

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	7410	100.0%	14.5%	4086	100.0%	16.7%	3325	100.0%	12.5%	2641	100.0%	15.6%
<b>Sexe</b>												
<b>Homme</b>	4086	55.1%	16.7%	4086	100.0%	16.7%	0	-	-	1457	55.2%	16.6%
<b>Femme</b>	3325	44.9%	12.5%	0	-	-	3325	100.0%	12.5%	1184	44.8%	14.5%
<b>Age</b>												
<b>15 à 24 ans</b>	777	10.5%	10.5%	420	10.3%	11.3%	357	10.7%	9.7%	360	13.6%	11.7%
<b>25 à 34 ans</b>	1018	13.7%	13.2%	557	13.6%	14.7%	461	13.9%	11.8%	398	15.1%	11.6%
<b>35 à 49 ans</b>	2051	27.7%	16.2%	1107	27.1%	17.7%	944	28.4%	14.7%	1036	39.2%	17.0%
<b>50 à 64 ans</b>	2122	28.6%	17.3%	1137	27.8%	19.2%	986	29.6%	15.6%	805	30.5%	19.5%
<b>65 ans et plus</b>	1442	19.5%	13.0%	864	21.2%	18.2%	577	17.4%	9.1%	42	1.6%	17.9%
<b>Individu</b>												
<b>Ménagère</b>	2963	40.0%	12.7%	0	-	-	2963	89.1%	12.7%	1035	39.2%	15.1%
<b>Personne de Référence</b>	4098	55.3%	14.5%	3522	86.2%	17.3%	576	17.3%	7.3%	1329	50.3%	15.7%
<b>Responsable des achats</b>	4814	65.0%	13.7%	1893	46.3%	15.5%	2922	87.9%	12.7%	1593	60.3%	14.9%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	60	0.8%	11.1%	31	0.8%	9.4%	28	0.9%	14.1%	6	0.2%	33.0%
<b>Petits patrons</b>	287	3.9%	17.4%	200	4.9%	16.9%	87	2.6%	18.6%	252	9.6%	16.9%
<b>Affaires et Cadres</b>	737	9.9%	15.5%	508	12.4%	17.2%	229	6.9%	12.7%	689	26.1%	15.7%
<b>Professions intermédiaires</b>	1040	14.0%	15.4%	566	13.9%	16.4%	474	14.3%	14.4%	852	32.3%	15.4%
<b>Employés</b>	1211	16.3%	14.5%	328	8.0%	16.2%	883	26.6%	13.9%	294	11.1%	16.1%
<b>Ouvriers</b>	1043	14.1%	16.1%	878	21.5%	17.3%	165	5.0%	11.8%	69	2.6%	18.5%
<b>Retraités</b>	1914	25.8%	15.2%	1147	28.1%	19.2%	767	23.1%	11.6%	50	1.9%	19.8%
<b>Autres inactifs</b>	1118	15.1%	11.2%	427	10.5%	12.3%	691	20.8%	10.6%	430	16.3%	14.0%
<b>PCS Personne de Référence</b>												
<b>Agriculteurs</b>	92	1.2%	11.6%	38	0.9%	10.1%	54	1.6%	12.9%	0	-	-
<b>Petits patrons</b>	471	6.4%	17.9%	246	6.0%	17.1%	225	6.8%	18.8%	471	17.8%	17.9%
<b>Affaires et Cadres</b>	1072	14.5%	15.7%	586	14.3%	16.9%	487	14.6%	14.4%	1072	40.6%	15.7%
<b>Professions intermédiaires</b>	1098	14.8%	14.7%	626	15.3%	16.1%	472	14.2%	13.1%	1098	41.6%	14.7%
<b>Employés</b>	709	9.6%	13.4%	340	8.3%	15.3%	369	11.1%	12.0%	0	-	-
<b>Ouvriers</b>	1369	18.5%	14.5%	800	19.6%	16.1%	568	17.1%	12.6%	0	-	-
<b>Retraités</b>	2213	29.9%	15.1%	1264	30.9%	19.0%	949	28.6%	11.8%	0	-	-
<b>Autres inactifs</b>	386	5.2%	9.9%	186	4.6%	12.8%	200	6.0%	8.2%	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>	742	10.0%	7.9%	436	10.7%	10.8%	306	9.2%	5.7%	147	5.6%	8.5%
<b>2 personnes</b>	2866	38.7%	15.9%	1635	40.0%	18.5%	1230	37.0%	13.4%	705	26.7%	16.0%
<b>3 personnes</b>	1410	19.0%	15.2%	759	18.6%	16.5%	652	19.6%	13.9%	572	21.7%	15.4%
<b>4 personnes</b>	1513	20.4%	16.5%	830	20.3%	18.1%	683	20.6%	14.8%	797	30.2%	17.2%
<b>5 personnes et +</b>	879	11.9%	16.8%	426	10.4%	17.5%	453	13.6%	16.1%	421	15.9%	16.8%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	2523	34.0%	16.1%	1303	31.9%	18.1%	1220	36.7%	14.4%	1265	47.9%	16.7%
<b>Non</b>	4887	66.0%	13.8%	2783	68.1%	16.1%	2104	63.3%	11.6%	1376	52.1%	14.6%
<b>Habitat</b>												
<b>Communes rurales</b>	1861	25.1%	15.9%	1022	25.0%	18.2%	840	25.3%	13.8%	632	23.9%	18.7%
<b>Agglo. - 20 000 hab</b>	1438	19.4%	16.1%	790	19.3%	18.6%	648	19.5%	13.9%	446	16.9%	17.4%
<b>Agglo. 20 000 à 100 000 hab</b>	1145	15.4%	16.7%	665	16.3%	19.8%	480	14.4%	13.8%	359	13.6%	18.0%
<b>Agglo. + 100 000 hab</b>	1881	25.4%	12.4%	1022	25.0%	14.1%	858	25.8%	10.8%	680	25.8%	13.2%
<b>Agglo. Paris</b>	1085	14.6%	12.9%	587	14.4%	14.7%	499	15.0%	11.2%	523	19.8%	13.5%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Région d'habitation</b>												
Ile-de-France	1270	17.1%	13.4%	685	16.8%	15.2%	585	17.6%	11.8%	599	22.7%	13.9%
Nord-Pas-de-Calais	366	4.9%	11.4%	224	5.5%	14.7%	142	4.3%	8.4%	126	4.8%	13.8%
Lorraine	290	3.9%	15.0%	158	3.9%	16.9%	131	4.0%	13.1%	92	3.5%	16.3%
Alsace	166	2.2%	11.0%	102	2.5%	13.9%	64	1.9%	8.2%	77	2.9%	15.4%
Franche-Comté	157	2.1%	16.5%	81	2.0%	17.6%	76	2.3%	15.5%	36	1.4%	14.3%
Champagne-Ardenne	173	2.3%	15.9%	107	2.6%	20.4%	66	2.0%	11.7%	53	2.0%	17.6%
Picardie	245	3.3%	15.9%	146	3.6%	19.6%	99	3.0%	12.5%	84	3.2%	18.6%
Bourgogne	242	3.3%	17.7%	148	3.6%	22.6%	94	2.8%	13.3%	65	2.5%	18.3%
Haute-Normandie	203	2.7%	13.8%	111	2.7%	15.8%	92	2.8%	11.9%	67	2.5%	15.3%
Basse-Normandie	120	1.6%	10.0%	73	1.8%	12.6%	47	1.4%	7.5%	49	1.9%	14.8%
Centre	292	3.9%	14.1%	164	4.0%	16.4%	128	3.9%	11.9%	94	3.6%	14.7%
Pays de la Loire	377	5.1%	13.1%	211	5.2%	15.2%	166	5.0%	11.2%	98	3.7%	11.9%
Bretagne	344	4.6%	13.2%	167	4.1%	13.4%	178	5.3%	13.1%	105	4.0%	13.3%
Poitou-Charentes	213	2.9%	14.5%	119	2.9%	16.9%	94	2.8%	12.3%	81	3.1%	20.5%
Aquitaine	447	6.0%	16.7%	228	5.6%	17.9%	219	6.6%	15.6%	156	5.9%	18.9%
Midi-Pyrénées	380	5.1%	15.9%	199	4.9%	17.2%	181	5.4%	14.6%	130	4.9%	16.4%
Limousin	130	1.7%	20.6%	66	1.6%	22.0%	63	1.9%	19.3%	34	1.3%	21.2%
Auvergne	174	2.3%	15.4%	90	2.2%	16.6%	84	2.5%	14.3%	58	2.2%	18.8%
Rhône-Alpes	679	9.2%	13.5%	373	9.1%	15.4%	306	9.2%	11.7%	246	9.3%	14.2%
Languedoc-Roussillon	359	4.8%	16.5%	196	4.8%	19.1%	163	4.9%	14.2%	115	4.4%	18.1%
Provence-Alpes-Côte-d'Azur-Corse	784	10.6%	18.1%	438	10.7%	21.5%	346	10.4%	15.2%	276	10.4%	19.1%
<b>Habitudes de connexion Internet</b>												
Tous les jours	4589	61.9%	16.6%	2574	63.0%	18.3%	2015	60.6%	14.8%	2042	77.3%	15.9%
Presque tous les jours	954	12.9%	15.7%	483	11.8%	16.5%	471	14.2%	14.9%	351	13.3%	14.5%
1 à 2 fois par semaine	467	6.3%	14.5%	206	5.0%	14.4%	261	7.9%	14.6%	140	5.3%	15.6%
1 à 3 fois par mois	121	1.6%	14.0%	63	1.5%	16.7%	59	1.8%	11.9%	30	1.1%	15.3%
Moins souvent	132	1.8%	9.9%	70	1.7%	11.8%	62	1.9%	8.4%	8	0.3%	6.5%
Jamais	53	0.7%	25.2%	39	1.0%	29.7%	14	0.4%	17.8%	4	0.2%	20.0%

	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	134	1.8%	5.7%	75	1.8%	8.0%	59	1.8%	4.2%	20	0.8%	10.3%
De 9 000 à moins de 12 000 euros par an	236	3.2%	7.2%	101	2.5%	9.1%	136	4.1%	6.3%	16	0.6%	6.5%
De 12 000 à moins de 18 000 euros par an	701	9.5%	10.4%	347	8.5%	11.8%	354	10.6%	9.3%	93	3.5%	11.3%
De 18 000 à moins de 24 000 euros par an	945	12.7%	12.9%	524	12.8%	15.0%	421	12.7%	10.9%	189	7.2%	11.7%
De 24 000 à moins de 36 000 euros par an	1813	24.5%	16.0%	1007	24.6%	18.1%	807	24.3%	13.9%	506	19.2%	13.5%
De 36 000 à moins de 45 000 euros par an	1180	15.9%	18.5%	676	16.6%	19.8%	504	15.2%	16.9%	495	18.7%	17.5%
De 45 000 à moins de 65 000 euros par an	1177	15.9%	20.4%	674	16.5%	21.2%	503	15.1%	19.5%	641	24.3%	18.4%
De 65 000 à moins de 80 000 euros par an	299	4.0%	19.3%	193	4.7%	20.3%	105	3.2%	17.6%	211	8.0%	19.2%
De 80 000 à moins de 115 000 euros par an	215	2.9%	21.4%	152	3.7%	25.1%	64	1.9%	15.8%	162	6.2%	19.9%
115 000 euros et plus par an	93	1.3%	18.9%	71	1.7%	25.6%	22	0.7%	10.3%	79	3.0%	19.0%
Refus	464	6.3%	14.0%	197	4.8%	14.6%	267	8.0%	13.6%	166	6.3%	14.6%
Ne sait pas	154	2.1%	9.7%	70	1.7%	10.3%	84	2.5%	9.3%	63	2.4%	11.4%