

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	2866	100.0%	5.6%	1554	100.0%	6.3%	1311	100.0%	4.9%	1187	100.0%	6.9%
<b>Sexe</b>												
<b>Homme</b>	1554	54.2%	6.3%	1554	100.0%	6.3%	0	0.0%	0.0%	674	56.8%	7.6%
<b>Femme</b>	1311	45.8%	4.9%	0	0.0%	0.0%	1311	100.0%	4.9%	512	43.2%	6.2%
<b>Age</b>												
<b>15 à 24 ans</b>	606	21.2%	8.2%	309	19.9%	8.3%	297	22.7%	8.1%	260	21.9%	8.3%
<b>25 à 34 ans</b>	549	19.2%	7.2%	304	19.6%	8.1%	245	18.7%	6.3%	246	20.7%	7.2%
<b>35 à 49 ans</b>	811	28.3%	6.4%	477	30.7%	7.7%	334	25.4%	5.2%	383	32.3%	6.1%
<b>50 à 59 ans</b>	493	17.2%	5.5%	283	18.2%	6.3%	210	16.0%	4.7%	244	20.6%	6.6%
<b>60 ans et plus</b>	406	14.2%	2.8%	180	11.6%	2.8%	226	17.2%	2.7%	54	4.5%	7.5%
<b>Individu</b>												
<b>Ménagères</b>	1046	36.5%	4.5%	0	0.0%	0.0%	1046	79.8%	4.5%	387	32.6%	5.6%
<b>Personne de référence</b>	1648	57.5%	5.9%	1202	77.3%	5.9%	445	34.0%	5.7%	653	55.0%	7.6%
<b>Responsable des achats</b>	1965	68.6%	5.5%	892	57.4%	7.0%	1073	81.8%	4.7%	716	60.4%	6.5%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
<b>Petits patrons</b>	92	3.2%	5.7%	79	5.1%	7.0%	14	1.0%	2.7%	79	6.7%	5.4%
<b>Affaires et Cadres</b>	391	13.6%	7.9%	258	16.6%	8.4%	133	10.1%	6.9%	354	29.8%	7.8%
<b>Professions intermédiaires</b>	479	16.7%	7.1%	261	16.8%	7.5%	218	16.6%	6.7%	405	34.1%	7.2%
<b>Employés</b>	619	21.6%	7.5%	221	14.2%	11.0%	398	30.3%	6.4%	101	8.5%	5.7%
<b>Ouvriers</b>	406	14.2%	6.4%	339	21.8%	6.9%	67	5.1%	4.5%	18	1.5%	4.0%
<b>Retraités</b>	313	10.9%	2.5%	143	9.2%	2.4%	170	13.0%	2.6%	16	1.4%	6.6%
<b>Autres inactifs</b>	565	19.7%	5.6%	253	16.3%	7.1%	312	23.8%	4.8%	214	18.1%	6.8%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	5	0.2%	0.6%	0	0.0%	0.0%	5	0.3%	1.2%	0	0.0%	0.0%
<b>Petits patrons</b>	138	4.8%	5.3%	81	5.2%	6.3%	57	4.3%	4.3%	138	11.6%	5.3%
<b>Affaires et Cadres</b>	518	18.1%	7.3%	296	19.1%	8.1%	222	16.9%	6.4%	518	43.7%	7.3%
<b>Professions intermédiaires</b>	531	18.5%	7.1%	297	19.1%	7.5%	234	17.8%	6.6%	531	44.7%	7.1%
<b>Employés</b>	494	17.2%	9.2%	240	15.4%	11.0%	254	19.4%	8.0%	0	0.0%	0.0%
<b>Ouvriers</b>	554	19.3%	6.0%	351	22.6%	7.2%	203	15.5%	4.6%	0	0.0%	0.0%
<b>Retraités</b>	410	14.3%	2.8%	182	11.7%	2.7%	228	17.4%	2.9%	0	0.0%	0.0%
<b>Autres inactifs</b>	215	7.5%	5.5%	107	6.9%	7.1%	109	8.3%	4.5%	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>	529	18.5%	5.5%	266	17.1%	6.4%	263	20.1%	4.8%	144	12.1%	7.7%
<b>2 personnes</b>	788	27.5%	4.4%	444	28.6%	5.0%	344	26.2%	3.7%	298	25.1%	7.3%
<b>3 personnes</b>	600	20.9%	6.5%	338	21.8%	7.4%	262	20.0%	5.7%	278	23.4%	7.2%
<b>4 personnes</b>	541	18.9%	5.9%	281	18.1%	6.2%	259	19.8%	5.6%	278	23.4%	5.8%
<b>5 personnes et +</b>	408	14.2%	7.7%	225	14.4%	9.0%	183	14.0%	6.5%	189	15.9%	7.4%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	969	33.8%	6.2%	516	33.2%	7.1%	454	34.6%	5.4%	476	40.1%	6.1%
<b>Non</b>	1896	66.2%	5.3%	1039	66.8%	6.0%	858	65.4%	4.7%	711	59.9%	7.5%
<b>Habitat</b>												
<b>Communes rurales</b>	137	4.8%	1.2%	83	5.4%	1.5%	54	4.1%	0.9%	59	5.0%	1.8%
<b>Agglo. - 20 000 hab</b>	155	5.4%	1.7%	101	6.5%	2.4%	54	4.1%	1.1%	84	7.0%	3.2%
<b>Agglo. 20 000 à 100 000 hab</b>	109	3.8%	1.6%	79	5.1%	2.3%	30	2.3%	0.8%	59	5.0%	2.9%
<b>Agglo. + 100 000 hab</b>	1077	37.6%	7.0%	587	37.8%	8.0%	490	37.4%	6.1%	396	33.3%	7.5%
<b>Agglo. Paris</b>	1387	48.4%	16.4%	703	45.2%	17.4%	684	52.2%	15.4%	589	49.6%	15.1%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Régions INSEE</b>												
<b>Ile de France</b>	1461	51.0%	15.4%	755	48.6%	16.7%	707	53.9%	14.2%	636	53.5%	14.4%
<b>Nord Pas de Calais</b>	154	5.4%	4.8%	81	5.2%	5.3%	73	5.6%	4.3%	63	5.3%	6.8%
<b>Lorraine</b>	63	2.2%	3.3%	38	2.5%	4.1%	25	1.9%	2.5%	31	2.6%	5.9%
<b>Alsace</b>	71	2.5%	4.7%	48	3.1%	6.6%	23	1.8%	2.9%	24	2.0%	4.8%
<b>Franche-Comté</b>	3	0.1%	0.3%	2	0.2%	0.5%	1	-	0.1%	1	0.1%	0.2%
<b>Champagne Ardennes</b>	8	0.3%	0.8%	6	0.4%	1.2%	2	0.2%	0.4%	4	0.3%	1.2%
<b>Picardie</b>	32	1.1%	2.1%	23	1.5%	3.1%	9	0.7%	1.1%	19	1.6%	4.3%
<b>Bourgogne</b>	7	0.2%	0.5%	4	0.3%	0.7%	2	0.2%	0.3%	5	0.4%	1.3%
<b>Haute Normandie</b>	20	0.7%	1.4%	14	0.9%	1.9%	7	0.5%	0.9%	4	0.4%	1.0%
<b>Basse Normandie</b>	2	0.1%	0.1%	1	-	0.1%	1	0.1%	0.1%	2	0.1%	0.5%
<b>Centre</b>	38	1.3%	1.8%	22	1.4%	2.2%	16	1.2%	1.5%	16	1.4%	2.6%
<b>Pays de Loire</b>	75	2.6%	2.6%	39	2.5%	2.8%	36	2.8%	2.4%	33	2.8%	3.9%
<b>Bretagne</b>	54	1.9%	2.0%	25	1.6%	2.0%	29	2.2%	2.1%	13	1.1%	1.7%
<b>Poitou Charentes</b>	2	0.1%	0.1%	1	0.1%	0.2%	1	0.1%	0.1%	1	0.1%	0.2%
<b>Aquitaine</b>	86	3.0%	3.2%	57	3.7%	4.4%	29	2.2%	2.1%	26	2.2%	3.1%
<b>Midi Pyrénées</b>	162	5.7%	6.7%	87	5.6%	7.4%	75	5.8%	6.0%	85	7.2%	10.6%
<b>Limousin</b>	1	-	0.1%	0	-	0.2%	0	-	0.1%	0	-	0.3%
<b>Auvergne</b>	2	0.1%	0.2%	2	0.1%	0.4%	0	0.0%	0.0%	1	0.1%	0.5%
<b>Rhône Alpes</b>	271	9.5%	5.3%	153	9.8%	6.2%	119	9.0%	4.5%	110	9.2%	5.8%
<b>Languedoc Roussillon</b>	38	1.3%	1.7%	26	1.7%	2.5%	12	0.9%	1.0%	15	1.2%	2.1%
<b>Provence Alpes Côte d'Azur. Corse</b>	314	11.0%	7.3%	169	10.9%	8.3%	145	11.0%	6.4%	99	8.3%	7.0%
<b>Habitudes de connexion à Internet</b>												
<b>Tous les jours</b>	1916	66.9%	6.7%	1089	70.1%	7.5%	827	63.1%	5.9%	974	82.1%	7.3%
<b>Presque tous les jours</b>	334	11.7%	5.2%	159	10.2%	5.2%	176	13.4%	5.2%	124	10.5%	5.4%
<b>1 à 2 fois par semaine</b>	186	6.5%	5.8%	92	5.9%	6.7%	94	7.2%	5.2%	52	4.4%	5.7%
<b>1 à 3 fois par mois</b>	46	1.6%	5.2%	21	1.3%	5.3%	25	1.9%	5.2%	7	0.5%	4.0%
<b>Moins souvent</b>	52	1.8%	4.2%	29	1.9%	5.4%	23	1.8%	3.3%	7	0.6%	5.6%
<b>Jamais</b>	4	0.1%	3.2%	2	0.1%	2.8%	3	0.2%	3.6%	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	107	3.8%	5.2%	49	3.2%	6.0%	59	4.5%	4.7%	10	0.9%	5.8%
De 9 000 à moins de 12 000 euros par an	133	4.6%	4.0%	42	2.7%	3.6%	91	6.9%	4.2%	15	1.3%	5.6%
De 12 000 à moins de 18 000 euros par an	316	11.0%	4.9%	146	9.4%	5.5%	170	13.0%	4.6%	46	3.9%	6.3%
De 18 000 à moins de 24 000 euros par an	338	11.8%	4.7%	179	11.5%	5.3%	159	12.1%	4.2%	85	7.2%	5.6%
De 24 000 à moins de 36 000 euros par an	669	23.3%	5.8%	375	24.1%	6.7%	294	22.4%	4.9%	264	22.3%	7.1%
De 36 000 à moins de 45 000 euros par an	415	14.5%	6.2%	247	15.9%	6.8%	168	12.8%	5.4%	205	17.3%	6.7%
De 45 000 à moins de 65 000 euros par an	408	14.2%	6.5%	241	15.5%	6.8%	167	12.7%	6.1%	252	21.3%	6.9%
De 65 000 à moins de 80 000 euros par an	128	4.5%	7.8%	82	5.3%	8.5%	46	3.5%	6.8%	103	8.7%	8.9%
De 80 000 à moins de 115 000 euros par an	73	2.5%	7.6%	50	3.2%	8.9%	23	1.7%	5.7%	60	5.1%	7.9%
115 000 euros et plus par an	17	0.6%	3.8%	9	0.6%	3.3%	8	0.6%	4.6%	14	1.2%	3.6%
Refus	178	6.2%	5.7%	97	6.2%	7.5%	81	6.2%	4.4%	93	7.8%	8.1%
Ne sait pas	85	3.0%	5.4%	38	2.4%	5.9%	47	3.6%	5.0%	37	3.1%	6.4%