

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	13620	100.0%	26.3%	6234	100.0%	25.1%	7386	100.0%	27.4%	3022	100.0%	17.3%
<b>Sexe</b>												
<b>Homme</b>	6234	45.8%	25.1%	6234	100.0%	25.1%	0	0.0%	0.0%	1433	47.4%	16.3%
<b>Femme</b>	7386	54.2%	27.4%	0	0.0%	0.0%	7386	100.0%	27.4%	1589	52.6%	18.4%
<b>Age</b>												
<b>15 à 24 ans</b>	937	6.9%	12.9%	431	6.9%	11.7%	506	6.8%	14.1%	365	12.1%	11.6%
<b>25 à 34 ans</b>	1024	7.5%	13.4%	464	7.4%	12.4%	560	7.6%	14.4%	375	12.4%	11.3%
<b>35 à 49 ans</b>	2569	18.9%	20.6%	1253	20.1%	20.3%	1316	17.8%	20.8%	1055	34.9%	17.1%
<b>50 à 59 ans</b>	2675	19.6%	29.1%	1306	21.0%	28.4%	1368	18.5%	29.7%	904	29.9%	23.8%
<b>60 ans et plus</b>	6416	47.1%	42.3%	2780	44.6%	42.0%	3636	49.2%	42.6%	324	10.7%	33.1%
<b>Individu</b>												
<b>Ménagères</b>	6755	49.6%	29.1%	0	0.0%	0.0%	6755	91.5%	29.1%	1362	45.1%	19.4%
<b>Personne de référence</b>	7685	56.4%	27.4%	5534	88.8%	27.3%	2150	29.1%	27.8%	1424	47.1%	17.3%
<b>Responsable des achats</b>	10006	73.5%	28.0%	3353	53.8%	25.8%	6653	90.1%	29.2%	1998	66.1%	18.3%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	149	1.1%	28.3%	97	1.6%	26.5%	51	0.7%	32.7%	0	0.0%	0.0%
<b>Petits patrons</b>	339	2.5%	20.8%	215	3.5%	19.0%	124	1.7%	24.9%	289	9.6%	19.7%
<b>Affaires et Cadres</b>	787	5.8%	15.4%	431	6.9%	14.5%	356	4.8%	16.7%	676	22.4%	14.6%
<b>Professions intermédiaires</b>	1334	9.8%	19.3%	653	10.5%	19.7%	680	9.2%	19.0%	1034	34.2%	18.7%
<b>Employés</b>	1986	14.6%	24.0%	465	7.5%	21.3%	1521	20.6%	24.9%	410	13.6%	22.6%
<b>Ouvriers</b>	1456	10.7%	22.7%	1124	18.0%	22.1%	332	4.5%	24.8%	66	2.2%	15.6%
<b>Retraités</b>	5376	39.5%	42.7%	2612	41.9%	43.5%	2764	37.4%	42.1%	107	3.5%	42.9%
<b>Autres inactifs</b>	2194	16.1%	21.3%	637	10.2%	17.1%	1557	21.1%	23.7%	440	14.6%	13.3%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	239	1.8%	29.3%	107	1.7%	26.1%	132	1.8%	32.6%	0	0.0%	0.0%
<b>Petits patrons</b>	562	4.1%	21.3%	241	3.9%	18.3%	321	4.3%	24.3%	562	18.6%	21.3%
<b>Affaires et Cadres</b>	1086	8.0%	15.0%	497	8.0%	13.6%	589	8.0%	16.5%	1086	35.9%	15.0%
<b>Professions intermédiaires</b>	1374	10.1%	18.2%	695	11.1%	18.1%	679	9.2%	18.2%	1374	45.5%	18.2%
<b>Employés</b>	1114	8.2%	20.6%	466	7.5%	20.1%	648	8.8%	21.0%	0	0.0%	0.0%
<b>Ouvriers</b>	2083	15.3%	21.9%	1081	17.3%	21.1%	1003	13.6%	22.7%	0	0.0%	0.0%
<b>Retraités</b>	6051	44.4%	41.9%	2747	44.1%	41.8%	3304	44.7%	42.0%	0	0.0%	0.0%
<b>Autres inactifs</b>	1111	8.2%	27.1%	400	6.4%	25.8%	711	9.6%	27.9%	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>	2826	20.7%	28.3%	1156	18.5%	25.8%	1670	22.6%	30.3%	276	9.1%	15.9%
<b>2 personnes</b>	6276	46.1%	35.0%	2970	47.6%	34.2%	3305	44.7%	35.7%	888	29.4%	20.8%
<b>3 personnes</b>	1847	13.6%	20.3%	840	13.5%	18.7%	1008	13.6%	21.8%	705	23.3%	17.9%
<b>4 personnes</b>	1798	13.2%	19.3%	888	14.2%	19.1%	910	12.3%	19.5%	810	26.8%	16.3%
<b>5 personnes et +</b>	873	6.4%	16.3%	380	6.1%	15.3%	493	6.7%	17.1%	343	11.3%	13.6%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	2649	19.5%	17.2%	1207	19.4%	16.9%	1442	19.5%	17.4%	1144	37.9%	14.8%
<b>Non</b>	10971	80.5%	30.2%	5027	80.6%	28.5%	5944	80.5%	31.9%	1878	62.1%	19.3%
<b>Habitat</b>												
<b>Communes rurales</b>	3803	27.9%	32.1%	1734	27.8%	30.7%	2069	28.0%	33.4%	732	24.2%	22.3%
<b>Agglo. - 20 000 hab</b>	2744	20.1%	30.5%	1209	19.4%	29.0%	1534	20.8%	31.8%	575	19.0%	21.9%
<b>Agglo. 20 000 à 100 000 hab</b>	2211	16.2%	31.8%	1033	16.6%	30.5%	1178	15.9%	33.0%	430	14.2%	24.0%
<b>Agglo. + 100 000 hab</b>	3940	28.9%	25.6%	1808	29.0%	24.1%	2132	28.9%	27.0%	987	32.7%	17.3%
<b>Agglo. Paris</b>	923	6.8%	10.8%	451	7.2%	11.0%	472	6.4%	10.6%	298	9.9%	7.4%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Régions INSEE</b>												
<b>Ile de France</b>	1052	7.7%	11.0%	513	8.2%	11.3%	539	7.3%	10.8%	333	11.0%	7.6%
<b>Nord Pas de Calais</b>	848	6.2%	26.4%	378	6.1%	24.7%	471	6.4%	27.9%	203	6.7%	20.5%
<b>Lorraine</b>	740	5.4%	38.5%	338	5.4%	36.3%	402	5.4%	40.5%	122	4.0%	22.3%
<b>Alsace</b>	662	4.9%	43.5%	291	4.7%	39.5%	371	5.0%	47.2%	128	4.2%	25.9%
<b>Franche-Comté</b>	322	2.4%	33.8%	150	2.4%	32.3%	172	2.3%	35.2%	67	2.2%	25.5%
<b>Champagne Ardennes</b>	391	2.9%	36.0%	188	3.0%	35.9%	203	2.7%	36.0%	77	2.6%	26.0%
<b>Picardie</b>	434	3.2%	28.3%	216	3.5%	29.0%	219	3.0%	27.6%	77	2.6%	18.3%
<b>Bourgogne</b>	383	2.8%	28.3%	181	2.9%	27.9%	202	2.7%	28.8%	58	1.9%	17.2%
<b>Haute Normandie</b>	249	1.8%	16.7%	124	2.0%	17.5%	124	1.7%	16.0%	64	2.1%	13.6%
<b>Basse Normandie</b>	462	3.4%	38.2%	215	3.5%	37.1%	246	3.3%	39.2%	76	2.5%	23.7%
<b>Centre</b>	506	3.7%	24.2%	226	3.6%	22.5%	279	3.8%	25.7%	102	3.4%	17.3%
<b>Pays de Loire</b>	936	6.9%	31.7%	408	6.5%	28.6%	528	7.2%	34.6%	192	6.3%	20.7%
<b>Bretagne</b>	1137	8.3%	42.7%	529	8.5%	41.3%	609	8.2%	44.1%	280	9.3%	34.6%
<b>Poitou Charentes</b>	401	2.9%	27.1%	176	2.8%	24.8%	225	3.0%	29.1%	84	2.8%	21.3%
<b>Aquitaine</b>	791	5.8%	28.7%	360	5.8%	27.4%	431	5.8%	29.9%	194	6.4%	22.7%
<b>Midi Pyrénées</b>	587	4.3%	24.0%	288	4.6%	24.4%	299	4.0%	23.7%	119	4.0%	15.0%
<b>Limousin</b>	132	1.0%	21.4%	59	0.9%	20.0%	73	1.0%	22.8%	28	0.9%	17.3%
<b>Auvergne</b>	447	3.3%	39.5%	199	3.2%	36.7%	247	3.3%	42.1%	87	2.9%	27.8%
<b>Rhône Alpes</b>	1507	11.1%	29.1%	682	10.9%	27.4%	825	11.2%	30.8%	370	12.3%	19.7%
<b>Languedoc Roussillon</b>	578	4.2%	25.5%	270	4.3%	25.1%	308	4.2%	25.9%	137	4.5%	19.5%
<b>Provence Alpes Côte d'Azur. Corse</b>	1054	7.7%	24.3%	442	7.1%	21.5%	612	8.3%	26.8%	223	7.4%	14.9%
<b>Habitudes de connexion à Internet</b>												
<b>Tous les jours</b>	7126	52.3%	21.0%	3419	54.8%	20.3%	3706	50.2%	21.8%	2377	78.6%	16.2%
<b>Presque tous les jours</b>	1524	11.2%	26.2%	661	10.6%	24.5%	863	11.7%	27.6%	367	12.1%	18.8%
<b>1 à 2 fois par semaine</b>	834	6.1%	33.5%	339	5.4%	31.3%	495	6.7%	35.2%	150	5.0%	27.9%
<b>1 à 3 fois par mois</b>	182	1.3%	36.4%	83	1.3%	40.8%	99	1.3%	33.4%	23	0.8%	38.5%
<b>Moins souvent</b>	254	1.9%	35.0%	121	1.9%	35.7%	132	1.8%	34.4%	22	0.7%	38.7%
<b>Jamais</b>	41	0.3%	46.2%	28	0.4%	44.5%	13	0.2%	50.1%	5	0.2%	74.5%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Revenus du foyer</b>												
<b>Moins de 9 000 euros par an</b>	434	3.2%	22.8%	159	2.5%	20.1%	275	3.7%	24.7%	28	0.9%	15.1%
<b>De 9 000 à moins de 12 000 euros par an</b>	838	6.2%	28.3%	284	4.6%	25.9%	554	7.5%	29.8%	38	1.3%	15.6%
<b>De 12 000 à moins de 18 000 euros par an</b>	1777	13.0%	30.2%	786	12.6%	29.9%	992	13.4%	30.5%	105	3.5%	15.2%
<b>De 18 000 à moins de 24 000 euros par an</b>	1927	14.1%	29.3%	873	14.0%	28.7%	1054	14.3%	29.7%	249	8.2%	18.0%
<b>De 24 000 à moins de 36 000 euros par an</b>	2961	21.7%	27.0%	1381	22.2%	26.6%	1580	21.4%	27.4%	578	19.1%	17.4%
<b>De 36 000 à moins de 45 000 euros par an</b>	1746	12.8%	24.8%	894	14.3%	24.3%	852	11.5%	25.4%	495	16.4%	16.7%
<b>De 45 000 à moins de 65 000 euros par an</b>	1760	12.9%	24.4%	928	14.9%	23.8%	832	11.3%	25.2%	737	24.4%	18.3%
<b>De 65 000 à moins de 80 000 euros par an</b>	405	3.0%	20.7%	226	3.6%	20.7%	179	2.4%	20.7%	214	7.1%	16.5%
<b>De 80 000 à moins de 115 000 euros par an</b>	230	1.7%	18.6%	127	2.0%	17.4%	103	1.4%	20.3%	156	5.2%	16.7%
<b>115 000 euros et plus par an</b>	137	1.0%	23.2%	69	1.1%	19.5%	67	0.9%	28.9%	99	3.3%	20.9%
<b>Refus</b>	889	6.5%	28.7%	327	5.3%	25.1%	562	7.6%	31.4%	179	5.9%	17.6%
<b>Ne sait pas</b>	516	3.8%	22.0%	178	2.9%	18.2%	337	4.6%	24.8%	143	4.7%	15.5%