19.7%	5.0%	154	22.3%	3.5%	187	23.7%	4.8%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Région d'habitation</b>												
Ile-de-France	390	22.8%	4.1%	224	21.9%	5.0%	166	24.1%	3.4%	205	26.0%	4.7%
Nord-Pas-de-Calais	62	3.6%	1.9%	46	4.5%	3.0%	17	2.4%	1.0%	30	3.8%	3.3%
Lorraine	48	2.8%	2.5%	29	2.8%	3.1%	20	2.8%	2.0%	20	2.5%	3.6%
Alsace	46	2.7%	3.0%	33	3.3%	4.6%	13	1.8%	1.6%	22	2.8%	4.6%
Franche-Comté	25	1.5%	2.7%	14	1.4%	3.1%	11	1.6%	2.3%	13	1.6%	4.8%
Champagne-Ardenne	32	1.9%	3.0%	24	2.3%	4.6%	8	1.2%	1.5%	11	1.4%	3.4%
Picardie	28	1.6%	1.8%	18	1.8%	2.5%	10	1.4%	1.2%	14	1.8%	3.2%
Bourgogne	32	1.8%	2.3%	17	1.6%	2.6%	15	2.1%	2.1%	9	1.2%	2.6%
Haute-Normandie	40	2.3%	2.7%	18	1.8%	2.6%	22	3.2%	2.8%	20	2.6%	4.8%
Basse-Normandie	27	1.6%	2.2%	16	1.5%	2.7%	11	1.7%	1.8%	10	1.2%	2.9%
Centre	65	3.8%	3.1%	39	3.9%	3.9%	26	3.8%	2.4%	21	2.7%	3.4%
Pays de la Loire	81	4.7%	2.8%	64	6.2%	4.6%	18	2.5%	1.2%	41	5.2%	4.9%
Bretagne	66	3.8%	2.5%	45	4.4%	3.6%	20	3.0%	1.5%	31	3.9%	3.9%
Poitou-Charentes	52	3.0%	3.5%	30	3.0%	4.3%	22	3.1%	2.8%	21	2.7%	5.7%
Aquitaine	90	5.2%	3.3%	46	4.5%	3.6%	43	6.3%	3.1%	39	5.0%	4.8%
Midi-Pyrénées	82	4.8%	3.4%	51	5.0%	4.4%	31	4.5%	2.5%	37	4.7%	4.6%
Limousin	19	1.1%	3.0%	14	1.4%	4.8%	5	0.7%	1.4%	8	1.0%	5.2%
Auvergne	36	2.1%	3.2%	18	1.8%	3.4%	17	2.5%	3.0%	19	2.3%	6.1%
Rhône-Alpes	195	11.4%	3.9%	110	10.8%	4.6%	85	12.3%	3.2%	92	11.7%	5.2%
Languedoc-Roussillon	117	6.8%	5.4%	72	7.0%	7.0%	45	6.5%	3.9%	41	5.2%	6.3%
Provence-Alpes-Côte-d'Azur-Corse	180	10.5%	4.2%	94	9.2%	4.6%	86	12.5%	3.8%	85	10.7%	5.9%
<b>Habitudes de connexion Internet</b>												
Tous les jours	1121	65.4%	4.1%	676	66.0%	4.8%	445	64.6%	3.3%	620	78.6%	4.8%
Presque tous les jours	249	14.6%	4.1%	141	13.8%	4.9%	108	15.7%	3.3%	101	12.8%	4.3%
1 à 2 fois par semaine	109	6.3%	3.4%	65	6.3%	4.4%	44	6.4%	2.5%	43	5.4%	4.5%
1 à 3 fois par mois	21	1.2%	2.5%	13	1.2%	3.8%	8	1.2%	1.6%	1	0.1%	0.7%
Moins souvent	35	2.0%	2.6%	18	1.7%	2.8%	17	2.4%	2.4%	11	1.4%	8.4%
Jamais	5	0.3%	3.6%	3	0.2%	3.0%	2	0.4%	4.7%	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	55	3.2%	2.6%	36	3.6%	4.2%	19	2.7%	1.5%	6	0.7%	3.2%
De 9 000 à moins de 12 000 euros par an	85	5.0%	2.6%	44	4.3%	3.9%	41	6.0%	1.9%	6	0.7%	2.3%
De 12 000 à moins de 18 000 euros par an	134	7.8%	2.1%	72	7.1%	2.6%	62	9.0%	1.7%	34	4.3%	4.4%
De 18 000 à moins de 24 000 euros par an	218	12.7%	2.9%	129	12.6%	3.6%	89	12.9%	2.3%	79	10.0%	5.0%
De 24 000 à moins de 36 000 euros par an	382	22.3%	3.3%	218	21.3%	3.9%	164	23.8%	2.7%	151	19.2%	4.1%
De 36 000 à moins de 45 000 euros par an	223	13.0%	3.4%	155	15.1%	4.4%	68	9.8%	2.3%	114	14.4%	3.8%
De 45 000 à moins de 65 000 euros par an	255	14.9%	4.3%	159	15.6%	4.8%	96	13.9%	3.6%	162	20.5%	4.5%
De 65 000 à moins de 80 000 euros par an	101	5.9%	6.6%	73	7.1%	8.0%	28	4.1%	4.5%	72	9.1%	6.4%
De 80 000 à moins de 115 000 euros par an	59	3.5%	6.1%	41	4.0%	6.9%	18	2.6%	4.8%	57	7.2%	7.1%
115 000 euros et plus par an	32	1.9%	7.0%	19	1.8%	6.9%	13	1.9%	7.3%	31	3.9%	8.1%
Refus	105	6.1%	3.3%	40	3.9%	3.0%	65	9.4%	3.5%	45	5.7%	3.9%
Ne sait pas	63	3.7%	4.4%	37	3.6%	5.9%	27	3.8%	3.2%	34	4.3%	7.0%