

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	2015	100.0%	3.9%	375	100.0%	1.5%	1639	100.0%	6.1%	824	100.0%	4.9%
<b>Sexe</b>												
<b>Homme</b>	375	18.6%	1.5%	375	100.0%	1.5%	0	-	-	170	20.6%	1.9%
<b>Femme</b>	1639	81.4%	6.1%	0	-	-	1639	100.0%	6.1%	654	79.4%	8.0%
<b>Age</b>												
<b>15 à 24 ans</b>	99	4.9%	1.3%	23	6.1%	0.6%	76	4.6%	2.1%	60	7.2%	1.9%
<b>25 à 34 ans</b>	233	11.6%	3.0%	48	12.8%	1.3%	185	11.3%	4.7%	131	15.9%	3.8%
<b>35 à 49 ans</b>	670	33.3%	5.3%	136	36.2%	2.2%	534	32.6%	8.3%	371	45.0%	6.0%
<b>50 à 64 ans</b>	675	33.5%	5.5%	120	32.0%	2.0%	555	33.9%	8.8%	256	31.0%	6.3%
<b>65 ans et plus</b>	338	16.8%	3.0%	49	13.0%	1.0%	289	17.6%	4.6%	7	0.8%	3.6%
<b>Individu</b>												
<b>Ménagère</b>	1573	78.1%	6.7%	0	-	-	1573	96.0%	6.7%	616	74.8%	9.1%
<b>Personne de Référence</b>	782	38.8%	2.8%	342	91.0%	1.7%	440	26.8%	5.6%	272	33.0%	3.2%
<b>Responsable des achats</b>	1720	85.4%	4.9%	203	54.1%	1.6%	1517	92.5%	6.6%	693	84.1%	6.5%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	33	1.6%	6.1%	11	2.9%	3.3%	22	1.3%	10.6%	2	0.2%	7.2%
<b>Petits patrons</b>	90	4.5%	5.5%	33	8.9%	2.9%	57	3.5%	11.7%	66	8.0%	4.5%
<b>Affaires et Cadres</b>	248	12.3%	5.2%	71	19.0%	2.4%	177	10.8%	9.6%	214	26.0%	4.9%
<b>Professions intermédiaires</b>	314	15.6%	4.7%	52	13.9%	1.5%	262	16.0%	8.0%	264	32.0%	4.7%
<b>Employés</b>	402	20.0%	4.8%	29	7.7%	1.4%	373	22.8%	5.9%	103	12.6%	5.7%
<b>Ouvriers</b>	155	7.7%	2.4%	74	19.8%	1.5%	81	4.9%	5.4%	19	2.2%	4.4%
<b>Retraités</b>	447	22.2%	3.6%	72	19.2%	1.2%	375	22.9%	5.7%	20	2.4%	8.4%
<b>Autres inactifs</b>	324	16.1%	3.2%	32	8.4%	0.9%	293	17.9%	4.5%	137	16.7%	4.4%
<b>PCS Personne de Référence</b>												
<b>Agriculteurs</b>	45	2.3%	5.7%	11	2.9%	2.8%	34	2.1%	8.4%	0	-	-
<b>Petits patrons</b>	138	6.9%	5.2%	38	10.0%	2.7%	100	6.1%	8.0%	138	16.8%	5.2%
<b>Affaires et Cadres</b>	379	18.8%	5.5%	75	20.0%	2.2%	303	18.5%	9.0%	379	45.9%	5.5%
<b>Professions intermédiaires</b>	307	15.3%	4.1%	57	15.2%	1.5%	250	15.3%	7.0%	307	37.3%	4.1%
<b>Employés</b>	207	10.3%	3.9%	34	9.0%	1.5%	173	10.5%	5.6%	0	-	-
<b>Ouvriers</b>	293	14.6%	3.1%	64	17.0%	1.3%	230	14.0%	5.0%	0	-	-
<b>Retraités</b>	525	26.0%	3.6%	75	20.1%	1.1%	449	27.4%	5.6%	0	-	-
<b>Autres inactifs</b>	120	6.0%	3.1%	21	5.7%	1.4%	99	6.0%	4.1%	0	-	-

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Taille du Foyer</b>												
1 personne	303	15.0%	3.2%	41	11.0%	1.0%	262	16.0%	4.9%	73	8.9%	4.2%
2 personnes	761	37.8%	4.2%	128	34.2%	1.5%	633	38.6%	6.9%	220	26.7%	5.1%
3 personnes	318	15.8%	3.4%	74	19.7%	1.6%	244	14.9%	5.2%	158	19.2%	4.2%
4 personnes	426	21.1%	4.6%	91	24.3%	2.0%	334	20.4%	7.3%	246	29.8%	5.3%
5 personnes et +	206	10.2%	3.9%	40	10.7%	1.6%	166	10.1%	6.0%	126	15.3%	5.1%
<b>Présence d'enfants de moins de 15 ans</b>												
Oui	712	35.3%	4.5%	148	39.5%	2.0%	564	34.4%	6.7%	410	49.8%	5.4%
Non	1303	64.7%	3.7%	227	60.5%	1.3%	1076	65.6%	5.9%	414	50.2%	4.5%
<b>Habitat</b>												
Communes rurales	471	23.4%	4.0%	73	19.5%	1.3%	398	24.3%	6.5%	162	19.6%	4.8%
Agglo. - 20 000 hab	338	16.8%	3.8%	76	20.1%	1.8%	262	16.0%	5.6%	118	14.3%	4.6%
Agglo. 20 000 à 100 000 hab	265	13.1%	3.9%	47	12.6%	1.4%	217	13.3%	6.4%	85	10.4%	4.3%
Agglo. + 100 000 hab	562	27.9%	3.7%	111	29.5%	1.5%	452	27.6%	5.7%	245	29.7%	4.7%
Agglo. Paris	379	18.8%	4.5%	69	18.3%	1.7%	310	18.9%	7.0%	214	26.0%	5.5%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Région d'habitation</b>												
Ile-de-France	409	20.3%	4.3%	72	19.3%	1.6%	337	20.6%	6.8%	229	27.8%	5.3%
Nord-Pas-de-Calais	96	4.7%	3.0%	26	7.0%	1.7%	69	4.2%	4.1%	35	4.3%	3.9%
Lorraine	62	3.1%	3.2%	10	2.6%	1.1%	52	3.2%	5.2%	23	2.8%	4.2%
Alsace	59	2.9%	3.9%	3	0.9%	0.5%	55	3.4%	7.1%	17	2.0%	3.4%
Franche-Comté	32	1.6%	3.4%	7	2.0%	1.6%	25	1.5%	5.1%	12	1.4%	4.5%
Champagne-Ardenne	37	1.9%	3.4%	11	2.8%	2.0%	27	1.6%	4.8%	10	1.2%	3.1%
Picardie	55	2.7%	3.6%	12	3.3%	1.7%	43	2.6%	5.4%	16	1.9%	3.6%
Bourgogne	46	2.3%	3.4%	7	2.0%	1.1%	38	2.3%	5.4%	12	1.4%	3.3%
Haute-Normandie	60	3.0%	4.1%	12	3.2%	1.7%	48	2.9%	6.2%	25	3.0%	5.8%
Basse-Normandie	38	1.9%	3.1%	0	-	-	38	2.3%	6.0%	12	1.4%	3.5%
Centre	80	4.0%	3.8%	15	3.9%	1.5%	65	4.0%	6.0%	37	4.5%	5.9%
Pays de la Loire	104	5.2%	3.6%	22	5.8%	1.6%	82	5.0%	5.5%	44	5.4%	5.4%
Bretagne	103	5.1%	4.0%	24	6.3%	1.9%	79	4.8%	5.9%	44	5.3%	5.7%
Poitou-Charentes	67	3.3%	4.5%	13	3.5%	1.9%	54	3.3%	7.0%	20	2.4%	5.3%
Aquitaine	116	5.7%	4.3%	16	4.2%	1.2%	100	6.1%	7.1%	56	6.8%	6.9%
Midi-Pyrénées	94	4.7%	3.9%	20	5.3%	1.7%	74	4.5%	6.0%	24	3.0%	3.0%
Limousin	31	1.5%	4.9%	5	1.3%	1.6%	26	1.6%	7.9%	10	1.2%	6.4%
Auvergne	56	2.8%	5.0%	9	2.3%	1.6%	48	2.9%	8.2%	22	2.7%	7.4%
Rhône-Alpes	204	10.1%	4.1%	36	9.7%	1.5%	168	10.2%	6.4%	78	9.4%	4.3%
Languedoc-Roussillon	110	5.4%	5.1%	27	7.3%	2.7%	82	5.0%	7.2%	32	3.9%	4.9%
Provence-Alpes-Côte-d'Azur-Corse	157	7.8%	3.6%	28	7.4%	1.4%	129	7.9%	5.6%	66	8.0%	4.6%
<b>Habitudes de connexion Internet</b>												
Tous les jours	1202	59.7%	4.4%	260	69.4%	1.9%	942	57.4%	7.0%	603	73.2%	4.7%
Presque tous les jours	262	13.0%	4.3%	36	9.5%	1.2%	226	13.8%	7.0%	125	15.1%	5.4%
1 à 2 fois par semaine	149	7.4%	4.6%	33	8.7%	2.2%	116	7.1%	6.5%	56	6.8%	6.0%
1 à 3 fois par mois	22	1.1%	2.6%	4	1.1%	1.2%	18	1.1%	3.5%	6	0.7%	3.7%
Moins souvent	49	2.4%	3.6%	2	0.5%	0.3%	47	2.9%	6.7%	5	0.6%	3.9%
Jamais	2	0.1%	1.2%	0	-	-	2	0.1%	3.1%	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	83	4.1%	3.9%	13	3.3%	1.5%	71	4.3%	5.6%	15	1.8%	8.3%
De 9 000 à moins de 12 000 euros par an	116	5.7%	3.5%	11	2.9%	1.0%	105	6.4%	4.8%	9	1.1%	3.7%
De 12 000 à moins de 18 000 euros par an	198	9.8%	3.0%	38	10.2%	1.4%	160	9.8%	4.3%	33	4.0%	4.3%
De 18 000 à moins de 24 000 euros par an	236	11.7%	3.2%	35	9.4%	1.0%	201	12.2%	5.1%	55	6.7%	3.5%
De 24 000 à moins de 36 000 euros par an	537	26.6%	4.6%	101	27.0%	1.8%	435	26.6%	7.2%	188	22.8%	5.0%
De 36 000 à moins de 45 000 euros par an	286	14.2%	4.4%	54	14.5%	1.5%	232	14.1%	7.9%	155	18.9%	5.2%
De 45 000 à moins de 65 000 euros par an	263	13.0%	4.4%	52	13.8%	1.5%	211	12.9%	8.0%	169	20.5%	4.7%
De 65 000 à moins de 80 000 euros par an	69	3.4%	4.5%	17	4.6%	1.9%	52	3.2%	8.4%	56	6.8%	5.0%
De 80 000 à moins de 115 000 euros par an	51	2.5%	5.3%	13	3.4%	2.1%	39	2.3%	10.1%	45	5.4%	5.6%
115 000 euros et plus par an	25	1.2%	5.4%	12	3.2%	4.4%	13	0.8%	6.8%	22	2.7%	5.8%
Refus	131	6.5%	4.1%	29	7.8%	2.2%	102	6.2%	5.4%	62	7.5%	5.4%
Ne sait pas	21	1.0%	1.4%	0	-	-	21	1.3%	2.5%	15	1.8%	3.1%