

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	4225	100.0%	8.3%	2135	100.0%	8.7%	2089	100.0%	7.8%	1731	100.0%	10.2%
<b>Sexe</b>												
<b>Homme</b>	2135	50.5%	8.7%	2135	100.0%	8.7%	0	-	-	899	51.9%	10.2%
<b>Femme</b>	2089	49.5%	7.8%	0	-	-	2089	100.0%	7.8%	832	48.1%	10.2%
<b>Age</b>												
<b>15 à 24 ans</b>	497	11.8%	6.7%	275	12.9%	7.4%	222	10.6%	6.1%	223	12.9%	7.1%
<b>25 à 34 ans</b>	450	10.6%	5.8%	236	11.0%	6.2%	214	10.2%	5.5%	220	12.7%	6.5%
<b>35 à 49 ans</b>	1227	29.1%	9.7%	625	29.3%	10.0%	602	28.8%	9.4%	695	40.1%	11.3%
<b>50 à 64 ans</b>	1236	29.3%	10.1%	634	29.7%	10.7%	602	28.8%	9.5%	576	33.3%	14.2%
<b>65 ans et plus</b>	815	19.3%	7.3%	365	17.1%	7.7%	450	21.5%	7.1%	18	1.0%	9.4%
<b>Individu</b>												
<b>Ménagère</b>	1869	44.2%	8.0%	0	-	-	1869	89.5%	8.0%	735	42.4%	10.8%
<b>Personne de Référence</b>	2424	57.4%	8.6%	1806	84.6%	8.9%	618	29.6%	7.8%	946	54.7%	11.3%
<b>Responsable des achats</b>	2963	70.1%	8.4%	1146	53.7%	9.2%	1817	87.0%	7.9%	1174	67.8%	11.0%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	43	1.0%	8.1%	29	1.4%	8.8%	14	0.7%	6.8%	3	0.2%	13.6%
<b>Petits patrons</b>	180	4.3%	10.9%	138	6.5%	11.9%	42	2.0%	8.7%	161	9.3%	10.9%
<b>Affaires et Cadres</b>	528	12.5%	11.1%	312	14.6%	10.7%	216	10.3%	11.7%	492	28.4%	11.4%
<b>Professions intermédiaires</b>	711	16.8%	10.6%	362	16.9%	10.4%	350	16.7%	10.7%	614	35.5%	11.0%
<b>Employés</b>	604	14.3%	7.2%	201	9.4%	9.6%	403	19.3%	6.4%	129	7.5%	7.2%
<b>Ouvriers</b>	415	9.8%	6.4%	338	15.8%	6.8%	77	3.7%	5.2%	23	1.3%	5.4%
<b>Retraités</b>	1020	24.1%	8.1%	465	21.8%	7.7%	555	26.5%	8.4%	40	2.3%	17.1%
<b>Autres inactifs</b>	723	17.1%	7.2%	290	13.6%	8.3%	433	20.7%	6.6%	269	15.5%	8.7%
<b>PCS Personne de Référence</b>												
<b>Agriculteurs</b>	76	1.8%	9.6%	40	1.9%	10.4%	36	1.7%	8.8%	0	-	-
<b>Petits patrons</b>	237	5.6%	9.0%	149	7.0%	10.8%	88	4.2%	7.0%	237	13.7%	9.0%
<b>Affaires et Cadres</b>	763	18.1%	11.1%	363	17.0%	10.4%	400	19.1%	11.9%	763	44.1%	11.1%
<b>Professions intermédiaires</b>	732	17.3%	9.8%	387	18.1%	9.9%	345	16.5%	9.6%	732	42.3%	9.8%
<b>Employés</b>	430	10.2%	8.1%	236	11.1%	10.6%	194	9.3%	6.3%	0	-	-
<b>Ouvriers</b>	575	13.6%	6.1%	323	15.1%	6.6%	251	12.0%	5.5%	0	-	-
<b>Retraités</b>	1149	27.2%	7.8%	508	23.8%	7.6%	641	30.7%	8.0%	0	-	-
<b>Autres inactifs</b>	263	6.2%	6.8%	128	6.0%	8.7%	135	6.5%	5.6%	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>	720	17.0%	7.7%	334	15.6%	8.2%	386	18.5%	7.2%	192	11.1%	11.0%
<b>2 personnes</b>	1602	37.9%	8.9%	819	38.3%	9.3%	784	37.5%	8.5%	508	29.3%	11.8%
<b>3 personnes</b>	737	17.4%	7.9%	385	18.0%	8.4%	352	16.8%	7.5%	358	20.7%	9.4%
<b>4 personnes</b>	781	18.5%	8.5%	387	18.1%	8.5%	394	18.9%	8.6%	453	26.2%	9.7%
<b>5 personnes et +</b>	384	9.1%	7.3%	211	9.9%	8.6%	173	8.3%	6.2%	220	12.7%	8.9%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	1249	29.6%	7.9%	618	29.0%	8.5%	630	30.2%	7.5%	719	41.5%	9.4%
<b>Non</b>	2976	70.4%	8.4%	1517	71.0%	8.8%	1459	69.8%	8.0%	1012	58.5%	10.9%
<b>Habitat</b>												
<b>Communes rurales</b>	849	20.1%	7.2%	425	19.9%	7.7%	424	20.3%	6.9%	278	16.0%	8.3%
<b>Agglo. - 20 000 hab</b>	760	18.0%	8.5%	367	17.2%	8.7%	393	18.8%	8.3%	264	15.2%	10.3%
<b>Agglo. 20 000 à 100 000 hab</b>	572	13.5%	8.4%	303	14.2%	8.8%	269	12.9%	7.9%	238	13.7%	11.9%
<b>Agglo. + 100 000 hab</b>	1341	31.7%	8.8%	682	31.9%	9.4%	659	31.6%	8.3%	579	33.5%	11.2%
<b>Agglo. Paris</b>	703	16.6%	8.3%	359	16.8%	9.0%	344	16.5%	7.8%	373	21.5%	9.6%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Région d'habitation</b>												
Ile-de-France	791	18.7%	8.4%	409	19.1%	9.1%	383	18.3%	7.7%	407	23.5%	9.4%
Nord-Pas-de-Calais	140	3.3%	4.3%	87	4.1%	5.7%	52	2.5%	3.1%	70	4.0%	7.7%
Lorraine	155	3.7%	8.0%	76	3.6%	8.1%	79	3.8%	7.9%	64	3.7%	11.6%
Alsace	149	3.5%	9.8%	79	3.7%	10.8%	70	3.3%	8.9%	60	3.4%	12.2%
Franche-Comté	81	1.9%	8.5%	35	1.6%	7.5%	47	2.2%	9.5%	26	1.5%	10.0%
Champagne-Ardenne	65	1.5%	6.0%	34	1.6%	6.5%	31	1.5%	5.6%	26	1.5%	8.2%
Picardie	83	2.0%	5.4%	35	1.6%	4.7%	48	2.3%	6.1%	41	2.4%	9.5%
Bourgogne	84	2.0%	6.2%	39	1.8%	6.0%	45	2.2%	6.4%	29	1.7%	8.1%
Haute-Normandie	89	2.1%	6.0%	51	2.4%	7.2%	39	1.8%	5.0%	37	2.1%	8.7%
Basse-Normandie	88	2.1%	7.3%	54	2.5%	9.4%	33	1.6%	5.3%	29	1.7%	8.6%
Centre	156	3.7%	7.5%	87	4.1%	8.7%	69	3.3%	6.4%	57	3.3%	9.0%
Pays de la Loire	283	6.7%	9.9%	165	7.7%	11.9%	118	5.7%	8.0%	100	5.8%	12.1%
Bretagne	237	5.6%	9.1%	123	5.8%	9.8%	114	5.5%	8.4%	87	5.1%	11.3%
Poitou-Charentes	124	2.9%	8.4%	61	2.8%	8.6%	63	3.0%	8.2%	35	2.0%	9.5%
Aquitaine	216	5.1%	8.1%	97	4.5%	7.6%	119	5.7%	8.5%	94	5.5%	11.7%
Midi-Pyrénées	231	5.5%	9.6%	121	5.7%	10.5%	110	5.2%	8.8%	92	5.3%	11.4%
Limousin	57	1.3%	9.0%	31	1.4%	10.3%	26	1.2%	7.8%	15	0.9%	9.6%
Auvergne	93	2.2%	8.2%	39	1.8%	7.2%	54	2.6%	9.2%	35	2.0%	11.7%
Rhône-Alpes	478	11.3%	9.5%	224	10.5%	9.3%	254	12.1%	9.7%	198	11.4%	11.0%
Languedoc-Roussillon	207	4.9%	9.5%	101	4.7%	9.8%	106	5.1%	9.3%	63	3.6%	9.7%
Provence-Alpes-Côte-d'Azur-Corse	418	9.9%	9.7%	188	8.8%	9.2%	229	11.0%	10.0%	166	9.6%	11.6%
<b>Habitudes de connexion Internet</b>												
Tous les jours	2458	58.2%	8.9%	1301	60.9%	9.3%	1157	55.4%	8.5%	1298	75.0%	10.0%
Presque tous les jours	594	14.0%	9.7%	284	13.3%	9.8%	310	14.8%	9.5%	229	13.2%	9.8%
1 à 2 fois par semaine	348	8.2%	10.7%	179	8.4%	12.3%	169	8.1%	9.5%	138	8.0%	14.7%
1 à 3 fois par mois	67	1.6%	8.0%	25	1.2%	7.3%	43	2.0%	8.4%	18	1.0%	11.7%
Moins souvent	105	2.5%	7.8%	48	2.3%	7.6%	57	2.7%	8.1%	14	0.8%	10.1%
Jamais	8	0.2%	5.9%	8	0.4%	9.6%	0	-	-	1	0.0%	4.4%

	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	116	2.8%	5.4%	76	3.6%	8.8%	40	1.9%	3.1%	11	0.7%	6.3%
De 9 000 à moins de 12 000 euros par an	223	5.3%	6.7%	73	3.4%	6.5%	149	7.2%	6.8%	33	1.9%	13.3%
De 12 000 à moins de 18 000 euros par an	388	9.2%	6.0%	172	8.1%	6.3%	216	10.3%	5.7%	63	3.7%	8.3%
De 18 000 à moins de 24 000 euros par an	541	12.8%	7.2%	265	12.4%	7.5%	276	13.2%	7.0%	142	8.2%	8.9%
De 24 000 à moins de 36 000 euros par an	928	22.0%	8.0%	443	20.8%	8.0%	485	23.2%	8.0%	310	17.9%	8.3%
De 36 000 à moins de 45 000 euros par an	593	14.0%	9.1%	347	16.3%	9.8%	246	11.8%	8.3%	276	16.0%	9.3%
De 45 000 à moins de 65 000 euros par an	647	15.3%	10.8%	363	17.0%	10.9%	284	13.6%	10.8%	410	23.7%	11.5%
De 65 000 à moins de 80 000 euros par an	198	4.7%	12.9%	128	6.0%	14.0%	70	3.4%	11.3%	141	8.2%	12.7%
De 80 000 à moins de 115 000 euros par an	138	3.3%	14.1%	86	4.0%	14.5%	52	2.5%	13.6%	117	6.7%	14.7%
115 000 euros et plus par an	64	1.5%	14.1%	28	1.3%	10.1%	37	1.8%	19.9%	58	3.4%	15.3%
Refus	304	7.2%	9.4%	120	5.6%	9.0%	184	8.8%	9.8%	118	6.8%	10.4%
Ne sait pas	84	2.0%	5.8%	34	1.6%	5.4%	50	2.4%	6.2%	49	2.8%	10.3%