

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	15866	100.0%	31.0%	7508	100.0%	30.7%	8358	100.0%	31.4%	3915	100.0%	23.1%
<b>Sexe</b>												
<b>Homme</b>	7508	47.3%	30.7%	7508	100.0%	30.7%	0	-	-	1980	50.6%	22.5%
<b>Femme</b>	8358	52.7%	31.4%	0	-	-	8358	100.0%	31.4%	1935	49.4%	23.7%
<b>Age</b>												
<b>15 à 24 ans</b>	1396	8.8%	18.9%	701	9.3%	18.8%	695	8.3%	19.0%	574	14.7%	18.7%
<b>25 à 34 ans</b>	1570	9.9%	20.4%	760	10.1%	20.0%	810	9.7%	20.7%	556	14.2%	16.2%
<b>35 à 49 ans</b>	3338	21.0%	26.4%	1625	21.6%	26.0%	1713	20.5%	26.7%	1419	36.2%	23.2%
<b>50 à 64 ans</b>	4561	28.7%	37.2%	2137	28.5%	36.0%	2423	29.0%	38.3%	1307	33.4%	31.7%
<b>65 ans et plus</b>	5002	31.5%	45.1%	2285	30.4%	48.0%	2717	32.5%	42.9%	60	1.5%	25.5%
<b>Individu</b>												
<b>Ménagère</b>	7639	48.1%	32.6%	0	-	-	7639	91.4%	32.6%	1664	42.5%	24.3%
<b>Personne de Référence</b>	8901	56.1%	31.5%	6516	86.8%	32.0%	2385	28.5%	30.1%	1924	49.1%	22.7%
<b>Responsable des achats</b>	11103	70.0%	31.6%	3564	47.5%	29.2%	7540	90.2%	32.8%	2461	62.9%	23.1%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	208	1.3%	38.8%	120	1.6%	35.9%	87	1.0%	43.5%	3	0.1%	16.8%
<b>Petits patrons</b>	422	2.7%	25.5%	319	4.2%	26.9%	103	1.2%	22.0%	368	9.4%	24.6%
<b>Affaires et Cadres</b>	944	6.0%	19.8%	579	7.7%	19.6%	365	4.4%	20.2%	854	21.8%	19.4%
<b>Professions intermédiaires</b>	1693	10.7%	25.1%	873	11.6%	25.3%	820	9.8%	24.9%	1357	34.7%	24.5%
<b>Employés</b>	2472	15.6%	29.5%	551	7.3%	27.3%	1922	23.0%	30.2%	510	13.0%	28.0%
<b>Ouvriers</b>	1870	11.8%	28.9%	1484	19.8%	29.3%	386	4.6%	27.6%	92	2.4%	24.9%
<b>Retraités</b>	5662	35.7%	45.0%	2839	37.8%	47.4%	2823	33.8%	42.9%	85	2.2%	34.1%
<b>Autres inactifs</b>	2595	16.4%	25.9%	743	9.9%	21.4%	1852	22.2%	28.3%	644	16.5%	21.0%
<b>PCS Personne de Référence</b>												
<b>Agriculteurs</b>	297	1.9%	37.3%	125	1.7%	33.1%	172	2.1%	41.1%	0	-	-
<b>Petits patrons</b>	686	4.3%	26.0%	378	5.0%	26.2%	309	3.7%	25.9%	686	17.5%	26.0%
<b>Affaires et Cadres</b>	1408	8.9%	20.5%	685	9.1%	19.8%	723	8.6%	21.3%	1408	36.0%	20.5%
<b>Professions intermédiaires</b>	1821	11.5%	24.3%	917	12.2%	23.6%	904	10.8%	25.1%	1821	46.5%	24.3%
<b>Employés</b>	1300	8.2%	24.5%	562	7.5%	25.3%	738	8.8%	24.0%	0	-	-
<b>Ouvriers</b>	2682	16.9%	28.3%	1414	18.8%	28.5%	1268	15.2%	28.2%	0	-	-
<b>Retraités</b>	6595	41.6%	44.9%	3056	40.7%	45.9%	3539	42.3%	44.0%	0	-	-
<b>Autres inactifs</b>	1077	6.8%	27.6%	372	5.0%	25.6%	705	8.4%	28.9%	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>	2928	18.5%	31.1%	1199	16.0%	29.8%	1730	20.7%	32.2%	329	8.4%	19.1%
<b>2 personnes</b>	6786	42.8%	37.7%	3285	43.7%	37.3%	3502	41.9%	38.1%	1129	28.9%	25.7%
<b>3 personnes</b>	2624	16.5%	28.3%	1352	18.0%	29.4%	1271	15.2%	27.2%	875	22.4%	23.6%
<b>4 personnes</b>	2293	14.4%	25.0%	1149	15.3%	25.1%	1143	13.7%	24.8%	1071	27.4%	23.1%
<b>5 personnes et +</b>	1235	7.8%	23.5%	524	7.0%	21.5%	711	8.5%	25.3%	510	13.0%	20.4%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	3651	23.0%	23.3%	1666	22.2%	23.1%	1984	23.7%	23.4%	1571	40.1%	20.8%
<b>Non</b>	12216	77.0%	34.5%	5842	77.8%	33.9%	6373	76.3%	35.0%	2344	59.9%	24.9%
<b>Habitat</b>												
<b>Communes rurales</b>	4200	26.5%	35.9%	1906	25.4%	34.0%	2294	27.4%	37.6%	915	23.4%	27.0%
<b>Agglo. - 20 000 hab</b>	3210	20.2%	36.0%	1544	20.6%	36.3%	1667	19.9%	35.8%	703	18.0%	27.4%
<b>Agglo. 20 000 à 100 000 hab</b>	2383	15.0%	34.8%	1118	14.9%	33.3%	1264	15.1%	36.3%	614	15.7%	30.8%
<b>Agglo. + 100 000 hab</b>	5006	31.5%	32.9%	2413	32.1%	33.3%	2593	31.0%	32.5%	1353	34.6%	26.3%
<b>Agglo. Paris</b>	1067	6.7%	12.7%	528	7.0%	13.2%	540	6.5%	12.2%	330	8.4%	8.5%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Région d'habitation</b>												
Ile-de-France	1186	7.5%	12.5%	597	7.9%	13.2%	590	7.1%	11.9%	388	9.9%	9.0%
Nord-Pas-de-Calais	1034	6.5%	32.2%	465	6.2%	30.5%	569	6.8%	33.7%	239	6.1%	26.1%
Lorraine	876	5.5%	45.2%	399	5.3%	42.7%	477	5.7%	47.6%	223	5.7%	39.5%
Alsace	753	4.7%	49.7%	367	4.9%	50.1%	385	4.6%	49.3%	193	4.9%	38.6%
Franche-Comté	397	2.5%	41.7%	185	2.5%	40.0%	211	2.5%	43.3%	81	2.1%	31.8%
Champagne-Ardenne	432	2.7%	39.6%	208	2.8%	39.6%	224	2.7%	39.6%	106	2.7%	35.0%
Picardie	466	2.9%	30.4%	223	3.0%	30.1%	243	2.9%	30.7%	102	2.6%	22.6%
Bourgogne	422	2.7%	31.0%	186	2.5%	28.5%	236	2.8%	33.3%	84	2.2%	23.7%
Haute-Normandie	329	2.1%	22.2%	128	1.7%	18.2%	201	2.4%	26.0%	72	1.8%	16.5%
Basse-Normandie	465	2.9%	38.6%	230	3.1%	39.8%	235	2.8%	37.5%	95	2.4%	28.7%
Centre	572	3.6%	27.5%	263	3.5%	26.3%	309	3.7%	28.6%	128	3.3%	19.9%
Pays de la Loire	1149	7.2%	40.0%	503	6.7%	36.3%	646	7.7%	43.5%	217	5.5%	26.4%
Bretagne	1452	9.2%	55.8%	667	8.9%	53.4%	785	9.4%	57.9%	358	9.1%	45.4%
Poitou-Charentes	469	3.0%	31.9%	230	3.1%	32.6%	239	2.9%	31.3%	106	2.7%	26.8%
Aquitaine	796	5.0%	29.7%	415	5.5%	32.6%	381	4.6%	27.1%	209	5.3%	25.4%
Midi-Pyrénées	767	4.8%	32.0%	347	4.6%	30.1%	420	5.0%	33.8%	201	5.1%	25.4%
Limousin	131	0.8%	20.8%	70	0.9%	23.3%	61	0.7%	18.5%	25	0.6%	15.8%
Auvergne	451	2.8%	40.1%	209	2.8%	38.7%	243	2.9%	41.5%	93	2.4%	30.5%
Rhône-Alpes	1729	10.9%	34.4%	833	11.1%	34.5%	896	10.7%	34.4%	450	11.5%	26.0%
Languedoc-Roussillon	707	4.5%	32.6%	346	4.6%	33.6%	361	4.3%	31.6%	164	4.2%	25.8%
Provence-Alpes-Côte-d'Azur-Corse	1281	8.1%	29.6%	635	8.5%	31.2%	646	7.7%	28.3%	382	9.8%	26.5%
<b>Habitudes de connexion Internet</b>												
Tous les jours	7181	45.3%	26.0%	3597	47.9%	25.6%	3584	42.9%	26.4%	2835	72.4%	22.0%
Presque tous les jours	1708	10.8%	28.1%	802	10.7%	27.5%	906	10.8%	28.7%	564	14.4%	23.2%
1 à 2 fois par semaine	1078	6.8%	33.4%	485	6.5%	33.9%	593	7.1%	33.0%	284	7.3%	31.6%
1 à 3 fois par mois	311	2.0%	35.8%	141	1.9%	37.7%	169	2.0%	34.3%	56	1.4%	29.2%
Moins souvent	429	2.7%	32.4%	205	2.7%	34.5%	224	2.7%	30.7%	34	0.9%	26.9%
Jamais	108	0.7%	51.7%	71	0.9%	54.1%	37	0.4%	47.6%	11	0.3%	55.2%

	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	652	4.1%	27.9%	274	3.7%	29.4%	378	4.5%	27.0%	42	1.1%	21.4%
De 9 000 à moins de 12 000 euros par an	1021	6.4%	31.3%	344	4.6%	31.2%	676	8.1%	31.3%	38	1.0%	15.3%
De 12 000 à moins de 18 000 euros par an	2248	14.2%	33.3%	986	13.1%	33.6%	1262	15.1%	33.1%	177	4.5%	21.5%
De 18 000 à moins de 24 000 euros par an	2439	15.4%	33.2%	1133	15.1%	32.5%	1305	15.6%	33.9%	373	9.5%	23.1%
De 24 000 à moins de 36 000 euros par an	3644	23.0%	32.2%	1794	23.9%	32.3%	1850	22.1%	32.0%	870	22.2%	23.3%
De 36 000 à moins de 45 000 euros par an	1979	12.5%	31.0%	1046	13.9%	30.6%	933	11.2%	31.3%	710	18.1%	25.0%
De 45 000 à moins de 65 000 euros par an	1623	10.2%	28.1%	908	12.1%	28.5%	714	8.5%	27.7%	841	21.5%	24.1%
De 65 000 à moins de 80 000 euros par an	406	2.6%	26.2%	238	3.2%	25.0%	168	2.0%	28.1%	237	6.1%	21.6%
De 80 000 à moins de 115 000 euros par an	255	1.6%	25.3%	165	2.2%	27.4%	89	1.1%	22.1%	173	4.4%	21.2%
115 000 euros et plus par an	132	0.8%	26.8%	79	1.1%	28.5%	53	0.6%	24.7%	93	2.4%	22.4%
Refus	1069	6.7%	32.3%	392	5.2%	29.1%	678	8.1%	34.5%	245	6.3%	21.6%
Ne sait pas	399	2.5%	25.2%	148	2.0%	22.0%	251	3.0%	27.6%	116	3.0%	21.1%