

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	12597	100.0%	24.2%	5854	100.0%	23.5%	6743	100.0%	24.9%	2727	100.0%	15.7%
<b>Sexe</b>												
<b>Homme</b>	5854	46.5%	23.5%	5854	100.0%	23.5%	0	0.0%	0.0%	1346	49.4%	15.1%
<b>Femme</b>	6743	53.5%	24.9%	0	0.0%	0.0%	6743	100.0%	24.9%	1381	50.6%	16.2%
<b>Age</b>												
<b>15 à 24 ans</b>	818	6.5%	11.3%	380	6.5%	10.4%	438	6.5%	12.2%	351	12.9%	11.4%
<b>25 à 34 ans</b>	972	7.7%	12.8%	485	8.3%	13.1%	487	7.2%	12.6%	303	11.1%	9.5%
<b>35 à 49 ans</b>	2300	18.3%	18.4%	1125	19.2%	18.3%	1175	17.4%	18.5%	935	34.3%	14.8%
<b>50 à 59 ans</b>	2416	19.2%	26.8%	1144	19.5%	25.3%	1272	18.9%	28.4%	871	31.9%	22.9%
<b>60 ans et plus</b>	6091	48.4%	38.7%	2720	46.5%	39.5%	3371	50.0%	38.0%	268	9.8%	26.8%
<b>Individu</b>												
<b>Ménagères</b>	6184	49.1%	26.3%	0	0.0%	0.0%	6184	91.7%	26.3%	1187	43.5%	17.0%
<b>Personne de référence</b>	7128	56.6%	25.1%	5228	89.3%	25.5%	1899	28.2%	24.2%	1357	49.8%	16.0%
<b>Responsable des achats</b>	9197	73.0%	25.6%	3168	54.1%	24.1%	6029	89.4%	26.4%	1833	67.2%	16.6%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	173	1.4%	34.5%	116	2.0%	34.3%	57	0.9%	34.9%	3	0.1%	11.3%
<b>Petits patrons</b>	319	2.5%	19.9%	219	3.7%	18.7%	100	1.5%	23.1%	273	10.0%	19.0%
<b>Affaires et Cadres</b>	691	5.5%	14.1%	401	6.9%	14.2%	290	4.3%	13.8%	586	21.5%	13.3%
<b>Professions intermédiaires</b>	1224	9.7%	17.0%	613	10.5%	17.0%	612	9.1%	17.0%	962	35.3%	16.4%
<b>Employés</b>	1830	14.5%	21.9%	439	7.5%	19.5%	1391	20.6%	22.8%	346	12.7%	19.0%
<b>Ouvriers</b>	1420	11.3%	22.5%	1126	19.2%	22.3%	295	4.4%	23.2%	71	2.6%	20.1%
<b>Retraités</b>	5037	40.0%	39.3%	2488	42.5%	41.0%	2549	37.8%	37.7%	50	1.9%	24.4%
<b>Autres inactifs</b>	1901	15.1%	18.4%	452	7.7%	12.5%	1450	21.5%	21.6%	436	16.0%	13.3%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	257	2.0%	34.2%	137	2.3%	34.5%	120	1.8%	33.9%	0	0.0%	0.0%
<b>Petits patrons</b>	500	4.0%	19.1%	251	4.3%	18.2%	249	3.7%	20.1%	500	18.3%	19.1%
<b>Affaires et Cadres</b>	942	7.5%	13.7%	465	7.9%	13.6%	477	7.1%	13.8%	942	34.6%	13.7%
<b>Professions intermédiaires</b>	1284	10.2%	16.2%	629	10.8%	15.4%	655	9.7%	17.2%	1284	47.1%	16.2%
<b>Employés</b>	1046	8.3%	19.3%	433	7.4%	18.2%	614	9.1%	20.0%	0	0.0%	0.0%
<b>Ouvriers</b>	1985	15.8%	20.9%	1096	18.7%	21.6%	889	13.2%	20.1%	0	0.0%	0.0%
<b>Retraités</b>	5746	45.6%	38.5%	2633	45.0%	39.3%	3113	46.2%	37.9%	0	0.0%	0.0%
<b>Autres inactifs</b>	835	6.6%	20.5%	209	3.6%	13.8%	626	9.3%	24.4%	0	0.0%	0.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Taille du foyer</b>												
<b>1 personne</b>	2604	20.7%	26.0%	1076	18.4%	24.8%	1528	22.7%	26.9%	299	11.0%	15.4%
<b>2 personnes</b>	5931	47.1%	32.8%	2754	47.0%	31.7%	3177	47.1%	33.8%	800	29.3%	19.4%
<b>3 personnes</b>	1717	13.6%	18.7%	863	14.7%	18.2%	854	12.7%	19.1%	625	22.9%	15.6%
<b>4 personnes</b>	1570	12.5%	16.9%	772	13.2%	17.1%	798	11.8%	16.8%	675	24.8%	14.2%
<b>5 personnes et +</b>	775	6.2%	14.1%	389	6.7%	14.7%	386	5.7%	13.6%	327	12.0%	12.7%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	2437	19.3%	15.5%	1206	20.6%	16.3%	1230	18.2%	14.8%	1009	37.0%	13.1%
<b>Non</b>	10160	80.7%	28.0%	4647	79.4%	26.5%	5513	81.8%	29.3%	1718	63.0%	17.7%
<b>Habitat</b>												
<b>Communes rurales</b>	3551	28.2%	29.7%	1579	27.0%	27.6%	1972	29.2%	31.6%	677	24.8%	21.1%
<b>Agglo. - 20 000 hab</b>	2668	21.2%	29.4%	1269	21.7%	29.4%	1400	20.8%	29.5%	504	18.5%	19.5%
<b>Agglo. 20 000 à 100 000 hab</b>	1979	15.7%	28.3%	906	15.5%	27.1%	1072	15.9%	29.5%	445	16.3%	21.9%
<b>Agglo. + 100 000 hab</b>	3634	28.8%	23.5%	1738	29.7%	23.2%	1896	28.1%	23.7%	880	32.3%	15.7%
<b>Agglo. Paris</b>	765	6.1%	8.9%	361	6.2%	8.9%	404	6.0%	9.0%	221	8.1%	5.6%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Régions INSEE</b>												
Ile de France	840	6.7%	8.7%	385	6.6%	8.4%	455	6.7%	9.1%	253	9.3%	5.8%
Nord Pas de Calais	767	6.1%	23.9%	371	6.3%	24.3%	396	5.9%	23.5%	170	6.2%	17.1%
Lorraine	715	5.7%	37.3%	340	5.8%	36.8%	375	5.6%	37.8%	140	5.2%	26.4%
Alsace	573	4.6%	37.3%	273	4.7%	36.7%	300	4.5%	38.0%	126	4.6%	28.4%
Franche-Comté	342	2.7%	35.8%	154	2.6%	33.2%	188	2.8%	38.1%	66	2.4%	26.4%
Champagne Ardennes	308	2.4%	28.2%	144	2.5%	27.4%	164	2.4%	29.1%	66	2.4%	23.4%
Picardie	394	3.1%	25.6%	202	3.5%	27.3%	192	2.9%	24.1%	83	3.0%	18.7%
Bourgogne	346	2.7%	25.5%	161	2.7%	24.6%	185	2.7%	26.2%	72	2.7%	21.4%
Haute Normandie	247	2.0%	16.6%	94	1.6%	13.3%	153	2.3%	19.6%	43	1.6%	9.5%
Basse Normandie	369	2.9%	30.8%	161	2.7%	28.4%	209	3.1%	33.1%	100	3.7%	28.0%
Centre	439	3.5%	20.9%	182	3.1%	18.0%	257	3.8%	23.6%	83	3.1%	12.6%
Pays de Loire	971	7.7%	32.5%	461	7.9%	32.0%	510	7.6%	33.0%	146	5.4%	16.4%
Bretagne	1165	9.2%	43.5%	550	9.4%	42.8%	615	9.1%	44.2%	216	7.9%	30.5%
Poitou Charentes	391	3.1%	26.2%	192	3.3%	26.7%	200	3.0%	25.8%	71	2.6%	19.1%
Aquitaine	774	6.1%	27.7%	374	6.4%	28.1%	400	5.9%	27.3%	178	6.5%	21.5%
Midi Pyrénées	586	4.7%	23.7%	277	4.7%	23.2%	310	4.6%	24.2%	115	4.2%	14.3%
Limousin	128	1.0%	20.7%	56	1.0%	19.1%	72	1.1%	22.2%	29	1.1%	17.9%
Auvergne	411	3.3%	36.1%	178	3.0%	32.7%	233	3.4%	39.3%	68	2.5%	22.3%
Rhône Alpes	1360	10.8%	26.1%	646	11.0%	25.7%	714	10.6%	26.4%	338	12.4%	17.5%
Languedoc Roussillon	546	4.3%	23.8%	238	4.1%	21.8%	308	4.6%	25.6%	125	4.6%	17.0%
Provence Alpes Côte d'Azur. Corse	924	7.3%	21.1%	416	7.1%	20.1%	509	7.5%	22.0%	237	8.7%	15.4%
<b>Habitudes de connexion à Internet</b>												
Tous les jours	7373	58.5%	19.9%	3570	61.0%	19.5%	3803	56.4%	20.3%	2171	79.6%	14.4%
Presque tous les jours	1533	12.2%	27.5%	671	11.5%	26.4%	863	12.8%	28.5%	335	12.3%	21.2%
1 à 2 fois par semaine	889	7.1%	32.5%	362	6.2%	31.3%	527	7.8%	33.4%	132	4.8%	25.4%
1 à 3 fois par mois	149	1.2%	29.3%	57	1.0%	24.7%	91	1.4%	33.1%	26	0.9%	31.1%
Moins souvent	214	1.7%	37.9%	122	2.1%	42.7%	92	1.4%	33.1%	23	0.8%	42.7%
Jamais	30	0.2%	41.0%	23	0.4%	44.6%	6	0.1%	31.5%	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>	287	2.3%	17.1%	115	2.0%	15.7%	172	2.6%	18.1%	21	0.8%	12.0%
<b>De 9 000 à moins de 12 000 euros par an</b>	663	5.3%	24.5%	277	4.7%	26.6%	386	5.7%	23.2%	54	2.0%	21.4%
<b>De 12 000 à moins de 18 000 euros par an</b>	1499	11.9%	27.9%	591	10.1%	26.3%	908	13.5%	29.0%	91	3.4%	13.4%
<b>De 18 000 à moins de 24 000 euros par an</b>	1925	15.3%	28.7%	815	13.9%	27.6%	1110	16.5%	29.5%	274	10.1%	19.3%
<b>De 24 000 à moins de 36 000 euros par an</b>	2786	22.1%	23.8%	1325	22.6%	23.8%	1461	21.7%	23.9%	521	19.1%	14.9%
<b>De 36 000 à moins de 45 000 euros par an</b>	1852	14.7%	25.1%	889	15.2%	23.7%	963	14.3%	26.6%	511	18.8%	17.7%
<b>De 45 000 à moins de 65 000 euros par an</b>	1610	12.8%	23.0%	904	15.4%	22.9%	707	10.5%	23.0%	572	21.0%	15.4%
<b>65 000 euros et plus par an</b>	782	6.2%	18.5%	460	7.9%	18.7%	322	4.8%	18.2%	399	14.6%	13.8%
<b>Refus</b>	1026	8.1%	24.3%	422	7.2%	23.9%	604	9.0%	24.5%	248	9.1%	16.6%
<b>Ne sait pas</b>	166	1.3%	15.5%	55	0.9%	11.3%	111	1.6%	18.9%	35	1.3%	9.1%