

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	455	100.0%	0.9%	191	100.0%	0.8%	264	100.0%	1.0%	296	100.0%	1.7%
<b>Sexe</b>												
<b>Homme</b>	191	41.9%	0.8%	191	100.0%	0.8%	0	-	-	132	44.6%	1.5%
<b>Femme</b>	264	58.1%	1.0%	0	-	-	264	100.0%	1.0%	164	55.4%	2.0%
<b>Age</b>												
<b>15 à 24 ans</b>	43	9.4%	0.6%	13	7.1%	0.4%	29	11.1%	0.8%	27	9.2%	0.9%
<b>25 à 34 ans</b>	83	18.3%	1.1%	34	17.8%	0.9%	50	18.7%	1.3%	65	22.0%	1.9%
<b>35 à 49 ans</b>	163	35.8%	1.3%	79	41.3%	1.3%	84	31.9%	1.3%	131	44.2%	2.1%
<b>50 à 64 ans</b>	108	23.7%	0.9%	41	21.6%	0.7%	67	25.2%	1.1%	71	24.1%	1.8%
<b>65 ans et plus</b>	58	12.7%	0.5%	23	12.2%	0.5%	34	13.0%	0.5%	2	0.5%	0.9%
<b>Individu</b>												
<b>Ménagère</b>	244	53.6%	1.0%	0	-	-	244	92.2%	1.0%	150	50.7%	2.2%
<b>Personne de Référence</b>	245	53.8%	0.9%	165	86.6%	0.8%	80	30.2%	1.0%	155	52.5%	1.8%
<b>Responsable des achats</b>	357	78.4%	1.0%	118	61.8%	0.9%	239	90.3%	1.0%	222	75.1%	2.1%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	2	0.5%	0.4%	2	1.2%	0.7%	0	-	-	0	-	-
<b>Petits patrons</b>	48	10.6%	2.9%	31	16.4%	2.7%	17	6.5%	3.5%	45	15.1%	3.0%
<b>Affaires et Cadres</b>	135	29.8%	2.8%	64	33.7%	2.2%	71	26.9%	3.9%	132	44.7%	3.1%
<b>Professions intermédiaires</b>	70	15.3%	1.0%	26	13.7%	0.7%	44	16.5%	1.3%	56	19.1%	1.0%
<b>Employés</b>	45	10.0%	0.5%	14	7.4%	0.7%	31	11.8%	0.5%	19	6.3%	1.0%
<b>Ouvriers</b>	15	3.4%	0.2%	7	3.7%	0.1%	8	3.2%	0.6%	4	1.2%	0.8%
<b>Retraités</b>	61	13.5%	0.5%	27	14.3%	0.5%	34	12.8%	0.5%	0	-	-
<b>Autres inactifs</b>	77	17.0%	0.8%	18	9.6%	0.5%	59	22.3%	0.9%	40	13.7%	1.3%
<b>PCS Personne de Référence</b>												
<b>Agriculteurs</b>	3	0.6%	0.3%	2	1.2%	0.6%	0	0.1%	0.1%	0	-	-
<b>Petits patrons</b>	64	14.0%	2.4%	32	16.7%	2.3%	32	12.0%	2.5%	64	21.5%	2.4%
<b>Affaires et Cadres</b>	175	38.4%	2.6%	73	38.1%	2.1%	102	38.6%	3.0%	175	58.9%	2.6%
<b>Professions intermédiaires</b>	58	12.8%	0.8%	28	14.6%	0.7%	30	11.4%	0.8%	58	19.6%	0.8%
<b>Employés</b>	32	7.1%	0.6%	11	5.8%	0.5%	21	8.0%	0.7%	0	-	-
<b>Ouvriers</b>	27	5.9%	0.3%	10	5.1%	0.2%	17	6.4%	0.4%	0	-	-
<b>Retraités</b>	74	16.2%	0.5%	29	15.0%	0.4%	45	17.1%	0.6%	0	-	-
<b>Autres inactifs</b>	24	5.2%	0.6%	7	3.5%	0.4%	17	6.4%	0.7%	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>	83	18.3%	0.9%	28	14.7%	0.7%	55	20.9%	1.0%	31	10.4%	1.8%
<b>2 personnes</b>	155	34.1%	0.9%	75	39.3%	0.9%	80	30.3%	0.9%	89	29.9%	2.1%
<b>3 personnes</b>	86	18.8%	0.9%	42	22.0%	0.9%	44	16.5%	0.9%	62	21.0%	1.6%
<b>4 personnes</b>	94	20.6%	1.0%	34	17.9%	0.7%	59	22.5%	1.3%	80	27.1%	1.7%
<b>5 personnes et +</b>	38	8.3%	0.7%	12	6.1%	0.5%	26	9.9%	0.9%	34	11.5%	1.4%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	163	35.9%	1.0%	64	33.7%	0.9%	99	37.5%	1.2%	141	47.5%	1.8%
<b>Non</b>	292	64.1%	0.8%	126	66.3%	0.7%	165	62.5%	0.9%	156	52.5%	1.7%
<b>Habitat</b>												
<b>Communes rurales</b>	53	11.6%	0.5%	22	11.7%	0.4%	31	11.6%	0.5%	34	11.5%	1.0%
<b>Agglo. - 20 000 hab</b>	47	10.3%	0.5%	19	10.2%	0.5%	27	10.3%	0.6%	23	7.7%	0.9%
<b>Agglo. 20 000 à 100 000 hab</b>	55	12.1%	0.8%	23	12.0%	0.7%	32	12.1%	0.9%	31	10.6%	1.6%
<b>Agglo. + 100 000 hab</b>	150	33.0%	1.0%	63	33.0%	0.9%	87	33.0%	1.1%	106	35.7%	2.0%
<b>Agglo. Paris</b>	150	33.1%	1.8%	63	33.2%	1.6%	87	33.0%	2.0%	102	34.5%	2.6%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Région d'habitation</b>												
Ile-de-France	155	34.0%	1.6%	66	34.4%	1.5%	89	33.7%	1.8%	103	34.9%	2.4%
Nord-Pas-de-Calais	10	2.2%	0.3%	5	2.7%	0.3%	5	1.8%	0.3%	8	2.8%	0.9%
Lorraine	13	2.9%	0.7%	3	1.6%	0.3%	10	3.8%	1.0%	8	2.5%	1.4%
Alsace	12	2.6%	0.8%	6	2.9%	0.8%	6	2.3%	0.8%	5	1.6%	1.0%
Franche-Comté	5	1.0%	0.5%	2	0.9%	0.4%	3	1.1%	0.6%	4	1.5%	1.7%
Champagne-Ardenne	7	1.6%	0.7%	5	2.5%	0.9%	3	1.0%	0.5%	7	2.4%	2.2%
Picardie	9	1.9%	0.6%	5	2.7%	0.7%	3	1.3%	0.4%	2	0.8%	0.5%
Bourgogne	3	0.6%	0.2%	1	0.5%	0.2%	2	0.6%	0.2%	3	0.9%	0.7%
Haute-Normandie	9	1.9%	0.6%	3	1.8%	0.5%	5	2.0%	0.7%	4	1.3%	0.9%
Basse-Normandie	7	1.6%	0.6%	1	0.7%	0.2%	6	2.2%	0.9%	5	1.5%	1.4%
Centre	6	1.4%	0.3%	2	0.8%	0.2%	5	1.8%	0.4%	4	1.2%	0.6%
Pays de la Loire	19	4.2%	0.7%	3	1.7%	0.2%	16	6.0%	1.1%	13	4.4%	1.6%
Bretagne	28	6.1%	1.1%	16	8.4%	1.3%	12	4.5%	0.9%	19	6.5%	2.5%
Poitou-Charentes	9	2.0%	0.6%	2	1.2%	0.3%	7	2.5%	0.9%	3	1.2%	0.9%
Aquitaine	21	4.6%	0.8%	9	4.6%	0.7%	12	4.6%	0.9%	19	6.4%	2.4%
Midi-Pyrénées	28	6.2%	1.2%	12	6.1%	1.0%	17	6.3%	1.4%	15	5.0%	1.8%
Limousin	5	1.0%	0.7%	3	1.5%	0.9%	2	0.7%	0.5%	4	1.3%	2.5%
Auvergne	6	1.2%	0.5%	2	1.0%	0.4%	4	1.4%	0.6%	4	1.4%	1.4%
Rhône-Alpes	29	6.3%	0.6%	14	7.2%	0.6%	15	5.7%	0.6%	20	6.7%	1.1%
Languedoc-Roussillon	20	4.3%	0.9%	10	5.0%	0.9%	10	3.8%	0.9%	9	3.0%	1.4%
Provence-Alpes-Côte-d'Azur-Corse	57	12.5%	1.3%	23	11.9%	1.1%	34	12.9%	1.5%	38	12.7%	2.6%
<b>Habitudes de connexion Internet</b>												
Tous les jours	365	80.2%	1.3%	159	83.5%	1.1%	206	77.9%	1.5%	263	88.9%	2.0%
Presque tous les jours	43	9.5%	0.7%	13	6.7%	0.4%	30	11.5%	0.9%	23	7.9%	1.0%
1 à 2 fois par semaine	17	3.7%	0.5%	7	3.9%	0.5%	9	3.5%	0.5%	7	2.5%	0.8%
1 à 3 fois par mois	3	0.6%	0.3%	3	1.4%	0.8%	0	0.1%	0.1%	0	-	-
Moins souvent	2	0.5%	0.2%	0	-	-	2	0.9%	0.3%	0	-	-
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	15	3.4%	0.7%	2	1.1%	0.2%	13	5.0%	1.0%	4	1.4%	2.3%
De 9 000 à moins de 12 000 euros par an	23	5.0%	0.7%	20	10.3%	1.7%	3	1.1%	0.1%	10	3.4%	4.0%
De 12 000 à moins de 18 000 euros par an	23	5.1%	0.4%	6	3.2%	0.2%	17	6.4%	0.5%	9	2.9%	1.1%
De 18 000 à moins de 24 000 euros par an	41	9.1%	0.6%	15	8.1%	0.4%	26	9.8%	0.7%	13	4.2%	0.8%
De 24 000 à moins de 36 000 euros par an	73	16.1%	0.6%	29	15.4%	0.5%	44	16.6%	0.7%	44	15.0%	1.2%
De 36 000 à moins de 45 000 euros par an	72	15.9%	1.1%	33	17.2%	0.9%	40	15.0%	1.4%	53	18.0%	1.8%
De 45 000 à moins de 65 000 euros par an	74	16.3%	1.2%	23	12.0%	0.7%	51	19.3%	1.9%	57	19.2%	1.6%
De 65 000 à moins de 80 000 euros par an	37	8.2%	2.4%	25	13.1%	2.7%	12	4.7%	2.0%	26	8.9%	2.4%
De 80 000 à moins de 115 000 euros par an	28	6.2%	2.9%	13	6.8%	2.2%	15	5.8%	4.1%	25	8.4%	3.1%
115 000 euros et plus par an	27	6.0%	6.0%	12	6.5%	4.6%	15	5.7%	8.2%	23	7.9%	6.1%
Refus	33	7.2%	1.0%	12	6.1%	0.9%	21	8.0%	1.1%	25	8.5%	2.2%
Ne sait pas	7	1.5%	0.5%	1	0.3%	0.1%	6	2.4%	0.8%	7	2.2%	1.4%