

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	6906	100.0%	13.5%	3287	100.0%	13.4%	3618	100.0%	13.6%	1790	100.0%	10.6%
<b>Sexe</b>												
<b>Homme</b>	3287	47.6%	13.4%	3287	100.0%	13.4%	0	-	-	932	52.1%	10.6%
<b>Femme</b>	3618	52.4%	13.6%	0	-	-	3618	100.0%	13.6%	858	47.9%	10.5%
<b>Age</b>												
<b>15 à 24 ans</b>	642	9.3%	8.7%	344	10.5%	9.2%	298	8.2%	8.1%	223	12.5%	7.1%
<b>25 à 34 ans</b>	862	12.5%	11.2%	426	13.0%	11.2%	436	12.0%	11.1%	251	14.0%	7.3%
<b>35 à 49 ans</b>	1740	25.2%	13.7%	831	25.3%	13.3%	908	25.1%	14.2%	730	40.8%	11.8%
<b>50 à 64 ans</b>	2032	29.4%	16.6%	945	28.7%	15.9%	1087	30.0%	17.2%	565	31.6%	14.0%
<b>65 ans et plus</b>	1630	23.6%	14.7%	741	22.5%	15.6%	889	24.6%	14.0%	21	1.2%	11.0%
<b>Individu</b>												
<b>Ménagère</b>	3328	48.2%	14.2%	0	-	-	3328	92.0%	14.2%	784	43.8%	11.5%
<b>Personne de Référence</b>	3731	54.0%	13.3%	2832	86.2%	14.0%	899	24.8%	11.4%	922	51.5%	11.0%
<b>Responsable des achats</b>	4858	70.4%	13.7%	1576	47.9%	12.7%	3282	90.7%	14.3%	1166	65.1%	10.9%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	165	2.4%	30.9%	101	3.1%	30.7%	64	1.8%	31.2%	4	0.2%	14.5%
<b>Petits patrons</b>	214	3.1%	12.9%	154	4.7%	13.2%	60	1.7%	12.3%	189	10.6%	12.9%
<b>Affaires et Cadres</b>	415	6.0%	8.7%	260	7.9%	8.9%	155	4.3%	8.4%	369	20.6%	8.5%
<b>Professions intermédiaires</b>	811	11.7%	12.0%	434	13.2%	12.5%	376	10.4%	11.6%	666	37.2%	11.9%
<b>Employés</b>	1243	18.0%	14.8%	261	7.9%	12.5%	981	27.1%	15.6%	255	14.2%	14.1%
<b>Ouvriers</b>	1028	14.9%	15.9%	778	23.7%	15.6%	250	6.9%	16.8%	55	3.1%	13.0%
<b>Retraités</b>	1986	28.8%	15.8%	971	29.5%	16.2%	1016	28.1%	15.5%	26	1.4%	11.0%
<b>Autres inactifs</b>	1044	15.1%	10.4%	328	10.0%	9.4%	716	19.8%	11.0%	227	12.7%	7.3%
<b>PCS Personne de Référence</b>												
<b>Agriculteurs</b>	229	3.3%	28.8%	115	3.5%	29.7%	115	3.2%	28.0%	0	-	-
<b>Petits patrons</b>	323	4.7%	12.3%	161	4.9%	11.7%	162	4.5%	12.9%	323	18.0%	12.3%
<b>Affaires et Cadres</b>	586	8.5%	8.6%	308	9.4%	8.8%	278	7.7%	8.3%	586	32.7%	8.6%
<b>Professions intermédiaires</b>	881	12.8%	11.8%	463	14.1%	11.9%	418	11.6%	11.7%	881	49.2%	11.8%
<b>Employés</b>	671	9.7%	12.7%	282	8.6%	12.6%	389	10.7%	12.7%	0	-	-
<b>Ouvriers</b>	1495	21.6%	15.8%	760	23.1%	15.5%	734	20.3%	16.0%	0	-	-
<b>Retraités</b>	2325	33.7%	15.8%	1063	32.3%	15.9%	1262	34.9%	15.8%	0	-	-
<b>Autres inactifs</b>	395	5.7%	10.1%	134	4.1%	9.1%	260	7.2%	10.8%	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>	1094	15.8%	11.6%	495	15.1%	12.2%	599	16.5%	11.2%	151	8.4%	8.7%
<b>2 personnes</b>	2758	39.9%	15.3%	1296	39.4%	14.7%	1462	40.4%	15.9%	507	28.3%	11.8%
<b>3 personnes</b>	1227	17.8%	13.2%	608	18.5%	13.3%	618	17.1%	13.1%	374	20.9%	9.9%
<b>4 personnes</b>	1174	17.0%	12.8%	582	17.7%	12.7%	591	16.3%	12.8%	501	28.0%	10.8%
<b>5 personnes et +</b>	654	9.5%	12.5%	305	9.3%	12.4%	349	9.6%	12.5%	257	14.4%	10.4%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	1960	28.4%	12.5%	936	28.5%	12.9%	1024	28.3%	12.1%	785	43.9%	10.2%
<b>Non</b>	4946	71.6%	14.0%	2352	71.5%	13.7%	2594	71.7%	14.3%	1005	56.1%	10.8%
<b>Habitat</b>												
<b>Communes rurales</b>	2494	36.1%	21.3%	1151	35.0%	20.8%	1342	37.1%	21.8%	580	32.4%	17.4%
<b>Agglo. - 20 000 hab</b>	1643	23.8%	18.4%	771	23.5%	18.3%	871	24.1%	18.5%	418	23.3%	16.3%
<b>Agglo. 20 000 à 100 000 hab</b>	1314	19.0%	19.2%	631	19.2%	18.4%	683	18.9%	20.0%	376	21.0%	18.8%
<b>Agglo. + 100 000 hab</b>	1105	16.0%	7.3%	571	17.4%	7.9%	534	14.8%	6.7%	293	16.4%	5.6%
<b>Agglo. Paris</b>	350	5.1%	4.2%	163	4.9%	4.1%	187	5.2%	4.2%	123	6.9%	3.2%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Région d'habitation</b>												
Ile-de-France	521	7.6%	5.5%	250	7.6%	5.5%	272	7.5%	5.5%	202	11.3%	4.7%
Nord-Pas-de-Calais	893	12.9%	27.8%	445	13.5%	29.2%	448	12.4%	26.5%	202	11.3%	22.1%
Lorraine	118	1.7%	6.1%	53	1.6%	5.6%	65	1.8%	6.5%	41	2.3%	7.5%
Alsace	48	0.7%	3.2%	19	0.6%	2.6%	29	0.8%	3.7%	5	0.3%	1.0%
Franche-Comté	143	2.1%	15.1%	70	2.1%	15.1%	74	2.0%	15.1%	33	1.8%	12.4%
Champagne-Ardenne	37	0.5%	3.4%	17	0.5%	3.2%	20	0.6%	3.6%	10	0.5%	3.0%
Picardie	409	5.9%	26.6%	179	5.5%	24.1%	230	6.3%	29.0%	89	5.0%	20.5%
Bourgogne	117	1.7%	8.6%	60	1.8%	9.1%	58	1.6%	8.1%	29	1.6%	7.9%
Haute-Normandie	559	8.1%	37.8%	253	7.7%	35.8%	307	8.5%	39.7%	133	7.4%	31.3%
Basse-Normandie	605	8.8%	50.2%	275	8.4%	47.6%	330	9.1%	52.5%	124	6.9%	37.2%
Centre	233	3.4%	11.2%	130	4.0%	13.0%	102	2.8%	9.5%	67	3.8%	10.7%
Pays de la Loire	465	6.7%	16.2%	224	6.8%	16.2%	241	6.7%	16.2%	111	6.2%	13.4%
Bretagne	515	7.5%	19.8%	267	8.1%	21.4%	247	6.8%	18.3%	127	7.1%	16.4%
Poitou-Charentes	175	2.5%	11.9%	79	2.4%	11.1%	97	2.7%	12.6%	41	2.3%	11.0%
Aquitaine	300	4.3%	11.2%	143	4.4%	11.2%	157	4.3%	11.1%	82	4.6%	10.2%
Midi-Pyrénées	334	4.8%	13.9%	157	4.8%	13.6%	177	4.9%	14.3%	92	5.1%	11.4%
Limousin	53	0.8%	8.3%	26	0.8%	8.8%	26	0.7%	8.0%	12	0.7%	7.6%
Auvergne	166	2.4%	14.8%	84	2.6%	15.6%	82	2.3%	14.0%	37	2.1%	12.3%
Rhône-Alpes	842	12.2%	16.8%	391	11.9%	16.2%	451	12.5%	17.3%	244	13.6%	13.7%
Languedoc-Roussillon	237	3.4%	10.9%	109	3.3%	10.6%	128	3.6%	11.2%	76	4.2%	11.6%
Provence-Alpes-Côte-d'Azur-Corse	136	2.0%	3.1%	58	1.8%	2.8%	79	2.2%	3.4%	34	1.9%	2.4%
<b>Habitudes de connexion Internet</b>												
Tous les jours	3358	48.6%	12.2%	1694	51.5%	12.1%	1663	46.0%	12.3%	1301	72.7%	10.1%
Presque tous les jours	839	12.1%	13.6%	404	12.3%	14.0%	434	12.0%	13.3%	255	14.3%	10.9%
1 à 2 fois par semaine	495	7.2%	15.3%	223	6.8%	15.2%	273	7.5%	15.3%	117	6.5%	12.5%
1 à 3 fois par mois	119	1.7%	14.0%	32	1.0%	9.4%	87	2.4%	17.0%	19	1.1%	12.8%
Moins souvent	211	3.1%	15.8%	95	2.9%	15.0%	116	3.2%	16.5%	28	1.6%	20.9%
Jamais	19	0.3%	14.3%	8	0.2%	9.8%	11	0.3%	21.7%	1	0.1%	7.9%

	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	272	3.9%	12.7%	100	3.0%	11.6%	172	4.8%	13.5%	20	1.1%	10.7%
De 9 000 à moins de 12 000 euros par an	472	6.8%	14.2%	151	4.6%	13.3%	321	8.9%	14.7%	23	1.3%	9.4%
De 12 000 à moins de 18 000 euros par an	1030	14.9%	15.8%	432	13.1%	15.7%	598	16.5%	15.9%	71	4.0%	9.4%
De 18 000 à moins de 24 000 euros par an	1109	16.1%	14.8%	551	16.7%	15.6%	559	15.4%	14.2%	183	10.2%	11.5%
De 24 000 à moins de 36 000 euros par an	1644	23.8%	14.2%	820	25.0%	14.8%	824	22.8%	13.6%	464	25.9%	12.5%
De 36 000 à moins de 45 000 euros par an	915	13.3%	14.1%	497	15.1%	13.9%	419	11.6%	14.2%	337	18.8%	11.3%
De 45 000 à moins de 65 000 euros par an	622	9.0%	10.4%	358	10.9%	10.7%	264	7.3%	10.1%	339	18.9%	9.5%
De 65 000 à moins de 80 000 euros par an	163	2.4%	10.6%	105	3.2%	11.5%	58	1.6%	9.4%	114	6.4%	10.2%
De 80 000 à moins de 115 000 euros par an	81	1.2%	8.3%	49	1.5%	8.2%	32	0.9%	8.5%	65	3.7%	8.2%
115 000 euros et plus par an	36	0.5%	7.8%	32	1.0%	11.6%	4	0.1%	2.2%	30	1.7%	7.8%
Refus	401	5.8%	12.5%	137	4.2%	10.2%	264	7.3%	14.0%	107	6.0%	9.4%
Ne sait pas	161	2.3%	11.1%	58	1.8%	9.2%	103	2.9%	12.6%	36	2.0%	7.5%