

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	2965	100.0%	5.7%	1782	100.0%	7.1%	1183	100.0%	4.4%	1258	100.0%	7.2%
<b>Sexe</b>												
<b>Homme</b>	1782	60.1%	7.1%	1782	100.0%	7.1%	0	0.0%	0.0%	781	62.1%	8.8%
<b>Femme</b>	1183	39.9%	4.4%	0	0.0%	0.0%	1183	100.0%	4.4%	477	37.9%	5.6%
<b>Age</b>												
<b>15 à 24 ans</b>	426	14.4%	5.9%	255	14.3%	7.0%	171	14.5%	4.8%	195	15.5%	6.3%
<b>25 à 34 ans</b>	378	12.7%	5.0%	229	12.8%	6.2%	149	12.6%	3.9%	182	14.4%	5.7%
<b>35 à 49 ans</b>	834	28.1%	6.7%	492	27.6%	8.0%	342	28.9%	5.4%	514	40.9%	8.1%
<b>50 à 59 ans</b>	510	17.2%	5.7%	334	18.8%	7.4%	176	14.9%	3.9%	299	23.7%	7.8%
<b>60 ans et plus</b>	817	27.6%	5.2%	472	26.5%	6.9%	344	29.1%	3.9%	68	5.4%	6.8%
<b>Individu</b>												
<b>Ménagères</b>	1002	33.8%	4.3%	0	0.0%	0.0%	1002	84.7%	4.3%	397	31.6%	5.7%
<b>Personne de référence</b>	1748	58.9%	6.2%	1477	82.9%	7.2%	271	22.9%	3.4%	706	56.2%	8.3%
<b>Responsable des achats</b>	1914	64.6%	5.3%	938	52.7%	7.1%	976	82.5%	4.3%	778	61.9%	7.1%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	26	0.9%	5.1%	19	1.0%	5.5%	7	0.6%	4.2%	1	0.1%	4.1%
<b>Petits patrons</b>	122	4.1%	7.6%	96	5.4%	8.2%	26	2.2%	5.9%	117	9.3%	8.2%
<b>Affaires et Cadres</b>	409	13.8%	8.3%	255	14.3%	9.0%	155	13.1%	7.4%	367	29.2%	8.3%
<b>Professions intermédiaires</b>	507	17.1%	7.0%	308	17.3%	8.5%	199	16.9%	5.5%	448	35.6%	7.6%
<b>Employés</b>	327	11.0%	3.9%	132	7.4%	5.9%	195	16.5%	3.2%	65	5.2%	3.6%
<b>Ouvriers</b>	231	7.8%	3.7%	204	11.5%	4.0%	27	2.3%	2.1%	8	0.6%	2.2%
<b>Retraités</b>	675	22.8%	5.3%	413	23.2%	6.8%	261	22.1%	3.9%	7	0.6%	3.4%
<b>Autres inactifs</b>	667	22.5%	6.5%	355	19.9%	9.8%	313	26.4%	4.7%	244	19.4%	7.5%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	41	1.4%	5.4%	19	1.1%	4.8%	22	1.8%	6.1%	0	0.0%	0.0%
<b>Petits patrons</b>	156	5.3%	6.0%	107	6.0%	7.7%	49	4.2%	4.0%	156	12.4%	6.0%
<b>Affaires et Cadres</b>	552	18.6%	8.0%	316	17.7%	9.3%	236	20.0%	6.8%	552	43.9%	8.0%
<b>Professions intermédiaires</b>	549	18.5%	6.9%	358	20.1%	8.7%	191	16.2%	5.0%	549	43.7%	6.9%
<b>Employés</b>	278	9.4%	5.1%	153	8.6%	6.4%	125	10.6%	4.1%	0	0.0%	0.0%
<b>Ouvriers</b>	376	12.7%	4.0%	232	13.0%	4.6%	144	12.2%	3.3%	0	0.0%	0.0%
<b>Retraités</b>	802	27.1%	5.4%	468	26.3%	7.0%	334	28.2%	4.1%	0	0.0%	0.0%
<b>Autres inactifs</b>	210	7.1%	5.1%	129	7.3%	8.5%	81	6.8%	3.1%	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>	494	16.7%	4.9%	275	15.4%	6.3%	219	18.6%	3.9%	138	11.0%	7.1%
<b>2 personnes</b>	1005	33.9%	5.6%	615	34.5%	7.1%	389	32.9%	4.1%	281	22.3%	6.8%
<b>3 personnes</b>	540	18.2%	5.9%	338	19.0%	7.1%	202	17.1%	4.5%	270	21.4%	6.7%
<b>4 personnes</b>	568	19.2%	6.1%	366	20.5%	8.1%	202	17.1%	4.3%	350	27.8%	7.4%
<b>5 personnes et +</b>	357	12.0%	6.5%	188	10.5%	7.1%	169	14.3%	6.0%	219	17.4%	8.5%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	925	31.2%	5.9%	555	31.1%	7.5%	370	31.3%	4.4%	568	45.2%	7.4%
<b>Non</b>	2039	68.8%	5.6%	1227	68.9%	7.0%	812	68.7%	4.3%	689	54.8%	7.1%
<b>Habitat</b>												
<b>Communes rurales</b>	518	17.5%	4.3%	299	16.8%	5.2%	219	18.5%	3.5%	196	15.6%	6.1%
<b>Agglo. - 20 000 hab</b>	455	15.4%	5.0%	285	16.0%	6.6%	170	14.4%	3.6%	192	15.3%	7.4%
<b>Agglo. 20 000 à 100 000 hab</b>	379	12.8%	5.4%	244	13.7%	7.3%	135	11.4%	3.7%	135	10.7%	6.6%
<b>Agglo. + 100 000 hab</b>	1030	34.8%	6.7%	607	34.0%	8.1%	424	35.8%	5.3%	432	34.4%	7.7%
<b>Agglo. Paris</b>	582	19.6%	6.8%	347	19.5%	8.5%	235	19.9%	5.2%	303	24.1%	7.6%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Régions INSEE</b>												
Ile de France	645	21.7%	6.7%	381	21.4%	8.3%	264	22.3%	5.3%	341	27.1%	7.8%
Nord Pas de Calais	135	4.5%	4.2%	80	4.5%	5.2%	55	4.6%	3.3%	50	4.0%	5.0%
Lorraine	117	3.9%	6.1%	79	4.4%	8.5%	38	3.2%	3.8%	56	4.4%	10.4%
Alsace	75	2.5%	4.9%	51	2.9%	6.9%	24	2.0%	3.0%	34	2.7%	7.6%
Franche-Comté	47	1.6%	4.9%	27	1.5%	5.9%	20	1.7%	4.0%	17	1.3%	6.6%
Champagne Ardennes	51	1.7%	4.6%	29	1.6%	5.5%	22	1.8%	3.9%	12	1.0%	4.3%
Picardie	54	1.8%	3.5%	36	2.0%	4.9%	18	1.5%	2.2%	21	1.7%	4.9%
Bourgogne	75	2.5%	5.5%	44	2.5%	6.7%	32	2.7%	4.5%	26	2.1%	7.8%
Haute Normandie	55	1.8%	3.7%	40	2.3%	5.7%	14	1.2%	1.9%	31	2.5%	6.9%
Basse Normandie	57	1.9%	4.8%	39	2.2%	6.8%	18	1.6%	2.9%	27	2.1%	7.5%
Centre	125	4.2%	5.9%	72	4.0%	7.1%	53	4.5%	4.9%	47	3.7%	7.1%
Pays de Loire	136	4.6%	4.6%	82	4.6%	5.7%	54	4.6%	3.5%	61	4.9%	6.9%
Bretagne	143	4.8%	5.4%	86	4.8%	6.7%	57	4.9%	4.1%	55	4.4%	7.7%
Poitou Charentes	61	2.0%	4.1%	33	1.8%	4.5%	28	2.4%	3.6%	19	1.5%	5.0%
Aquitaine	157	5.3%	5.6%	102	5.8%	7.7%	55	4.6%	3.7%	53	4.2%	6.4%
Midi Pyrénées	143	4.8%	5.8%	91	5.1%	7.6%	52	4.4%	4.1%	52	4.2%	6.5%
Limousin	43	1.5%	7.0%	16	0.9%	5.4%	27	2.3%	8.4%	14	1.1%	8.7%
Auvergne	56	1.9%	5.0%	31	1.7%	5.6%	26	2.2%	4.4%	22	1.7%	7.2%
Rhône Alpes	295	10.0%	5.7%	176	9.9%	7.0%	119	10.1%	4.4%	138	10.9%	7.1%
Languedoc Roussillon	155	5.2%	6.8%	92	5.2%	8.4%	63	5.3%	5.2%	60	4.8%	8.2%
Provence Alpes Côte d'Azur. Corse	339	11.4%	7.7%	196	11.0%	9.5%	143	12.1%	6.2%	123	9.8%	8.0%
<b>Habitudes de connexion à Internet</b>												
Tous les jours	2369	79.9%	6.4%	1430	80.2%	7.8%	939	79.4%	5.0%	1088	86.5%	7.2%
Presque tous les jours	334	11.3%	6.0%	177	10.0%	7.0%	156	13.2%	5.2%	118	9.3%	7.4%
1 à 2 fois par semaine	118	4.0%	4.3%	71	4.0%	6.1%	48	4.0%	3.0%	42	3.4%	8.2%
1 à 3 fois par mois	21	0.7%	4.2%	13	0.7%	5.7%	8	0.7%	2.9%	9	0.7%	11.4%
Moins souvent	30	1.0%	5.3%	23	1.3%	8.1%	7	0.6%	2.6%	0	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>												
<b>Moins de 9 000 euros par an</b>	67	2.3%	4.0%	32	1.8%	4.4%	35	3.0%	3.7%	13	1.1%	7.6%
<b>De 9 000 à moins de 12 000 euros par an</b>	117	3.9%	4.3%	74	4.2%	7.1%	43	3.6%	2.6%	13	1.0%	5.1%
<b>De 12 000 à moins de 18 000 euros par an</b>	228	7.7%	4.2%	142	8.0%	6.3%	86	7.3%	2.7%	38	3.0%	5.5%
<b>De 18 000 à moins de 24 000 euros par an</b>	315	10.6%	4.7%	176	9.9%	6.0%	139	11.7%	3.7%	100	8.0%	7.0%
<b>De 24 000 à moins de 36 000 euros par an</b>	583	19.7%	5.0%	334	18.8%	6.0%	249	21.0%	4.1%	210	16.7%	6.0%
<b>De 36 000 à moins de 45 000 euros par an</b>	446	15.0%	6.0%	282	15.8%	7.5%	164	13.8%	4.5%	218	17.3%	7.5%
<b>De 45 000 à moins de 65 000 euros par an</b>	560	18.9%	8.0%	344	19.3%	8.7%	215	18.2%	7.0%	310	24.6%	8.3%
<b>65 000 euros et plus par an</b>	353	11.9%	8.3%	238	13.4%	9.7%	115	9.7%	6.5%	237	18.8%	8.2%
<b>Refus</b>	236	7.9%	5.6%	112	6.3%	6.3%	124	10.5%	5.0%	90	7.1%	6.0%
<b>Ne sait pas</b>	60	2.0%	5.7%	47	2.7%	9.8%	13	1.1%	2.3%	30	2.4%	7.7%