

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	6678	100.0%	13.1%	3233	100.0%	13.2%	3445	100.0%	12.9%	1694	100.0%	10.0%
<b>Sexe</b>												
<b>Homme</b>	3233	48.4%	13.2%	3233	100.0%	13.2%	0	-	-	884	52.1%	10.1%
<b>Femme</b>	3445	51.6%	12.9%	0	-	-	3445	100.0%	12.9%	811	47.9%	9.9%
<b>Age</b>												
<b>15 à 24 ans</b>	603	9.0%	8.1%	338	10.4%	9.1%	265	7.7%	7.2%	196	11.6%	6.4%
<b>25 à 34 ans</b>	850	12.7%	11.0%	419	13.0%	11.1%	431	12.5%	11.0%	289	17.1%	8.4%
<b>35 à 49 ans</b>	1673	25.1%	13.2%	802	24.8%	12.8%	872	25.3%	13.6%	690	40.7%	11.3%
<b>50 à 64 ans</b>	2008	30.1%	16.4%	962	29.7%	16.2%	1046	30.4%	16.5%	492	29.1%	11.9%
<b>65 ans et plus</b>	1545	23.1%	13.9%	713	22.0%	15.0%	832	24.1%	13.1%	27	1.6%	11.6%
<b>Individu</b>												
<b>Ménagère</b>	3154	47.2%	13.5%	0	-	-	3154	91.5%	13.5%	725	42.8%	10.6%
<b>Personne de Référence</b>	3702	55.4%	13.1%	2807	86.8%	13.8%	894	26.0%	11.3%	895	52.8%	10.6%
<b>Responsable des achats</b>	4589	68.7%	13.0%	1494	46.2%	12.3%	3095	89.8%	13.5%	1092	64.4%	10.2%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	159	2.4%	29.7%	103	3.2%	30.9%	56	1.6%	27.7%	2	0.1%	13.8%
<b>Petits patrons</b>	224	3.3%	13.5%	149	4.6%	12.6%	74	2.2%	15.9%	194	11.4%	13.0%
<b>Affaires et Cadres</b>	410	6.1%	8.6%	261	8.1%	8.8%	149	4.3%	8.3%	373	22.0%	8.5%
<b>Professions intermédiaires</b>	804	12.0%	11.9%	411	12.7%	11.9%	394	11.4%	11.9%	642	37.9%	11.6%
<b>Employés</b>	1159	17.4%	13.8%	270	8.3%	13.4%	889	25.8%	14.0%	210	12.4%	11.5%
<b>Ouvriers</b>	979	14.7%	15.1%	777	24.0%	15.3%	201	5.8%	14.4%	38	2.3%	10.4%
<b>Retraités</b>	1970	29.5%	15.7%	945	29.2%	15.8%	1025	29.7%	15.6%	35	2.0%	13.8%
<b>Autres inactifs</b>	973	14.6%	9.7%	316	9.8%	9.1%	657	19.1%	10.0%	201	11.8%	6.5%
<b>PCS Personne de Référence</b>												
<b>Agriculteurs</b>	227	3.4%	28.4%	117	3.6%	31.1%	109	3.2%	26.1%	0	-	-
<b>Petits patrons</b>	303	4.5%	11.5%	166	5.1%	11.5%	137	4.0%	11.5%	303	17.9%	11.5%
<b>Affaires et Cadres</b>	584	8.7%	8.5%	295	9.1%	8.5%	290	8.4%	8.5%	584	34.5%	8.5%
<b>Professions intermédiaires</b>	807	12.1%	10.8%	423	13.1%	10.9%	384	11.1%	10.7%	807	47.6%	10.8%
<b>Employés</b>	630	9.4%	11.9%	270	8.4%	12.2%	360	10.4%	11.7%	0	-	-
<b>Ouvriers</b>	1418	21.2%	15.0%	755	23.3%	15.2%	663	19.3%	14.7%	0	-	-
<b>Retraités</b>	2313	34.6%	15.7%	1053	32.6%	15.8%	1260	36.6%	15.7%	0	-	-
<b>Autres inactifs</b>	396	5.9%	10.2%	154	4.8%	10.6%	242	7.0%	9.9%	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>	1098	16.4%	11.7%	493	15.3%	12.3%	604	17.5%	11.2%	157	9.3%	9.1%
<b>2 personnes</b>	2637	39.5%	14.7%	1282	39.7%	14.5%	1354	39.3%	14.8%	472	27.9%	10.7%
<b>3 personnes</b>	1194	17.9%	12.9%	624	19.3%	13.5%	571	16.6%	12.2%	343	20.3%	9.2%
<b>4 personnes</b>	1154	17.3%	12.6%	560	17.3%	12.2%	595	17.3%	12.9%	488	28.8%	10.5%
<b>5 personnes et +</b>	595	8.9%	11.3%	274	8.5%	11.3%	321	9.3%	11.4%	234	13.8%	9.3%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	1859	27.8%	11.9%	864	26.7%	12.0%	994	28.9%	11.7%	740	43.7%	9.8%
<b>Non</b>	4820	72.2%	13.6%	2369	73.3%	13.7%	2451	71.1%	13.5%	954	56.3%	10.1%
<b>Habitat</b>												
<b>Communes rurales</b>	2460	36.8%	21.0%	1164	36.0%	20.8%	1295	37.6%	21.2%	560	33.0%	16.6%
<b>Agglo. - 20 000 hab</b>	1587	23.8%	17.8%	749	23.2%	17.6%	838	24.3%	18.0%	392	23.1%	15.3%
<b>Agglo. 20 000 à 100 000 hab</b>	1237	18.5%	18.1%	571	17.7%	17.0%	666	19.3%	19.1%	340	20.1%	17.1%
<b>Agglo. + 100 000 hab</b>	1043	15.6%	6.9%	558	17.3%	7.7%	485	14.1%	6.1%	275	16.2%	5.3%
<b>Agglo. Paris</b>	351	5.3%	4.2%	190	5.9%	4.8%	161	4.7%	3.6%	128	7.5%	3.3%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Région d'habitation</b>												
Ile-de-France	542	8.1%	5.7%	285	8.8%	6.3%	258	7.5%	5.2%	204	12.0%	4.7%
Nord-Pas-de-Calais	849	12.7%	26.4%	434	13.4%	28.4%	415	12.0%	24.6%	190	11.2%	20.7%
Lorraine	137	2.1%	7.1%	73	2.2%	7.8%	65	1.9%	6.5%	47	2.8%	8.4%
Alsace	39	0.6%	2.6%	15	0.5%	2.1%	24	0.7%	3.1%	5	0.3%	0.9%
Franche-Comté	125	1.9%	13.2%	63	2.0%	13.6%	62	1.8%	12.7%	27	1.6%	10.8%
Champagne-Ardenne	35	0.5%	3.2%	14	0.4%	2.7%	21	0.6%	3.8%	9	0.6%	3.1%
Picardie	381	5.7%	24.8%	171	5.3%	23.1%	209	6.1%	26.4%	106	6.3%	23.5%
Bourgogne	113	1.7%	8.3%	61	1.9%	9.4%	52	1.5%	7.3%	23	1.4%	6.5%
Haute-Normandie	558	8.4%	37.7%	244	7.6%	34.6%	314	9.1%	40.6%	129	7.6%	29.7%
Basse-Normandie	594	8.9%	49.3%	283	8.8%	49.0%	311	9.0%	49.6%	105	6.2%	31.7%
Centre	235	3.5%	11.3%	122	3.8%	12.2%	113	3.3%	10.5%	61	3.6%	9.5%
Pays de la Loire	455	6.8%	15.8%	214	6.6%	15.4%	241	7.0%	16.2%	100	5.9%	12.2%
Bretagne	511	7.6%	19.6%	234	7.2%	18.8%	277	8.0%	20.4%	127	7.5%	16.1%
Poitou-Charentes	160	2.4%	10.9%	77	2.4%	11.0%	83	2.4%	10.9%	33	2.0%	8.5%
Aquitaine	299	4.5%	11.1%	146	4.5%	11.4%	153	4.4%	10.9%	82	4.9%	10.0%
Midi-Pyrénées	329	4.9%	13.8%	155	4.8%	13.4%	174	5.1%	14.1%	76	4.5%	9.7%
Limousin	52	0.8%	8.2%	26	0.8%	8.7%	25	0.7%	7.7%	8	0.5%	5.0%
Auvergne	163	2.4%	14.5%	84	2.6%	15.6%	79	2.3%	13.5%	39	2.3%	12.6%
Rhône-Alpes	738	11.1%	14.7%	357	11.0%	14.8%	381	11.1%	14.6%	195	11.5%	11.2%
Languedoc-Roussillon	261	3.9%	12.0%	122	3.8%	11.8%	139	4.0%	12.2%	94	5.5%	14.7%
Provence-Alpes-Côte-d'Azur-Corse	102	1.5%	2.4%	52	1.6%	2.6%	50	1.4%	2.2%	34	2.0%	2.3%
<b>Habitudes de connexion Internet</b>												
Tous les jours	3169	47.5%	11.5%	1629	50.4%	11.6%	1540	44.7%	11.3%	1198	70.7%	9.3%
Presque tous les jours	802	12.0%	13.2%	386	11.9%	13.2%	415	12.1%	13.2%	261	15.4%	10.7%
1 à 2 fois par semaine	501	7.5%	15.5%	244	7.5%	17.0%	257	7.5%	14.3%	116	6.8%	12.8%
1 à 3 fois par mois	119	1.8%	13.8%	42	1.3%	11.3%	77	2.2%	15.6%	31	1.8%	16.1%
Moins souvent	184	2.8%	13.9%	84	2.6%	14.3%	100	2.9%	13.7%	36	2.1%	28.1%
Jamais	31	0.5%	14.8%	12	0.4%	9.0%	19	0.6%	24.3%	5	0.3%	26.1%

	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	273	4.1%	11.7%	127	3.9%	13.6%	146	4.2%	10.4%	23	1.3%	11.5%
De 9 000 à moins de 12 000 euros par an	479	7.2%	14.7%	146	4.5%	13.3%	333	9.7%	15.4%	25	1.5%	10.2%
De 12 000 à moins de 18 000 euros par an	949	14.2%	14.1%	417	12.9%	14.2%	532	15.4%	13.9%	70	4.1%	8.5%
De 18 000 à moins de 24 000 euros par an	1089	16.3%	14.8%	539	16.7%	15.4%	550	16.0%	14.3%	169	10.0%	10.5%
De 24 000 à moins de 36 000 euros par an	1625	24.3%	14.3%	811	25.1%	14.6%	814	23.6%	14.1%	432	25.5%	11.5%
De 36 000 à moins de 45 000 euros par an	833	12.5%	13.0%	459	14.2%	13.4%	374	10.9%	12.6%	307	18.1%	10.8%
De 45 000 à moins de 65 000 euros par an	590	8.8%	10.2%	337	10.4%	10.6%	253	7.4%	9.8%	319	18.8%	9.1%
De 65 000 à moins de 80 000 euros par an	166	2.5%	10.7%	98	3.0%	10.2%	69	2.0%	11.5%	112	6.6%	10.2%
De 80 000 à moins de 115 000 euros par an	101	1.5%	10.1%	61	1.9%	10.2%	40	1.2%	9.9%	76	4.5%	9.3%
115 000 euros et plus par an	50	0.8%	10.2%	43	1.3%	15.6%	7	0.2%	3.2%	39	2.3%	9.4%
Refus	362	5.4%	10.9%	137	4.2%	10.1%	225	6.5%	11.5%	83	4.9%	7.3%
Ne sait pas	161	2.4%	10.2%	58	1.8%	8.6%	103	3.0%	11.3%	41	2.4%	7.4%