

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	1861	100.0%	3.6%	1147	100.0%	4.7%	714	100.0%	2.7%	931	100.0%	5.5%
<b>Sexe</b>												
<b>Homme</b>	1147	61.6%	4.7%	1147	100.0%	4.7%	0	-	-	602	64.6%	6.9%
<b>Femme</b>	714	38.4%	2.7%	0	-	-	714	100.0%	2.7%	329	35.4%	4.0%
<b>Age</b>												
<b>15 à 24 ans</b>	413	22.2%	5.6%	268	23.4%	7.2%	145	20.3%	4.0%	203	21.9%	6.5%
<b>25 à 34 ans</b>	299	16.1%	3.9%	197	17.2%	5.2%	102	14.3%	2.6%	182	19.6%	5.3%
<b>35 à 49 ans</b>	392	21.1%	3.1%	252	22.0%	4.0%	140	19.6%	2.2%	277	29.8%	4.5%
<b>50 à 64 ans</b>	397	21.3%	3.2%	223	19.4%	3.8%	175	24.4%	2.8%	244	26.2%	6.0%
<b>65 ans et plus</b>	359	19.3%	3.2%	206	18.0%	4.3%	153	21.4%	2.4%	24	2.5%	12.7%
<b>Individu</b>												
<b>Ménagère</b>	586	31.5%	2.5%	0	-	-	586	82.1%	2.5%	267	28.6%	3.9%
<b>Personne de Référence</b>	1069	57.5%	3.8%	866	75.5%	4.3%	204	28.5%	2.6%	538	57.8%	6.4%
<b>Responsable des achats</b>	1165	62.6%	3.3%	595	51.9%	4.8%	570	79.8%	2.5%	560	60.2%	5.2%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	9	0.5%	1.7%	5	0.4%	1.5%	4	0.6%	2.1%	0	-	-
<b>Petits patrons</b>	70	3.8%	4.3%	59	5.1%	5.1%	11	1.6%	2.3%	63	6.8%	4.3%
<b>Affaires et Cadres</b>	441	23.7%	9.3%	309	27.0%	10.6%	132	18.5%	7.2%	411	44.1%	9.5%
<b>Professions intermédiaires</b>	235	12.6%	3.5%	139	12.2%	4.0%	96	13.4%	2.9%	210	22.6%	3.8%
<b>Employés</b>	193	10.4%	2.3%	96	8.3%	4.6%	97	13.6%	1.5%	35	3.8%	2.0%
<b>Ouvriers</b>	82	4.4%	1.3%	70	6.1%	1.4%	12	1.6%	0.8%	3	0.3%	0.7%
<b>Retraités</b>	394	21.2%	3.1%	230	20.1%	3.8%	164	23.0%	2.5%	13	1.4%	5.6%
<b>Autres inactifs</b>	436	23.4%	4.4%	238	20.8%	6.8%	198	27.7%	3.0%	196	21.0%	6.3%
<b>PCS Personne de Référence</b>												
<b>Agriculteurs</b>	20	1.1%	2.5%	13	1.2%	3.5%	6	0.9%	1.6%	0	-	-
<b>Petits patrons</b>	94	5.1%	3.6%	69	6.0%	5.0%	25	3.6%	2.0%	94	10.1%	3.6%
<b>Affaires et Cadres</b>	545	29.3%	8.0%	359	31.3%	10.3%	186	26.1%	5.5%	545	58.5%	8.0%
<b>Professions intermédiaires</b>	292	15.7%	3.9%	174	15.2%	4.5%	118	16.5%	3.3%	292	31.3%	3.9%
<b>Employés</b>	174	9.3%	3.3%	100	8.7%	4.4%	74	10.4%	2.4%	0	-	-
<b>Ouvriers</b>	147	7.9%	1.5%	97	8.5%	2.0%	50	6.9%	1.1%	0	-	-
<b>Retraités</b>	468	25.2%	3.2%	269	23.5%	4.0%	199	27.9%	2.5%	0	-	-
<b>Autres inactifs</b>	122	6.5%	3.1%	66	5.7%	4.4%	56	7.8%	2.3%	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>	313	16.8%	3.3%	167	14.5%	4.1%	146	20.4%	2.7%	119	12.8%	6.9%
<b>2 personnes</b>	667	35.8%	3.7%	410	35.7%	4.7%	257	36.0%	2.8%	274	29.4%	6.4%
<b>3 personnes</b>	335	18.0%	3.6%	219	19.1%	4.8%	116	16.3%	2.5%	174	18.7%	4.6%
<b>4 personnes</b>	346	18.6%	3.8%	219	19.1%	4.8%	127	17.8%	2.8%	238	25.5%	5.1%
<b>5 personnes et +</b>	200	10.7%	3.8%	133	11.6%	5.4%	67	9.4%	2.4%	126	13.5%	5.1%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	509	27.4%	3.2%	326	28.4%	4.5%	183	25.7%	2.2%	344	36.9%	4.5%
<b>Non</b>	1352	72.6%	3.8%	821	71.6%	4.8%	531	74.3%	2.9%	587	63.1%	6.3%
<b>Habitat</b>												
<b>Communes rurales</b>	232	12.5%	2.0%	151	13.2%	2.7%	82	11.4%	1.3%	96	10.3%	2.9%
<b>Agglo. - 20 000 hab</b>	198	10.6%	2.2%	127	11.1%	3.0%	71	10.0%	1.5%	83	8.9%	3.3%
<b>Agglo. 20 000 à 100 000 hab</b>	187	10.0%	2.7%	113	9.8%	3.3%	74	10.4%	2.2%	89	9.6%	4.4%
<b>Agglo. + 100 000 hab</b>	574	30.8%	3.8%	347	30.3%	4.8%	227	31.7%	2.9%	272	29.2%	5.2%
<b>Agglo. Paris</b>	670	36.0%	7.9%	409	35.7%	10.2%	261	36.5%	5.9%	391	42.0%	10.1%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Région d'habitation</b>												
Ile-de-France	710	38.1%	7.5%	437	38.1%	9.7%	272	38.1%	5.5%	414	44.4%	9.6%
Nord-Pas-de-Calais	66	3.5%	2.0%	46	4.0%	3.0%	20	2.8%	1.2%	35	3.8%	3.9%
Lorraine	54	2.9%	2.8%	30	2.6%	3.2%	23	3.3%	2.3%	21	2.2%	3.8%
Alsace	45	2.4%	3.0%	29	2.5%	4.0%	16	2.3%	2.1%	17	1.9%	3.5%
Franche-Comté	21	1.1%	2.2%	13	1.1%	2.8%	8	1.2%	1.7%	10	1.1%	3.9%
Champagne-Ardenne	27	1.5%	2.5%	16	1.4%	3.1%	11	1.6%	2.0%	13	1.4%	4.0%
Picardie	31	1.7%	2.0%	16	1.4%	2.2%	15	2.1%	1.9%	14	1.5%	3.1%
Bourgogne	32	1.7%	2.4%	18	1.6%	2.8%	14	1.9%	2.0%	18	2.0%	5.1%
Haute-Normandie	24	1.3%	1.6%	15	1.3%	2.2%	8	1.2%	1.1%	11	1.2%	2.6%
Basse-Normandie	29	1.6%	2.4%	17	1.5%	3.0%	12	1.6%	1.9%	10	1.1%	3.1%
Centre	58	3.1%	2.8%	36	3.2%	3.6%	22	3.1%	2.0%	24	2.6%	3.9%
Pays de la Loire	82	4.4%	2.8%	49	4.2%	3.5%	33	4.7%	2.2%	43	4.6%	5.2%
Bretagne	52	2.8%	2.0%	37	3.2%	2.9%	15	2.1%	1.1%	28	3.0%	3.6%
Poitou-Charentes	41	2.2%	2.8%	24	2.1%	3.4%	17	2.3%	2.2%	19	2.0%	5.0%
Aquitaine	82	4.4%	3.1%	53	4.7%	4.2%	29	4.0%	2.0%	33	3.6%	4.1%
Midi-Pyrénées	68	3.7%	2.8%	45	3.9%	3.9%	23	3.2%	1.9%	26	2.8%	3.3%
Limousin	17	0.9%	2.7%	12	1.1%	4.1%	5	0.6%	1.4%	8	0.9%	5.2%
Auvergne	24	1.3%	2.2%	12	1.1%	2.3%	12	1.7%	2.1%	12	1.3%	3.9%
Rhône-Alpes	155	8.3%	3.1%	99	8.7%	4.1%	56	7.9%	2.2%	65	7.0%	3.6%
Languedoc-Roussillon	82	4.4%	3.8%	47	4.1%	4.6%	34	4.8%	3.0%	37	3.9%	5.6%
Provence-Alpes-Côte-d'Azur-Corse	161	8.6%	3.7%	93	8.1%	4.6%	68	9.5%	3.0%	73	7.8%	5.1%
<b>Habitudes de connexion Internet</b>												
Tous les jours	1416	76.1%	5.1%	887	77.3%	6.3%	529	74.0%	3.9%	791	85.0%	6.1%
Presque tous les jours	191	10.3%	3.1%	114	9.9%	3.9%	77	10.8%	2.4%	91	9.8%	3.9%
1 à 2 fois par semaine	87	4.7%	2.7%	48	4.2%	3.3%	39	5.5%	2.2%	31	3.4%	3.3%
1 à 3 fois par mois	18	1.0%	2.1%	9	0.8%	2.6%	9	1.3%	1.8%	2	0.2%	1.3%
Moins souvent	27	1.5%	2.1%	15	1.3%	2.4%	12	1.7%	1.7%	7	0.8%	5.6%
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	68	3.7%	3.2%	43	3.7%	5.0%	25	3.6%	2.0%	9	1.0%	4.9%
De 9 000 à moins de 12 000 euros par an	71	3.8%	2.1%	42	3.6%	3.7%	29	4.1%	1.3%	13	1.4%	5.2%
De 12 000 à moins de 18 000 euros par an	108	5.8%	1.7%	41	3.6%	1.5%	67	9.4%	1.8%	21	2.3%	2.8%
De 18 000 à moins de 24 000 euros par an	154	8.3%	2.1%	93	8.1%	2.6%	62	8.6%	1.6%	60	6.4%	3.8%
De 24 000 à moins de 36 000 euros par an	330	17.7%	2.8%	177	15.5%	3.2%	153	21.4%	2.5%	153	16.4%	4.1%
De 36 000 à moins de 45 000 euros par an	238	12.8%	3.7%	155	13.5%	4.3%	84	11.7%	2.8%	134	14.4%	4.5%
De 45 000 à moins de 65 000 euros par an	398	21.4%	6.7%	273	23.8%	8.2%	125	17.5%	4.8%	228	24.5%	6.4%
De 65 000 à moins de 80 000 euros par an	142	7.6%	9.3%	103	9.0%	11.3%	39	5.4%	6.3%	95	10.2%	8.6%
De 80 000 à moins de 115 000 euros par an	114	6.1%	11.7%	79	6.9%	13.3%	36	5.0%	9.3%	85	9.1%	10.7%
115 000 euros et plus par an	71	3.8%	15.6%	48	4.2%	17.6%	23	3.2%	12.5%	55	5.9%	14.4%
Refus	115	6.2%	3.6%	67	5.8%	5.0%	48	6.7%	2.6%	53	5.7%	4.6%
Ne sait pas	51	2.7%	3.5%	26	2.3%	4.2%	24	3.4%	3.0%	25	2.7%	5.2%