

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	6606	100.0%	12.9%	3828	100.0%	15.7%	2778	100.0%	10.4%	2752	100.0%	16.2%
<b>Sexe</b>												
<b>Homme</b>	3828	57.9%	15.7%	3828	100.0%	15.7%	0	-	-	1619	58.8%	18.5%
<b>Femme</b>	2778	42.1%	10.4%	0	-	-	2778	100.0%	10.4%	1133	41.2%	13.8%
<b>Age</b>												
<b>15 à 24 ans</b>	839	12.7%	11.3%	476	12.4%	12.8%	363	13.1%	9.9%	450	16.3%	14.3%
<b>25 à 34 ans</b>	1143	17.3%	14.8%	678	17.7%	17.9%	465	16.7%	11.9%	527	19.2%	15.5%
<b>35 à 49 ans</b>	1893	28.7%	15.0%	1100	28.7%	17.6%	793	28.5%	12.4%	1065	38.7%	17.3%
<b>50 à 64 ans</b>	1653	25.0%	13.5%	958	25.0%	16.2%	695	25.0%	11.0%	687	25.0%	17.0%
<b>65 ans et plus</b>	1078	16.3%	9.7%	616	16.1%	12.9%	462	16.6%	7.3%	23	0.8%	12.4%
<b>Individu</b>												
<b>Ménagère</b>	2421	36.6%	10.3%	0	-	-	2421	87.1%	10.3%	961	34.9%	14.1%
<b>Personne de Référence</b>	3537	53.5%	12.6%	3154	82.4%	15.6%	382	13.8%	4.8%	1402	50.9%	16.7%
<b>Responsable des achats</b>	4173	63.2%	11.8%	1799	47.0%	14.5%	2373	85.4%	10.3%	1633	59.3%	15.2%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	49	0.7%	9.1%	30	0.8%	9.0%	19	0.7%	9.4%	0	-	-
<b>Petits patrons</b>	234	3.5%	14.2%	175	4.6%	15.1%	59	2.1%	12.0%	200	7.3%	13.6%
<b>Affaires et Cadres</b>	831	12.6%	17.5%	581	15.2%	19.9%	250	9.0%	13.6%	767	27.9%	17.7%
<b>Professions intermédiaires</b>	1091	16.5%	16.2%	665	17.4%	19.1%	426	15.3%	13.1%	912	33.2%	16.3%
<b>Employés</b>	1135	17.2%	13.6%	353	9.2%	16.9%	782	28.2%	12.4%	333	12.1%	18.5%
<b>Ouvriers</b>	864	13.1%	13.4%	741	19.4%	14.9%	123	4.4%	8.3%	73	2.6%	17.1%
<b>Retraités</b>	1387	21.0%	11.0%	828	21.6%	13.8%	559	20.1%	8.5%	41	1.5%	17.4%
<b>Autres inactifs</b>	1014	15.3%	10.1%	455	11.9%	13.1%	559	20.1%	8.6%	426	15.5%	13.8%
<b>PCS Personne de Référence</b>												
<b>Agriculteurs</b>	94	1.4%	11.9%	33	0.9%	8.6%	61	2.2%	14.9%	0	-	-
<b>Petits patrons</b>	381	5.8%	14.5%	209	5.4%	15.1%	172	6.2%	13.7%	381	13.8%	14.5%
<b>Affaires et Cadres</b>	1171	17.7%	17.1%	657	17.2%	18.9%	514	18.5%	15.3%	1171	42.6%	17.1%
<b>Professions intermédiaires</b>	1200	18.2%	16.0%	753	19.7%	19.3%	447	16.1%	12.5%	1200	43.6%	16.0%
<b>Employés</b>	649	9.8%	12.2%	357	9.3%	15.9%	292	10.5%	9.5%	0	-	-
<b>Ouvriers</b>	1165	17.6%	12.3%	697	18.2%	14.3%	468	16.8%	10.2%	0	-	-
<b>Retraités</b>	1657	25.1%	11.3%	942	24.6%	14.1%	715	25.7%	8.9%	0	-	-
<b>Autres inactifs</b>	289	4.4%	7.4%	180	4.7%	12.1%	109	3.9%	4.5%	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>	637	9.6%	6.8%	407	10.6%	10.0%	230	8.3%	4.3%	170	6.2%	9.8%
<b>2 personnes</b>	2384	36.1%	13.2%	1392	36.4%	15.8%	992	35.7%	10.8%	694	25.2%	16.1%
<b>3 personnes</b>	1396	21.1%	15.0%	817	21.3%	17.9%	579	20.8%	12.3%	641	23.3%	16.9%
<b>4 personnes</b>	1455	22.0%	15.8%	823	21.5%	18.0%	631	22.7%	13.7%	858	31.2%	18.4%
<b>5 personnes et +</b>	734	11.1%	14.0%	389	10.2%	15.8%	346	12.4%	12.4%	390	14.2%	15.8%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	2325	35.2%	14.8%	1303	34.0%	17.9%	1022	36.8%	12.1%	1315	47.8%	17.2%
<b>Non</b>	4282	64.8%	12.1%	2525	66.0%	14.7%	1756	63.2%	9.7%	1437	52.2%	15.5%
<b>Habitat</b>												
<b>Communes rurales</b>	1449	21.9%	12.4%	804	21.0%	14.5%	645	23.2%	10.5%	522	19.0%	15.6%
<b>Agglo. - 20 000 hab</b>	1125	17.0%	12.6%	651	17.0%	15.4%	475	17.1%	10.1%	398	14.5%	15.6%
<b>Agglo. 20 000 à 100 000 hab</b>	934	14.1%	13.6%	558	14.6%	16.2%	376	13.5%	11.0%	342	12.4%	17.1%
<b>Agglo. + 100 000 hab</b>	1900	28.8%	12.5%	1121	29.3%	15.5%	778	28.0%	9.8%	841	30.6%	16.2%
<b>Agglo. Paris</b>	1198	18.1%	14.2%	693	18.1%	17.3%	504	18.2%	11.4%	648	23.6%	16.7%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Région d'habitation</b>												
Ile-de-France	1336	20.2%	14.1%	777	20.3%	17.3%	559	20.1%	11.3%	723	26.3%	16.7%
Nord-Pas-de-Calais	331	5.0%	10.3%	211	5.5%	13.8%	120	4.3%	7.1%	131	4.7%	14.3%
Lorraine	182	2.8%	9.4%	106	2.8%	11.4%	76	2.7%	7.6%	73	2.6%	13.2%
Alsace	150	2.3%	9.9%	106	2.8%	14.5%	44	1.6%	5.6%	55	2.0%	11.1%
Franche-Comté	107	1.6%	11.2%	69	1.8%	14.8%	38	1.4%	7.8%	37	1.4%	14.2%
Champagne-Ardenne	139	2.1%	12.8%	88	2.3%	16.8%	51	1.8%	9.1%	62	2.3%	19.3%
Picardie	196	3.0%	12.8%	119	3.1%	16.0%	78	2.8%	9.8%	72	2.6%	16.5%
Bourgogne	161	2.4%	11.8%	89	2.3%	13.6%	72	2.6%	10.1%	56	2.0%	15.5%
Haute-Normandie	155	2.3%	10.5%	101	2.6%	14.3%	54	2.0%	7.0%	62	2.2%	14.5%
Basse-Normandie	130	2.0%	10.8%	65	1.7%	11.3%	65	2.3%	10.3%	34	1.2%	10.2%
Centre	214	3.2%	10.3%	120	3.1%	12.0%	94	3.4%	8.7%	96	3.5%	15.2%
Pays de la Loire	360	5.4%	12.5%	220	5.7%	15.9%	140	5.0%	9.4%	129	4.7%	15.6%
Bretagne	344	5.2%	13.2%	188	4.9%	15.1%	155	5.6%	11.4%	111	4.0%	14.4%
Poitou-Charentes	208	3.1%	14.2%	125	3.3%	17.7%	83	3.0%	10.9%	66	2.4%	17.7%
Aquitaine	376	5.7%	14.0%	208	5.4%	16.3%	167	6.0%	11.9%	140	5.1%	17.3%
Midi-Pyrénées	371	5.6%	15.5%	218	5.7%	18.9%	154	5.5%	12.4%	150	5.5%	18.7%
Limousin	92	1.4%	14.7%	52	1.4%	17.3%	40	1.4%	12.2%	26	0.9%	16.4%
Auvergne	153	2.3%	13.6%	94	2.4%	17.4%	59	2.1%	10.1%	58	2.1%	19.2%
Rhône-Alpes	631	9.6%	12.6%	321	8.4%	13.3%	311	11.2%	11.9%	288	10.5%	16.1%
Languedoc-Roussillon	298	4.5%	13.7%	172	4.5%	16.7%	126	4.5%	11.0%	106	3.9%	16.4%
Provence-Alpes-Côte-d'Azur-Corse	672	10.2%	15.6%	381	9.9%	18.7%	292	10.5%	12.8%	279	10.1%	19.5%
<b>Habitudes de connexion Internet</b>												
Tous les jours	4300	65.1%	15.6%	2548	66.6%	18.2%	1752	63.1%	12.9%	2207	80.2%	17.1%
Presque tous les jours	866	13.1%	14.1%	461	12.0%	16.0%	405	14.6%	12.5%	339	12.3%	14.5%
1 à 2 fois par semaine	367	5.6%	11.3%	188	4.9%	12.9%	179	6.4%	10.1%	134	4.9%	14.2%
1 à 3 fois par mois	76	1.2%	9.0%	45	1.2%	13.4%	31	1.1%	6.1%	18	0.7%	12.1%
Moins souvent	110	1.7%	8.2%	63	1.6%	9.9%	48	1.7%	6.8%	6	0.2%	4.7%
Jamais	17	0.3%	12.5%	11	0.3%	13.5%	6	0.2%	10.9%	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	111	1.7%	5.2%	57	1.5%	6.6%	54	2.0%	4.3%	13	0.5%	7.3%
De 9 000 à moins de 12 000 euros par an	159	2.4%	4.8%	76	2.0%	6.7%	83	3.0%	3.8%	12	0.5%	5.0%
De 12 000 à moins de 18 000 euros par an	517	7.8%	7.9%	280	7.3%	10.2%	237	8.5%	6.3%	88	3.2%	11.5%
De 18 000 à moins de 24 000 euros par an	808	12.2%	10.8%	470	12.3%	13.3%	337	12.1%	8.6%	202	7.3%	12.7%
De 24 000 à moins de 36 000 euros par an	1568	23.7%	13.5%	942	24.6%	17.0%	626	22.5%	10.4%	476	17.3%	12.8%
De 36 000 à moins de 45 000 euros par an	1108	16.8%	17.0%	627	16.4%	17.6%	480	17.3%	16.3%	514	18.7%	17.3%
De 45 000 à moins de 65 000 euros par an	1162	17.6%	19.5%	687	17.9%	20.6%	475	17.1%	18.1%	694	25.2%	19.4%
De 65 000 à moins de 80 000 euros par an	332	5.0%	21.6%	196	5.1%	21.4%	135	4.9%	21.9%	252	9.1%	22.6%
De 80 000 à moins de 115 000 euros par an	205	3.1%	21.0%	151	3.9%	25.4%	54	2.0%	14.3%	171	6.2%	21.4%
115 000 euros et plus par an	98	1.5%	21.4%	66	1.7%	24.0%	32	1.2%	17.5%	84	3.1%	22.1%
Refus	408	6.2%	12.7%	198	5.2%	14.8%	210	7.6%	11.2%	178	6.5%	15.6%
Ne sait pas	130	2.0%	9.0%	78	2.0%	12.4%	53	1.9%	6.5%	68	2.5%	14.3%