

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	2134	100.0%	4.2%	1672	100.0%	6.8%	461	100.0%	1.7%	803	100.0%	4.7%
<b>Sexe</b>												
<b>Homme</b>	1672	78.4%	6.8%	1672	100.0%	6.8%	0	0.0%	0.0%	657	81.9%	7.4%
<b>Femme</b>	461	21.6%	1.7%	0	0.0%	0.0%	461	100.0%	1.7%	145	18.1%	1.8%
<b>Age</b>												
<b>15 à 24 ans</b>	302	14.2%	4.1%	247	14.7%	6.6%	55	12.0%	1.5%	119	14.8%	3.8%
<b>25 à 34 ans</b>	366	17.1%	4.8%	285	17.1%	7.6%	80	17.4%	2.1%	153	19.1%	4.5%
<b>35 à 49 ans</b>	634	29.7%	5.0%	490	29.3%	7.9%	144	31.2%	2.3%	309	38.5%	4.9%
<b>50 à 59 ans</b>	414	19.4%	4.6%	338	20.2%	7.5%	75	16.3%	1.7%	189	23.6%	5.1%
<b>60 ans et plus</b>	419	19.6%	2.9%	312	18.7%	4.9%	106	23.0%	1.3%	33	4.1%	4.5%
<b>Individu</b>												
<b>Ménagères</b>	413	19.3%	1.8%	0	0.0%	0.0%	413	89.5%	1.8%	127	15.8%	1.8%
<b>Personne de référence</b>	1448	67.8%	5.2%	1385	82.8%	6.9%	63	13.7%	0.8%	559	69.7%	6.5%
<b>Responsable des achats</b>	1260	59.0%	3.5%	873	52.2%	6.9%	387	83.8%	1.7%	421	52.4%	3.8%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	12	0.6%	2.3%	12	0.7%	3.4%	0	0.0%	0.0%	0	0.0%	0.0%
<b>Petits patrons</b>	103	4.8%	6.3%	96	5.7%	8.5%	7	1.6%	1.5%	93	11.6%	6.4%
<b>Affaires et Cadres</b>	231	10.8%	4.6%	193	11.5%	6.3%	38	8.3%	2.0%	217	27.0%	4.8%
<b>Professions intermédiaires</b>	365	17.1%	5.4%	301	18.0%	8.6%	64	13.8%	1.9%	332	41.3%	5.9%
<b>Employés</b>	297	13.9%	3.6%	157	9.4%	7.8%	139	30.2%	2.2%	32	4.0%	1.8%
<b>Ouvriers</b>	460	21.6%	7.2%	442	26.4%	9.0%	18	4.0%	1.3%	35	4.3%	7.9%
<b>Retraités</b>	389	18.2%	3.1%	294	17.6%	4.9%	95	20.6%	1.4%	7	0.9%	3.0%
<b>Autres inactifs</b>	276	12.9%	2.7%	177	10.6%	5.0%	99	21.4%	1.5%	87	10.8%	2.8%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	11	0.5%	1.4%	11	0.6%	2.5%	1	0.2%	0.2%	0	0.0%	0.0%
<b>Petits patrons</b>	114	5.4%	4.4%	92	5.5%	7.1%	22	4.8%	1.7%	114	14.2%	4.4%
<b>Affaires et Cadres</b>	293	13.7%	4.1%	231	13.8%	6.3%	62	13.4%	1.8%	293	36.5%	4.1%
<b>Professions intermédiaires</b>	396	18.5%	5.3%	334	20.0%	8.4%	62	13.4%	1.7%	396	49.3%	5.3%
<b>Employés</b>	212	9.9%	4.0%	162	9.7%	7.4%	50	10.9%	1.6%	0	0.0%	0.0%
<b>Ouvriers</b>	536	25.1%	5.8%	433	25.9%	8.9%	103	22.2%	2.3%	0	0.0%	0.0%
<b>Retraités</b>	461	21.6%	3.1%	337	20.2%	5.1%	123	26.8%	1.5%	0	0.0%	0.0%
<b>Autres inactifs</b>	111	5.2%	2.8%	72	4.3%	4.8%	39	8.5%	1.6%	0	0.0%	0.0%

	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>	250	11.7%	2.6%	226	13.5%	5.4%	25	5.3%	0.4%	60	7.4%	3.2%
<b>2 personnes</b>	737	34.5%	4.1%	556	33.3%	6.3%	180	39.1%	2.0%	197	24.6%	4.8%
<b>3 personnes</b>	452	21.2%	4.9%	377	22.5%	8.2%	75	16.3%	1.6%	191	23.8%	4.9%
<b>4 personnes</b>	472	22.1%	5.2%	363	21.7%	8.0%	110	23.8%	2.4%	261	32.5%	5.4%
<b>5 personnes et +</b>	222	10.4%	4.2%	151	9.0%	6.1%	72	15.6%	2.5%	94	11.8%	3.7%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	770	36.1%	4.9%	574	34.3%	7.8%	196	42.6%	2.4%	377	47.0%	4.8%
<b>Non</b>	1363	63.9%	3.8%	1098	65.7%	6.4%	265	57.4%	1.4%	425	53.0%	4.5%
<b>Habitat</b>												
<b>Communes rurales</b>	460	21.5%	4.0%	353	21.1%	6.4%	107	23.1%	1.8%	149	18.6%	4.5%
<b>Agglo. - 20 000 hab</b>	435	20.4%	4.9%	317	19.0%	7.6%	118	25.6%	2.5%	159	19.8%	6.0%
<b>Agglo. 20 000 à 100 000 hab</b>	309	14.5%	4.4%	248	14.8%	7.1%	61	13.3%	1.8%	105	13.0%	5.1%
<b>Agglo. + 100 000 hab</b>	658	30.8%	4.3%	540	32.3%	7.4%	118	25.5%	1.5%	269	33.5%	5.1%
<b>Agglo. Paris</b>	271	12.7%	3.2%	214	12.8%	5.3%	57	12.4%	1.3%	121	15.1%	3.1%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Régions INSEE</b>												
Ile de France	314	14.7%	3.3%	242	14.5%	5.4%	72	15.7%	1.5%	139	17.3%	3.2%
Nord Pas de Calais	145	6.8%	4.5%	121	7.2%	7.9%	24	5.2%	1.4%	59	7.4%	6.4%
Lorraine	99	4.7%	5.1%	78	4.7%	8.3%	21	4.6%	2.2%	37	4.6%	6.9%
Alsace	66	3.1%	4.3%	57	3.4%	7.9%	8	1.8%	1.1%	25	3.1%	5.0%
Franche-Comté	53	2.5%	5.6%	47	2.8%	10.1%	6	1.4%	1.3%	13	1.6%	4.8%
Champagne Ardennes	53	2.5%	4.9%	40	2.4%	7.7%	12	2.7%	2.2%	18	2.2%	5.9%
Picardie	90	4.2%	5.9%	67	4.0%	9.0%	23	5.1%	3.0%	29	3.6%	6.7%
Bourgogne	60	2.8%	4.4%	47	2.8%	7.2%	13	2.9%	1.9%	20	2.4%	5.1%
Haute Normandie	55	2.6%	3.7%	44	2.6%	6.3%	11	2.4%	1.4%	18	2.2%	4.0%
Basse Normandie	60	2.8%	5.0%	47	2.8%	8.1%	13	2.8%	2.1%	20	2.4%	6.1%
Centre	93	4.4%	4.5%	79	4.7%	7.9%	14	3.1%	1.3%	29	3.6%	4.6%
Pays de Loire	121	5.7%	4.2%	97	5.8%	6.9%	24	5.3%	1.6%	38	4.8%	4.5%
Bretagne	75	3.5%	2.9%	64	3.8%	5.1%	11	2.4%	0.8%	39	4.9%	5.1%
Poitou Charentes	91	4.3%	6.2%	74	4.4%	10.4%	17	3.7%	2.2%	28	3.4%	6.9%
Aquitaine	118	5.5%	4.4%	83	5.0%	6.5%	35	7.6%	2.5%	50	6.2%	6.0%
Midi Pyrénées	108	5.1%	4.5%	84	5.0%	7.2%	24	5.1%	1.9%	44	5.5%	5.5%
Limousin	20	0.9%	3.2%	15	0.9%	5.2%	4	1.0%	1.4%	8	1.0%	5.1%
Auvergne	57	2.7%	5.1%	42	2.5%	7.8%	15	3.4%	2.7%	25	3.1%	8.3%
Rhône Alpes	212	9.9%	4.2%	167	10.0%	6.8%	45	9.7%	1.7%	87	10.9%	4.6%
Languedoc Roussillon	73	3.4%	3.3%	52	3.1%	5.0%	21	4.6%	1.8%	22	2.7%	3.2%
Provence Alpes Côte d'Azur. Corse	170	8.0%	3.9%	125	7.5%	6.1%	45	9.8%	2.0%	57	7.1%	4.1%
<b>Habitudes de connexion à Internet</b>												
Tous les jours	1363	63.9%	4.8%	1079	64.5%	7.5%	284	61.6%	2.0%	631	78.5%	4.7%
Presque tous les jours	291	13.6%	4.5%	221	13.2%	7.3%	70	15.1%	2.1%	107	13.4%	4.6%
1 à 2 fois par semaine	174	8.1%	5.5%	121	7.2%	8.8%	53	11.5%	2.9%	43	5.4%	4.7%
1 à 3 fois par mois	44	2.1%	5.1%	36	2.1%	9.1%	9	1.9%	1.8%	6	0.8%	3.9%
Moins souvent	25	1.2%	2.1%	18	1.1%	3.3%	8	1.7%	1.1%	1	0.2%	1.0%
Jamais	4	0.2%	2.8%	1	0.1%	2.0%	2	0.5%	3.5%	0	0.0%	0.0%

	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	63	3.0%	3.1%	50	3.0%	6.1%	13	2.8%	1.1%	7	0.8%	3.7%
De 9 000 à moins de 12 000 euros par an	68	3.2%	2.0%	47	2.8%	4.0%	21	4.5%	1.0%	6	0.8%	2.3%
De 12 000 à moins de 18 000 euros par an	181	8.5%	2.8%	133	8.0%	5.0%	48	10.3%	1.3%	19	2.4%	2.6%
De 18 000 à moins de 24 000 euros par an	309	14.5%	4.3%	243	14.5%	7.2%	66	14.2%	1.7%	77	9.5%	5.1%
De 24 000 à moins de 36 000 euros par an	502	23.5%	4.3%	383	22.9%	6.8%	118	25.6%	2.0%	165	20.5%	4.4%
De 36 000 à moins de 45 000 euros par an	362	16.9%	5.4%	281	16.8%	7.8%	80	17.4%	2.6%	161	20.0%	5.2%
De 45 000 à moins de 65 000 euros par an	327	15.3%	5.2%	285	17.0%	8.1%	42	9.0%	1.5%	181	22.5%	4.9%
De 65 000 à moins de 80 000 euros par an	88	4.1%	5.4%	70	4.2%	7.3%	18	4.0%	2.7%	58	7.2%	5.0%
De 80 000 à moins de 115 000 euros par an	50	2.4%	5.3%	39	2.3%	7.0%	11	2.4%	2.9%	32	4.0%	4.2%
115 000 euros et plus par an	34	1.6%	7.6%	27	1.6%	9.7%	7	1.6%	4.3%	30	3.8%	7.6%
Refus	106	5.0%	3.4%	76	4.6%	5.9%	30	6.5%	1.6%	53	6.6%	4.6%
Ne sait pas	45	2.1%	2.8%	38	2.3%	5.9%	7	1.5%	0.7%	14	1.8%	2.5%