

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	3939	100.0%	7.6%	1218	100.0%	4.9%	2721	100.0%	10.1%	1492	100.0%	8.6%
<b>Sexe</b>												
<b>Homme</b>	1218	30.9%	4.9%	1218	100.0%	4.9%	0	0.0%	0.0%	506	33.9%	5.8%
<b>Femme</b>	2721	69.1%	10.1%	0	0.0%	0.0%	2721	100.0%	10.1%	986	66.1%	11.4%
<b>Age</b>												
<b>15 à 24 ans</b>	718	18.2%	9.9%	225	18.5%	6.1%	493	18.1%	13.7%	313	21.0%	10.0%
<b>25 à 34 ans</b>	908	23.0%	11.9%	301	24.7%	8.0%	607	22.3%	15.6%	368	24.7%	11.2%
<b>35 à 49 ans</b>	1029	26.1%	8.2%	320	26.3%	5.2%	708	26.0%	11.2%	497	33.3%	8.1%
<b>50 à 59 ans</b>	684	17.4%	7.3%	218	17.9%	4.7%	465	17.1%	9.9%	259	17.4%	6.6%
<b>60 ans et plus</b>	601	15.3%	4.0%	154	12.6%	2.3%	447	16.4%	5.3%	54	3.6%	5.5%
<b>Individu</b>												
<b>Ménagères</b>	2203	55.9%	9.5%	0	0.0%	0.0%	2203	81.0%	9.5%	749	50.2%	10.6%
<b>Personne de référence</b>	1474	37.4%	5.3%	958	78.6%	4.7%	517	19.0%	6.7%	486	32.6%	5.9%
<b>Responsable des achats</b>	2879	73.1%	8.1%	648	53.2%	5.1%	2232	82.0%	9.8%	1010	67.7%	9.2%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	27	0.7%	5.2%	9	0.8%	2.5%	18	0.7%	11.8%	0	0.0%	0.0%
<b>Petits patrons</b>	118	3.0%	7.3%	47	3.9%	4.2%	71	2.6%	13.7%	89	6.0%	6.2%
<b>Affaires et Cadres</b>	272	6.9%	5.3%	115	9.4%	3.9%	157	5.8%	7.2%	230	15.4%	5.0%
<b>Professions intermédiaires</b>	697	17.7%	10.1%	249	20.4%	7.3%	448	16.5%	12.9%	544	36.5%	9.7%
<b>Employés</b>	927	23.5%	11.2%	130	10.7%	6.0%	797	29.3%	13.0%	215	14.4%	11.8%
<b>Ouvriers</b>	496	12.6%	7.7%	315	25.8%	6.2%	181	6.7%	13.1%	43	2.9%	10.6%
<b>Retraités</b>	516	13.1%	4.1%	155	12.7%	2.6%	361	13.3%	5.4%	19	1.2%	7.5%
<b>Autres inactifs</b>	885	22.5%	8.6%	197	16.2%	5.2%	688	25.3%	10.6%	352	23.6%	10.8%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	75	1.9%	9.2%	18	1.4%	4.2%	57	2.1%	14.4%	0	0.0%	0.0%
<b>Petits patrons</b>	233	5.9%	8.8%	58	4.7%	4.4%	175	6.4%	13.1%	233	15.6%	8.8%
<b>Affaires et Cadres</b>	545	13.8%	7.5%	163	13.4%	4.5%	382	14.0%	10.4%	545	36.5%	7.5%
<b>Professions intermédiaires</b>	715	18.1%	9.4%	286	23.5%	7.3%	429	15.8%	11.7%	715	47.9%	9.4%
<b>Employés</b>	549	13.9%	10.1%	123	10.1%	5.3%	426	15.6%	13.8%	0	0.0%	0.0%
<b>Ouvriers</b>	891	22.6%	9.3%	320	26.2%	6.3%	571	21.0%	12.8%	0	0.0%	0.0%
<b>Retraités</b>	664	16.9%	4.6%	185	15.2%	2.8%	479	17.6%	6.1%	0	0.0%	0.0%
<b>Autres inactifs</b>	268	6.8%	6.5%	67	5.5%	4.2%	201	7.4%	8.0%	0	0.0%	0.0%

	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>	398	10.1%	4.0%	130	10.7%	3.0%	268	9.8%	4.7%	94	6.3%	5.5%
<b>2 personnes</b>	1332	33.8%	7.4%	406	33.3%	4.6%	926	34.0%	10.1%	378	25.3%	8.6%
<b>3 personnes</b>	864	21.9%	9.5%	284	23.3%	6.3%	580	21.3%	12.6%	371	24.9%	9.7%
<b>4 personnes</b>	876	22.2%	9.4%	274	22.5%	6.0%	601	22.1%	12.6%	419	28.1%	8.6%
<b>5 personnes et +</b>	470	11.9%	8.8%	124	10.2%	4.7%	345	12.7%	12.6%	229	15.4%	8.7%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	1498	38.0%	9.7%	428	35.1%	6.0%	1070	39.3%	12.9%	673	45.1%	8.7%
<b>Non</b>	2441	62.0%	6.7%	790	64.9%	4.5%	1651	60.7%	8.8%	819	54.9%	8.4%
<b>Habitat</b>												
<b>Communes rurales</b>	947	24.0%	8.0%	276	22.7%	4.9%	670	24.6%	10.7%	302	20.2%	9.0%
<b>Agglo. - 20 000 hab</b>	734	18.6%	8.2%	222	18.2%	5.2%	512	18.8%	10.9%	245	16.4%	9.4%
<b>Agglo. 20 000 à 100 000 hab</b>	481	12.2%	6.9%	166	13.6%	5.0%	315	11.6%	8.7%	171	11.5%	9.5%
<b>Agglo. + 100 000 hab</b>	1212	30.8%	7.9%	379	31.1%	5.1%	833	30.6%	10.5%	506	33.9%	8.8%
<b>Agglo. Paris</b>	566	14.4%	6.6%	175	14.4%	4.3%	391	14.4%	8.7%	269	18.1%	6.7%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Régions INSEE</b>												
Ile de France	657	16.7%	6.9%	192	15.8%	4.2%	465	17.1%	9.3%	314	21.0%	7.2%
Nord Pas de Calais	243	6.2%	7.6%	86	7.1%	5.6%	157	5.8%	9.3%	85	5.7%	9.0%
Lorraine	167	4.2%	8.7%	54	4.4%	5.8%	113	4.2%	11.4%	56	3.8%	10.0%
Alsace	90	2.3%	5.9%	20	1.7%	2.8%	70	2.6%	8.9%	43	2.9%	8.8%
Franche-Comté	88	2.2%	9.3%	33	2.7%	7.1%	55	2.0%	11.3%	37	2.5%	14.1%
Champagne Ardennes	84	2.1%	7.7%	28	2.3%	5.4%	56	2.0%	9.9%	28	1.9%	9.9%
Picardie	128	3.2%	8.3%	38	3.1%	5.1%	90	3.3%	11.3%	53	3.6%	12.4%
Bourgogne	101	2.6%	7.5%	40	3.2%	6.1%	62	2.3%	8.8%	30	2.0%	8.5%
Haute Normandie	140	3.5%	9.4%	33	2.7%	4.7%	106	3.9%	13.7%	44	3.0%	9.5%
Basse Normandie	80	2.0%	6.6%	32	2.6%	5.5%	48	1.8%	7.7%	33	2.2%	9.2%
Centre	154	3.9%	7.4%	51	4.2%	5.1%	103	3.8%	9.5%	35	2.3%	5.9%
Pays de Loire	205	5.2%	6.9%	77	6.4%	5.4%	127	4.7%	8.3%	78	5.3%	8.3%
Bretagne	204	5.2%	7.7%	48	3.9%	3.7%	156	5.7%	11.3%	72	4.8%	8.6%
Poitou Charentes	161	4.1%	10.8%	44	3.6%	6.1%	117	4.3%	15.2%	55	3.7%	13.3%
Aquitaine	198	5.0%	7.2%	79	6.5%	6.0%	119	4.4%	8.2%	65	4.4%	7.5%
Midi Pyrénées	191	4.9%	7.8%	59	4.9%	5.0%	132	4.9%	10.5%	75	5.0%	9.5%
Limousin	44	1.1%	7.2%	16	1.3%	5.5%	28	1.0%	8.7%	14	0.9%	9.1%
Auvergne	93	2.4%	8.2%	31	2.5%	5.6%	63	2.3%	10.6%	24	1.6%	8.2%
Rhône Alpes	376	9.6%	7.3%	110	9.0%	4.4%	266	9.8%	9.9%	144	9.6%	7.8%
Languedoc Roussillon	168	4.3%	7.4%	31	2.5%	2.9%	137	5.1%	11.6%	64	4.3%	8.6%
Provence Alpes Côte d'Azur. Corse	367	9.3%	8.4%	116	9.5%	5.7%	251	9.2%	10.9%	144	9.6%	9.7%
<b>Habitudes de connexion à Internet</b>												
Tous les jours	3077	78.1%	9.3%	986	80.9%	6.0%	2091	76.9%	12.6%	1264	84.7%	8.7%
Presque tous les jours	471	12.0%	8.0%	125	10.3%	4.6%	346	12.7%	11.0%	158	10.6%	8.2%
1 à 2 fois par semaine	210	5.3%	8.2%	64	5.3%	5.5%	145	5.3%	10.5%	56	3.7%	8.8%
1 à 3 fois par mois	35	0.9%	6.8%	4	0.3%	2.1%	31	1.1%	9.9%	3	0.2%	4.6%
Moins souvent	33	0.8%	4.0%	3	0.3%	0.9%	29	1.1%	6.3%	4	0.3%	4.8%
Jamais	2	0.0%	1.4%	0	0.0%	0.0%	2	0.1%	4.6%	2	0.1%	18.6%

	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	99	2.5%	5.3%	19	1.6%	2.4%	80	2.9%	7.5%	4	0.3%	3.2%
De 9 000 à moins de 12 000 euros par an	137	3.5%	4.8%	24	2.0%	2.3%	113	4.2%	6.3%	15	1.0%	5.9%
De 12 000 à moins de 18 000 euros par an	392	10.0%	6.4%	93	7.6%	3.6%	299	11.0%	8.6%	70	4.7%	9.5%
De 18 000 à moins de 24 000 euros par an	547	13.9%	8.3%	162	13.3%	5.3%	386	14.2%	11.0%	132	8.8%	9.7%
De 24 000 à moins de 36 000 euros par an	932	23.7%	8.5%	310	25.4%	5.8%	622	22.9%	10.9%	320	21.5%	9.5%
De 36 000 à moins de 45 000 euros par an	570	14.5%	8.1%	214	17.5%	5.7%	357	13.1%	10.9%	262	17.5%	8.6%
De 45 000 à moins de 65 000 euros par an	530	13.5%	7.7%	196	16.1%	5.4%	334	12.3%	10.2%	302	20.2%	7.9%
De 65 000 à moins de 80 000 euros par an	131	3.3%	6.7%	33	2.7%	2.9%	98	3.6%	11.7%	92	6.2%	7.1%
De 80 000 à moins de 115 000 euros par an	102	2.6%	8.2%	27	2.2%	3.6%	75	2.8%	14.8%	81	5.4%	8.8%
115 000 euros et plus par an	45	1.2%	7.6%	22	1.8%	5.9%	24	0.9%	10.4%	36	2.4%	7.0%
Refus	254	6.5%	7.6%	53	4.4%	3.8%	201	7.4%	10.3%	75	5.0%	6.9%
Ne sait pas	198	5.0%	8.7%	66	5.4%	6.9%	133	4.9%	10.0%	104	7.0%	11.1%