

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	17767	100.0%	34.3%	8956	100.0%	36.1%	8810	100.0%	32.7%	4438	100.0%	25.4%
<b>Sexe</b>												
<b>Homme</b>	8956	50.4%	36.1%	8956	100.0%	36.1%	0	0.0%	0.0%	2387	53.8%	27.1%
<b>Femme</b>	8810	49.6%	32.7%	0	0.0%	0.0%	8810	100.0%	32.7%	2051	46.2%	23.8%
<b>Age</b>												
<b>15 à 24 ans</b>	1469	8.3%	20.2%	743	8.3%	20.2%	727	8.2%	20.2%	516	11.6%	16.4%
<b>25 à 34 ans</b>	1868	10.5%	24.5%	996	11.1%	26.7%	872	9.9%	22.4%	726	16.4%	21.8%
<b>35 à 49 ans</b>	3702	20.8%	29.6%	2008	22.4%	32.6%	1694	19.2%	26.8%	1565	35.3%	25.3%
<b>50 à 59 ans</b>	3495	19.7%	38.0%	1834	20.5%	39.9%	1661	18.9%	36.1%	1268	28.6%	33.4%
<b>60 ans et plus</b>	7231	40.7%	47.7%	3375	37.7%	51.0%	3856	43.8%	45.2%	362	8.2%	37.0%
<b>Individu</b>												
<b>Ménagères</b>	7951	44.8%	34.2%	0	0.0%	0.0%	7951	90.2%	34.2%	1770	39.9%	25.2%
<b>Personne de référence</b>	10397	58.5%	37.1%	7850	87.7%	38.7%	2546	28.9%	33.0%	2360	53.2%	28.7%
<b>Responsable des achats</b>	12604	70.9%	35.3%	4767	53.2%	36.7%	7837	89.0%	34.4%	2888	65.1%	26.4%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	245	1.4%	46.8%	177	2.0%	48.1%	68	0.8%	43.5%	0	0.0%	0.9%
<b>Petits patrons</b>	529	3.0%	32.4%	385	4.3%	34.0%	143	1.6%	28.7%	469	10.6%	32.0%
<b>Affaires et Cadres</b>	1152	6.5%	22.6%	710	7.9%	23.8%	442	5.0%	20.8%	1021	23.0%	22.0%
<b>Professions intermédiaires</b>	2078	11.7%	30.1%	1109	12.4%	33.4%	969	11.0%	27.1%	1642	37.0%	29.7%
<b>Employés</b>	2807	15.8%	33.9%	858	9.6%	39.3%	1950	22.1%	31.9%	525	11.8%	29.0%
<b>Ouvriers</b>	2134	12.0%	33.2%	1723	19.2%	33.9%	411	4.7%	30.7%	93	2.1%	21.8%
<b>Retraités</b>	6166	34.7%	49.0%	3141	35.1%	52.3%	3025	34.3%	46.0%	94	2.1%	38.0%
<b>Autres inactifs</b>	2655	14.9%	25.8%	854	9.5%	22.9%	1801	20.4%	27.4%	593	13.4%	17.9%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	345	1.9%	42.3%	189	2.1%	46.1%	157	1.8%	38.5%	0	0.0%	0.0%
<b>Petits patrons</b>	800	4.5%	30.4%	415	4.6%	31.5%	385	4.4%	29.2%	800	18.0%	30.4%
<b>Affaires et Cadres</b>	1507	8.5%	20.8%	809	9.0%	22.1%	698	7.9%	19.5%	1507	34.0%	20.8%
<b>Professions intermédiaires</b>	2131	12.0%	28.2%	1163	13.0%	30.3%	968	11.0%	25.9%	2131	48.0%	28.2%
<b>Employés</b>	1714	9.6%	31.7%	852	9.5%	36.7%	863	9.8%	27.9%	0	0.0%	0.0%
<b>Ouvriers</b>	2991	16.8%	31.4%	1692	18.9%	33.0%	1299	14.7%	29.5%	0	0.0%	0.0%
<b>Retraités</b>	6963	39.2%	48.3%	3345	37.3%	50.9%	3619	41.1%	46.0%	0	0.0%	0.0%
<b>Autres inactifs</b>	1315	7.4%	32.0%	492	5.5%	31.6%	823	9.3%	32.3%	0	0.0%	0.0%

## LNM

	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>	3593	20.2%	35.9%	1681	18.8%	37.5%	1912	21.7%	34.7%	458	10.3%	26.4%
<b>2 personnes</b>	7518	42.3%	41.9%	3807	42.5%	43.9%	3711	42.1%	40.1%	1204	27.1%	28.2%
<b>3 personnes</b>	2656	15.0%	29.1%	1375	15.4%	30.6%	1281	14.5%	27.7%	1013	22.8%	25.6%
<b>4 personnes</b>	2646	14.9%	28.4%	1421	15.9%	30.5%	1225	13.9%	26.2%	1226	27.6%	24.7%
<b>5 personnes et +</b>	1353	7.6%	25.2%	672	7.5%	27.0%	681	7.7%	23.7%	537	12.1%	21.3%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	4135	23.3%	26.8%	2116	23.6%	29.7%	2019	22.9%	24.3%	1833	41.3%	23.8%
<b>Non</b>	13632	76.7%	37.6%	6841	76.4%	38.7%	6791	77.1%	36.4%	2604	58.7%	26.8%
<b>Habitat</b>												
<b>Communes rurales</b>	4863	27.4%	41.1%	2396	26.8%	42.5%	2466	28.0%	39.9%	1004	22.6%	30.6%
<b>Agglo. - 20 000 hab</b>	3580	20.1%	39.8%	1714	19.1%	41.1%	1866	21.2%	38.6%	828	18.7%	31.6%
<b>Agglo. 20 000 à 100 000 hab</b>	2839	16.0%	40.8%	1452	16.2%	42.9%	1387	15.7%	38.9%	592	13.3%	33.1%
<b>Agglo. + 100 000 hab</b>	4963	27.9%	32.2%	2555	28.5%	34.0%	2408	27.3%	30.5%	1442	32.5%	25.2%
<b>Agglo. Paris</b>	1522	8.6%	17.8%	839	9.4%	20.6%	683	7.8%	15.3%	570	12.9%	14.1%

	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>	1743	9.8%	18.3%	952	10.6%	20.9%	791	9.0%	15.8%	629	14.2%	14.4%
<b>Nord Pas de Calais</b>	1070	6.0%	33.3%	553	6.2%	36.2%	517	5.9%	30.7%	277	6.2%	28.0%
<b>Lorraine</b>	825	4.6%	42.9%	399	4.5%	42.8%	426	4.8%	43.0%	167	3.8%	30.4%
<b>Alsace</b>	750	4.2%	49.2%	364	4.1%	49.4%	386	4.4%	49.1%	187	4.2%	37.9%
<b>Franche-Comté</b>	361	2.0%	37.9%	186	2.1%	40.1%	175	2.0%	35.8%	85	1.9%	32.2%
<b>Champagne Ardennes</b>	502	2.8%	46.2%	243	2.7%	46.4%	259	2.9%	46.0%	97	2.2%	32.7%
<b>Picardie</b>	527	3.0%	34.3%	264	3.0%	35.6%	262	3.0%	33.1%	112	2.5%	26.4%
<b>Bourgogne</b>	603	3.4%	44.6%	300	3.4%	46.2%	303	3.4%	43.2%	111	2.5%	32.8%
<b>Haute Normandie</b>	321	1.8%	21.6%	163	1.8%	23.0%	158	1.8%	20.4%	73	1.7%	15.7%
<b>Basse Normandie</b>	479	2.7%	39.7%	231	2.6%	39.8%	248	2.8%	39.6%	103	2.3%	31.9%
<b>Centre</b>	795	4.5%	38.0%	404	4.5%	40.1%	391	4.4%	36.0%	154	3.5%	26.3%
<b>Pays de Loire</b>	1364	7.7%	46.2%	649	7.2%	45.5%	715	8.1%	46.9%	335	7.5%	36.1%
<b>Bretagne</b>	1443	8.1%	54.2%	713	8.0%	55.7%	730	8.3%	52.9%	368	8.3%	45.5%
<b>Poitou Charentes</b>	624	3.5%	42.1%	302	3.4%	42.5%	322	3.7%	41.7%	154	3.5%	38.8%
<b>Aquitaine</b>	1030	5.8%	37.4%	513	5.7%	39.1%	516	5.9%	35.8%	261	5.9%	30.6%
<b>Midi Pyrénées</b>	763	4.3%	31.2%	403	4.5%	34.2%	359	4.1%	28.5%	181	4.1%	22.7%
<b>Limousin</b>	303	1.7%	49.0%	151	1.7%	51.3%	151	1.7%	46.9%	62	1.4%	38.8%
<b>Auvergne</b>	544	3.1%	48.2%	267	3.0%	49.2%	278	3.1%	47.2%	105	2.4%	33.6%
<b>Rhône Alpes</b>	1469	8.3%	28.4%	761	8.5%	30.5%	708	8.0%	26.4%	373	8.4%	19.9%
<b>Languedoc Roussillon</b>	818	4.6%	36.1%	411	4.6%	38.3%	406	4.6%	34.1%	200	4.5%	28.4%
<b>Provence Alpes Côte d'Azur. Corse</b>	1434	8.1%	33.0%	726	8.1%	35.3%	708	8.0%	31.0%	403	9.1%	27.0%
<b>Habitudes de connexion à Internet</b>												
<b>Tous les jours</b>	10312	58.0%	30.4%	5449	60.8%	32.3%	4863	55.2%	28.6%	3699	83.4%	25.3%
<b>Presque tous les jours</b>	1837	10.3%	31.5%	896	10.0%	33.2%	941	10.7%	30.1%	439	9.9%	22.6%
<b>1 à 2 fois par semaine</b>	937	5.3%	37.6%	436	4.9%	40.3%	501	5.7%	35.6%	161	3.6%	30.0%
<b>1 à 3 fois par mois</b>	204	1.2%	40.8%	85	1.0%	41.8%	119	1.4%	40.2%	25	0.6%	42.0%
<b>Moins souvent</b>	263	1.5%	36.2%	123	1.4%	36.1%	140	1.6%	36.4%	20	0.4%	34.5%
<b>Jamais</b>	54	0.3%	61.5%	38	0.4%	60.9%	16	0.2%	62.9%	5	0.1%	74.5%

	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	590	3.3%	31.0%	249	2.8%	31.5%	341	3.9%	30.7%	55	1.2%	29.7%
De 9 000 à moins de 12 000 euros par an	1087	6.1%	36.8%	415	4.6%	37.8%	672	7.6%	36.2%	70	1.6%	28.3%
De 12 000 à moins de 18 000 euros par an	2272	12.8%	38.6%	1047	11.7%	39.8%	1225	13.9%	37.6%	199	4.5%	28.7%
De 18 000 à moins de 24 000 euros par an	2459	13.8%	37.4%	1215	13.6%	40.0%	1244	14.1%	35.1%	367	8.3%	26.5%
De 24 000 à moins de 36 000 euros par an	3970	22.3%	36.2%	2035	22.7%	39.1%	1935	22.0%	33.6%	894	20.2%	27.0%
De 36 000 à moins de 45 000 euros par an	2474	13.9%	35.2%	1389	15.5%	37.8%	1085	12.3%	32.4%	797	18.0%	27.0%
De 45 000 à moins de 65 000 euros par an	2259	12.7%	31.4%	1317	14.7%	33.7%	942	10.7%	28.6%	1014	22.9%	25.2%
De 65 000 à moins de 80 000 euros par an	522	2.9%	26.7%	303	3.4%	27.8%	219	2.5%	25.3%	294	6.6%	22.6%
De 80 000 à moins de 115 000 euros par an	308	1.7%	24.9%	191	2.1%	26.1%	117	1.3%	23.2%	227	5.1%	24.3%
115 000 euros et plus par an	131	0.7%	22.1%	81	0.9%	22.6%	50	0.6%	21.5%	99	2.2%	20.9%
Refus	1046	5.9%	33.8%	455	5.1%	34.9%	591	6.7%	33.0%	247	5.6%	24.3%
Ne sait pas	648	3.6%	27.6%	259	2.9%	26.4%	389	4.4%	28.5%	174	3.9%	18.9%