

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	2923	100.0%	5.7%	1537	100.0%	6.3%	1386	100.0%	5.2%	1169	100.0%	6.9%
<b>Sexe</b>												
<b>Homme</b>	1537	52.6%	6.3%	1537	100.0%	6.3%	0	-	-	645	55.2%	7.3%
<b>Femme</b>	1386	47.4%	5.2%	0	-	-	1386	100.0%	5.2%	524	44.8%	6.4%
<b>Age</b>												
<b>15 à 24 ans</b>	716	24.5%	9.7%	337	21.9%	9.0%	380	27.4%	10.4%	302	25.8%	9.8%
<b>25 à 34 ans</b>	556	19.0%	7.2%	324	21.1%	8.6%	231	16.7%	5.9%	223	19.1%	6.5%
<b>35 à 49 ans</b>	800	27.4%	6.3%	432	28.1%	6.9%	368	26.6%	5.7%	374	32.0%	6.1%
<b>50 à 64 ans</b>	579	19.8%	4.7%	310	20.1%	5.2%	269	19.4%	4.3%	258	22.1%	6.3%
<b>65 ans et plus</b>	272	9.3%	2.5%	135	8.8%	2.8%	137	9.9%	2.2%	12	1.0%	4.9%
<b>Individu</b>												
<b>Ménagère</b>	1061	36.3%	4.5%	0	-	-	1061	76.6%	4.5%	404	34.6%	5.9%
<b>Personne de Référence</b>	1621	55.4%	5.7%	1183	77.0%	5.8%	438	31.6%	5.5%	597	51.1%	7.0%
<b>Responsable des achats</b>	1917	65.6%	5.4%	834	54.2%	6.8%	1083	78.1%	4.7%	723	61.9%	6.8%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	0	-	-	0	-	-	0	-	-	0	-	-
<b>Petits patrons</b>	76	2.6%	4.6%	65	4.2%	5.5%	10	0.8%	2.2%	72	6.1%	4.8%
<b>Affaires et Cadres</b>	370	12.7%	7.8%	236	15.4%	8.0%	134	9.7%	7.4%	329	28.2%	7.5%
<b>Professions intermédiaires</b>	477	16.3%	7.1%	257	16.7%	7.5%	220	15.9%	6.7%	372	31.8%	6.7%
<b>Employés</b>	687	23.5%	8.2%	235	15.3%	11.6%	453	32.7%	7.1%	134	11.4%	7.3%
<b>Ouvriers</b>	400	13.7%	6.2%	318	20.7%	6.3%	81	5.8%	5.8%	27	2.3%	7.2%
<b>Retraités</b>	315	10.8%	2.5%	168	10.9%	2.8%	147	10.6%	2.2%	8	0.7%	3.1%
<b>Autres inactifs</b>	598	20.5%	6.0%	258	16.8%	7.4%	341	24.6%	5.2%	228	19.5%	7.4%
<b>PCS Personne de Référence</b>												
<b>Agriculteurs</b>	6	0.2%	0.8%	1	0.1%	0.4%	5	0.3%	1.2%	0	-	-
<b>Petits patrons</b>	138	4.7%	5.2%	91	5.9%	6.3%	47	3.4%	3.9%	138	11.8%	5.2%
<b>Affaires et Cadres</b>	515	17.6%	7.5%	271	17.6%	7.8%	244	17.6%	7.2%	515	44.0%	7.5%
<b>Professions intermédiaires</b>	516	17.7%	6.9%	283	18.4%	7.3%	233	16.8%	6.5%	516	44.2%	6.9%
<b>Employés</b>	519	17.7%	9.8%	240	15.6%	10.8%	279	20.1%	9.1%	0	-	-
<b>Ouvriers</b>	567	19.4%	6.0%	329	21.4%	6.6%	238	17.1%	5.3%	0	-	-
<b>Retraités</b>	442	15.1%	3.0%	219	14.2%	3.3%	223	16.1%	2.8%	0	-	-
<b>Autres inactifs</b>	221	7.5%	5.7%	103	6.7%	7.1%	118	8.5%	4.8%	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>	516	17.7%	5.5%	262	17.1%	6.5%	254	18.3%	4.7%	141	12.1%	8.2%
<b>2 personnes</b>	793	27.1%	4.4%	409	26.6%	4.6%	384	27.7%	4.2%	299	25.6%	6.8%
<b>3 personnes</b>	631	21.6%	6.8%	344	22.4%	7.5%	287	20.7%	6.1%	279	23.9%	7.5%
<b>4 personnes</b>	572	19.6%	6.2%	286	18.6%	6.2%	286	20.6%	6.2%	266	22.7%	5.7%
<b>5 personnes et +</b>	412	14.1%	7.9%	236	15.4%	9.7%	176	12.7%	6.3%	184	15.7%	7.4%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	1004	34.3%	6.4%	536	34.9%	7.4%	468	33.8%	5.5%	434	37.2%	5.7%
<b>Non</b>	1919	65.7%	5.4%	1001	65.1%	5.8%	918	66.2%	5.0%	735	62.8%	7.8%
<b>Habitat</b>												
<b>Communes rurales</b>	142	4.9%	1.2%	90	5.8%	1.6%	52	3.8%	0.9%	61	5.2%	1.8%
<b>Agglo. - 20 000 hab</b>	158	5.4%	1.8%	96	6.2%	2.3%	62	4.5%	1.3%	78	6.6%	3.0%
<b>Agglo. 20 000 à 100 000 hab</b>	97	3.3%	1.4%	71	4.6%	2.1%	26	1.9%	0.8%	47	4.0%	2.4%
<b>Agglo. + 100 000 hab</b>	1062	36.3%	7.0%	531	34.6%	7.3%	531	38.3%	6.7%	363	31.1%	7.1%
<b>Agglo. Paris</b>	1465	50.1%	17.4%	750	48.8%	18.8%	715	51.6%	16.1%	620	53.0%	16.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Région d'habitation</b>												
Ile-de-France	1539	52.7%	16.3%	797	51.8%	17.7%	743	53.6%	15.0%	656	56.1%	15.2%
Nord-Pas-de-Calais	198	6.8%	6.2%	117	7.6%	7.7%	81	5.8%	4.8%	75	6.4%	8.2%
Lorraine	46	1.6%	2.4%	26	1.7%	2.8%	20	1.4%	2.0%	27	2.4%	4.9%
Alsace	71	2.4%	4.7%	40	2.6%	5.5%	31	2.2%	3.9%	18	1.5%	3.6%
Franche-Comté	1	0.0%	0.1%	0	-	-	1	0.1%	0.2%	0	0.0%	0.2%
Champagne-Ardenne	4	0.1%	0.4%	1	0.1%	0.2%	3	0.2%	0.6%	1	0.1%	0.4%
Picardie	23	0.8%	1.5%	17	1.1%	2.2%	6	0.4%	0.8%	12	1.0%	2.6%
Bourgogne	7	0.2%	0.5%	2	0.1%	0.3%	5	0.3%	0.7%	2	0.2%	0.7%
Haute-Normandie	10	0.3%	0.7%	5	0.3%	0.7%	5	0.4%	0.6%	2	0.1%	0.4%
Basse-Normandie	4	0.1%	0.3%	4	0.3%	0.7%	0	-	-	1	0.1%	0.4%
Centre	23	0.8%	1.1%	15	1.0%	1.5%	8	0.6%	0.8%	12	1.0%	1.9%
Pays de la Loire	99	3.4%	3.5%	56	3.7%	4.1%	43	3.1%	2.9%	43	3.7%	5.2%
Bretagne	78	2.7%	3.0%	42	2.8%	3.4%	36	2.6%	2.7%	24	2.0%	3.0%
Poitou-Charentes	2	0.1%	0.1%	1	0.1%	0.2%	0	0.0%	0.1%	1	0.0%	0.1%
Aquitaine	83	2.9%	3.1%	42	2.7%	3.3%	41	3.0%	2.9%	29	2.5%	3.6%
Midi-Pyrénées	179	6.1%	7.5%	105	6.8%	9.1%	74	5.3%	5.9%	64	5.4%	8.0%
Limousin	1	0.0%	0.2%	1	0.1%	0.3%	0	0.0%	0.1%	0	0.0%	0.1%
Auvergne	2	0.1%	0.2%	1	0.0%	0.1%	2	0.1%	0.3%	1	0.1%	0.3%
Rhône-Alpes	232	8.0%	4.6%	111	7.2%	4.6%	121	8.7%	4.7%	87	7.5%	5.0%
Languedoc-Roussillon	11	0.4%	0.5%	8	0.5%	0.8%	3	0.2%	0.3%	5	0.4%	0.8%
Provence-Alpes-Côte-d'Azur-Corse	308	10.5%	7.1%	145	9.4%	7.1%	163	11.7%	7.1%	108	9.3%	7.5%
<b>Habitudes de connexion Internet</b>												
Tous les jours	1893	64.7%	6.8%	1039	67.6%	7.4%	854	61.6%	6.3%	929	79.5%	7.2%
Presque tous les jours	347	11.9%	5.7%	174	11.3%	6.0%	172	12.4%	5.5%	146	12.5%	6.0%
1 à 2 fois par semaine	195	6.7%	6.0%	86	5.6%	6.0%	108	7.8%	6.0%	54	4.7%	6.0%
1 à 3 fois par mois	49	1.7%	5.6%	27	1.8%	7.3%	21	1.5%	4.3%	12	1.0%	6.2%
Moins souvent	64	2.2%	4.8%	16	1.0%	2.7%	48	3.4%	6.5%	1	0.1%	0.8%
Jamais	5	0.2%	2.3%	4	0.3%	3.2%	1	0.1%	0.9%	0	-	-

	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	144	4.9%	6.2%	65	4.2%	7.0%	79	5.7%	5.7%	10	0.9%	5.2%
De 9 000 à moins de 12 000 euros par an	137	4.7%	4.2%	74	4.8%	6.8%	63	4.5%	2.9%	19	1.6%	7.7%
De 12 000 à moins de 18 000 euros par an	388	13.3%	5.7%	162	10.5%	5.5%	226	16.3%	5.9%	72	6.2%	8.8%
De 18 000 à moins de 24 000 euros par an	404	13.8%	5.5%	218	14.2%	6.3%	186	13.4%	4.8%	121	10.4%	7.5%
De 24 000 à moins de 36 000 euros par an	585	20.0%	5.2%	333	21.6%	6.0%	253	18.2%	4.4%	214	18.3%	5.7%
De 36 000 à moins de 45 000 euros par an	389	13.3%	6.1%	218	14.2%	6.4%	171	12.3%	5.7%	177	15.2%	6.2%
De 45 000 à moins de 65 000 euros par an	369	12.6%	6.4%	209	13.6%	6.6%	160	11.5%	6.2%	240	20.6%	6.9%
De 65 000 à moins de 80 000 euros par an	127	4.3%	8.2%	86	5.6%	9.0%	42	3.0%	6.9%	98	8.4%	8.9%
De 80 000 à moins de 115 000 euros par an	84	2.9%	8.4%	56	3.6%	9.2%	29	2.1%	7.1%	73	6.2%	8.9%
115 000 euros et plus par an	27	0.9%	5.5%	14	0.9%	4.9%	14	1.0%	6.4%	23	1.9%	5.4%
Refus	161	5.5%	4.9%	63	4.1%	4.7%	98	7.1%	5.0%	75	6.4%	6.6%
Ne sait pas	107	3.7%	6.8%	40	2.6%	5.9%	67	4.8%	7.4%	46	3.9%	8.3%