

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	7040	100.0%	13.8%	3852	100.0%	15.7%	3188	100.0%	12.0%	2469	100.0%	14.6%
<b>Sexe</b>												
<b>Homme</b>	3852	54.7%	15.7%	3852	100.0%	15.7%	0	-	-	1366	55.3%	15.6%
<b>Femme</b>	3188	45.3%	12.0%	0	-	-	3188	100.0%	12.0%	1104	44.7%	13.5%
<b>Age</b>												
<b>15 à 24 ans</b>	748	10.6%	10.1%	420	10.9%	11.3%	327	10.3%	8.9%	337	13.6%	10.7%
<b>25 à 34 ans</b>	965	13.7%	12.5%	530	13.8%	14.0%	435	13.6%	11.1%	350	14.2%	10.3%
<b>35 à 49 ans</b>	1873	26.6%	14.8%	974	25.3%	15.6%	899	28.2%	14.0%	951	38.5%	15.4%
<b>50 à 64 ans</b>	2056	29.2%	16.8%	1106	28.7%	18.7%	950	29.8%	15.0%	803	32.5%	19.8%
<b>65 ans et plus</b>	1398	19.9%	12.6%	821	21.3%	17.2%	577	18.1%	9.1%	27	1.1%	14.7%
<b>Individu</b>												
<b>Ménagère</b>	2857	40.6%	12.2%	0	-	-	2857	89.6%	12.2%	974	39.4%	14.3%
<b>Personne de Référence</b>	3818	54.2%	13.6%	3260	84.6%	16.1%	558	17.5%	7.1%	1237	50.1%	14.7%
<b>Responsable des achats</b>	4645	66.0%	13.1%	1848	48.0%	14.9%	2797	87.7%	12.2%	1523	61.7%	14.2%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	63	0.9%	11.7%	27	0.7%	8.3%	35	1.1%	17.2%	7	0.3%	29.6%
<b>Petits patrons</b>	277	3.9%	16.8%	196	5.1%	16.9%	80	2.5%	16.5%	238	9.6%	16.2%
<b>Affaires et Cadres</b>	650	9.2%	13.7%	452	11.7%	15.5%	198	6.2%	10.8%	589	23.9%	13.6%
<b>Professions intermédiaires</b>	999	14.2%	14.8%	559	14.5%	16.0%	440	13.8%	13.5%	832	33.7%	14.9%
<b>Employés</b>	1190	16.9%	14.2%	314	8.1%	15.0%	877	27.5%	13.9%	302	12.2%	16.7%
<b>Ouvriers</b>	940	13.3%	14.5%	787	20.4%	15.8%	152	4.8%	10.3%	48	2.0%	11.4%
<b>Retraités</b>	1838	26.1%	14.6%	1093	28.4%	18.2%	745	23.4%	11.4%	55	2.2%	23.5%
<b>Autres inactifs</b>	1084	15.4%	10.8%	424	11.0%	12.2%	660	20.7%	10.1%	398	16.1%	12.9%
<b>PCS Personne de Référence</b>												
<b>Agriculteurs</b>	92	1.3%	11.6%	30	0.8%	7.8%	62	1.9%	15.2%	0	-	-
<b>Petits patrons</b>	430	6.1%	16.3%	214	5.6%	15.6%	216	6.8%	17.2%	430	17.4%	16.3%
<b>Affaires et Cadres</b>	983	14.0%	14.4%	532	13.8%	15.3%	451	14.2%	13.4%	983	39.8%	14.4%
<b>Professions intermédiaires</b>	1056	15.0%	14.1%	619	16.1%	15.8%	437	13.7%	12.2%	1056	42.8%	14.1%
<b>Employés</b>	651	9.2%	12.3%	332	8.6%	14.8%	319	10.0%	10.4%	0	-	-
<b>Ouvriers</b>	1339	19.0%	14.1%	741	19.2%	15.1%	599	18.8%	13.1%	0	-	-
<b>Retraités</b>	2105	29.9%	14.3%	1180	30.6%	17.6%	925	29.0%	11.6%	0	-	-
<b>Autres inactifs</b>	383	5.4%	9.8%	204	5.3%	13.7%	179	5.6%	7.4%	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>	703	10.0%	7.5%	413	10.7%	10.2%	291	9.1%	5.4%	141	5.7%	8.1%
<b>2 personnes</b>	2761	39.2%	15.3%	1562	40.5%	17.8%	1199	37.6%	13.0%	673	27.3%	15.6%
<b>3 personnes</b>	1415	20.1%	15.2%	758	19.7%	16.6%	657	20.6%	13.9%	574	23.2%	15.1%
<b>4 personnes</b>	1376	19.5%	15.0%	711	18.5%	15.5%	665	20.9%	14.4%	724	29.3%	15.6%
<b>5 personnes et +</b>	785	11.1%	15.0%	409	10.6%	16.6%	376	11.8%	13.5%	358	14.5%	14.5%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	2301	32.7%	14.6%	1165	30.2%	16.0%	1137	35.7%	13.4%	1128	45.7%	14.7%
<b>Non</b>	4739	67.3%	13.4%	2688	69.8%	15.6%	2051	64.3%	11.3%	1342	54.3%	14.4%
<b>Habitat</b>												
<b>Communes rurales</b>	1803	25.6%	15.4%	931	24.2%	16.8%	872	27.3%	14.2%	574	23.3%	17.2%
<b>Agglo. - 20 000 hab</b>	1332	18.9%	14.9%	742	19.3%	17.6%	590	18.5%	12.5%	407	16.5%	15.9%
<b>Agglo. 20 000 à 100 000 hab</b>	1075	15.3%	15.7%	654	17.0%	19.0%	421	13.2%	12.3%	324	13.1%	16.2%
<b>Agglo. + 100 000 hab</b>	1758	25.0%	11.6%	976	25.3%	13.5%	782	24.5%	9.8%	640	25.9%	12.3%
<b>Agglo. Paris</b>	1073	15.2%	12.7%	549	14.2%	13.7%	524	16.4%	11.8%	524	21.2%	13.5%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Région d'habitation</b>												
Ile-de-France	1254	17.8%	13.3%	654	17.0%	14.5%	600	18.8%	12.1%	610	24.7%	14.1%
Nord-Pas-de-Calais	360	5.1%	11.2%	216	5.6%	14.2%	144	4.5%	8.5%	125	5.1%	13.7%
Lorraine	253	3.6%	13.1%	134	3.5%	14.3%	120	3.8%	12.0%	70	2.8%	12.8%
Alsace	143	2.0%	9.4%	84	2.2%	11.5%	59	1.8%	7.5%	52	2.1%	10.6%
Franche-Comté	156	2.2%	16.4%	86	2.2%	18.6%	70	2.2%	14.3%	44	1.8%	16.6%
Champagne-Ardenne	156	2.2%	14.4%	93	2.4%	17.7%	63	2.0%	11.2%	60	2.4%	18.7%
Picardie	244	3.5%	15.9%	144	3.7%	19.4%	100	3.1%	12.6%	80	3.2%	18.4%
Bourgogne	200	2.8%	14.7%	118	3.1%	18.1%	81	2.6%	11.5%	47	1.9%	12.9%
Haute-Normandie	211	3.0%	14.2%	125	3.2%	17.6%	86	2.7%	11.1%	76	3.1%	17.8%
Basse-Normandie	132	1.9%	10.9%	69	1.8%	12.0%	62	2.0%	9.9%	50	2.0%	14.9%
Centre	270	3.8%	13.0%	155	4.0%	15.5%	114	3.6%	10.6%	94	3.8%	14.8%
Pays de la Loire	346	4.9%	12.0%	206	5.3%	14.8%	140	4.4%	9.4%	77	3.1%	9.3%
Bretagne	307	4.4%	11.8%	150	3.9%	12.0%	157	4.9%	11.6%	102	4.1%	13.2%
Poitou-Charentes	198	2.8%	13.5%	110	2.8%	15.5%	89	2.8%	11.6%	63	2.6%	16.9%
Aquitaine	424	6.0%	15.8%	206	5.3%	16.1%	218	6.9%	15.5%	138	5.6%	17.1%
Midi-Pyrénées	363	5.2%	15.2%	200	5.2%	17.3%	164	5.1%	13.2%	127	5.2%	15.8%
Limousin	129	1.8%	20.4%	70	1.8%	23.3%	59	1.8%	17.8%	35	1.4%	22.0%
Auvergne	156	2.2%	13.8%	78	2.0%	14.4%	78	2.4%	13.3%	43	1.7%	14.2%
Rhône-Alpes	631	9.0%	12.6%	354	9.2%	14.7%	277	8.7%	10.6%	216	8.7%	12.1%
Languedoc-Roussillon	364	5.2%	16.7%	194	5.0%	18.9%	169	5.3%	14.8%	113	4.6%	17.4%
Provence-Alpes-Côte-d'Azur-Corse	745	10.6%	17.2%	407	10.6%	20.0%	337	10.6%	14.8%	250	10.1%	17.5%
<b>Habitudes de connexion Internet</b>												
Tous les jours	4358	61.9%	15.8%	2444	63.4%	17.4%	1915	60.1%	14.1%	1952	79.0%	15.1%
Presque tous les jours	892	12.7%	14.5%	441	11.4%	15.2%	451	14.1%	13.9%	282	11.4%	12.1%
1 à 2 fois par semaine	417	5.9%	12.9%	184	4.8%	12.6%	233	7.3%	13.1%	129	5.2%	13.8%
1 à 3 fois par mois	100	1.4%	11.8%	44	1.1%	13.1%	56	1.8%	11.0%	32	1.3%	21.1%
Moins souvent	158	2.2%	11.8%	86	2.2%	13.6%	72	2.2%	10.2%	13	0.5%	9.4%
Jamais	31	0.4%	22.8%	22	0.6%	25.9%	9	0.3%	17.8%	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	135	1.9%	6.3%	72	1.9%	8.3%	64	2.0%	5.0%	19	0.8%	10.2%
De 9 000 à moins de 12 000 euros par an	227	3.2%	6.8%	91	2.4%	8.0%	136	4.3%	6.2%	9	0.4%	3.6%
De 12 000 à moins de 18 000 euros par an	644	9.1%	9.9%	322	8.4%	11.7%	322	10.1%	8.5%	88	3.6%	11.5%
De 18 000 à moins de 24 000 euros par an	894	12.7%	12.0%	487	12.6%	13.8%	407	12.8%	10.4%	179	7.2%	11.3%
De 24 000 à moins de 36 000 euros par an	1744	24.8%	15.1%	958	24.9%	17.3%	787	24.7%	13.0%	499	20.2%	13.4%
De 36 000 à moins de 45 000 euros par an	1109	15.8%	17.0%	624	16.2%	17.5%	485	15.2%	16.5%	438	17.7%	14.7%
De 45 000 à moins de 65 000 euros par an	1142	16.2%	19.2%	659	17.1%	19.8%	483	15.2%	18.4%	608	24.6%	17.0%
De 65 000 à moins de 80 000 euros par an	272	3.9%	17.7%	174	4.5%	19.0%	97	3.1%	15.8%	195	7.9%	17.5%
De 80 000 à moins de 115 000 euros par an	200	2.8%	20.5%	139	3.6%	23.3%	61	1.9%	16.0%	152	6.2%	19.1%
115 000 euros et plus par an	92	1.3%	20.1%	64	1.7%	23.5%	28	0.9%	15.0%	73	3.0%	19.1%
Refus	442	6.3%	13.7%	189	4.9%	14.1%	253	7.9%	13.5%	155	6.3%	13.6%
Ne sait pas	139	2.0%	9.6%	73	1.9%	11.7%	66	2.1%	8.0%	56	2.2%	11.6%