

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	2 079	100.0%	4.0%	350	100.0%	1.4%	1 729	100.0%	6.3%	811	100.0%	4.6%
<b>Sexe</b>												
<b>Femme</b>	1 729	83.0%	6.0%	-	-	-	1 729	100.0%	6.0%	647	79.0%	7.0%
<b>Homme</b>	350	16.0%	1.0%	350	100.0%	1.0%	-	-	-	163	20.0%	1.0%
<b>Age</b>												
<b>15 à 24 ans</b>	403	19.0%	5.0%	47	13.0%	1.0%	357	20.0%	9.0%	181	22.0%	5.0%
<b>25 à 34 ans</b>	249	12.0%	3.0%	38	11.0%	1.0%	210	12.0%	5.0%	102	12.0%	3.0%
<b>35 à 49 ans</b>	502	24.0%	4.0%	91	25.0%	1.0%	411	23.0%	6.0%	273	33.0%	4.0%
<b>50 à 59 ans</b>	320	15.0%	3.0%	46	13.0%	1.0%	275	15.0%	6.0%	181	22.0%	4.0%
<b>60 ans et plus</b>	605	29.0%	3.0%	129	36.0%	1.0%	476	27.0%	5.0%	74	9.0%	4.0%
<b>Individu</b>												
<b>Ménagères</b>	1 357	65.0%	5.0%	-	-	-	1 357	78.0%	5.0%	482	59.0%	6.0%
<b>Personne de référence</b>	749	36.0%	2.0%	309	88.0%	1.0%	440	25.0%	5.0%	241	29.0%	2.0%
<b>Responsable des achats</b>	1 572	75.0%	4.0%	211	60.0%	1.0%	1 361	78.0%	5.0%	552	68.0%	4.0%
<b>Pcs individu</b>												
<b>Affaires et cadres</b>	250	12.0%	5.0%	67	19.0%	2.0%	182	10.0%	8.0%	206	25.0%	4.0%
<b>Agriculteurs</b>	3	0.0%	0.0%	2	0.0%	0.0%	1	0.0%	0.0%	-	-	-
<b>Autres inactifs</b>	587	28.0%	5.0%	37	10.0%	1.0%	550	31.0%	8.0%	238	29.0%	7.0%
<b>Employés</b>	395	19.0%	4.0%	39	11.0%	1.0%	355	20.0%	5.0%	91	11.0%	5.0%
<b>Ouvriers</b>	80	3.0%	1.0%	27	7.0%	0.0%	53	3.0%	3.0%	5	0.0%	1.0%
<b>Petits patrons</b>	85	4.0%	5.0%	31	9.0%	2.0%	54	3.0%	11.0%	77	9.0%	5.0%
<b>Professions intermédiaires</b>	234	11.0%	3.0%	50	14.0%	1.0%	184	10.0%	5.0%	182	22.0%	3.0%
<b>Retraités</b>	446	21.0%	3.0%	97	27.0%	1.0%	349	20.0%	5.0%	11	1.0%	5.0%
<b>Pcs personne de référence</b>												
<b>Affaires et cadres</b>	378	18.0%	5.0%	78	22.0%	2.0%	299	17.0%	8.0%	378	46.0%	5.0%
<b>Agriculteurs</b>	24	1.0%	3.0%	2	0.0%	0.0%	22	1.0%	5.0%	-	-	-
<b>Autres inactifs</b>	174	8.0%	4.0%	23	6.0%	1.0%	151	8.0%	7.0%	-	-	-
<b>Employés</b>	256	12.0%	4.0%	33	9.0%	1.0%	223	12.0%	7.0%	-	-	-
<b>Ouvriers</b>	244	11.0%	2.0%	29	8.0%	0.0%	214	12.0%	4.0%	-	-	-
<b>Petits patrons</b>	142	6.0%	5.0%	34	9.0%	2.0%	107	6.0%	8.0%	142	17.0%	5.0%
<b>Professions intermédiaires</b>	291	14.0%	3.0%	51	14.0%	1.0%	241	13.0%	6.0%	291	36.0%	3.0%
<b>Retraités</b>	571	27.0%	3.0%	100	28.0%	1.0%	472	27.0%	5.0%	-	-	-

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	2 079	100.0%	4.0%	350	100.0%	1.4%	1 729	100.0%	6.3%	811	100.0%	4.6%
<b>Taille du foyer</b>												
<b>1 personne</b>	369	17.0%	3.0%	58	16.0%	1.0%	310	18.0%	5.0%	69	8.0%	3.0%
<b>2 personnes</b>	701	33.0%	3.0%	146	41.0%	1.0%	555	32.0%	5.0%	218	26.0%	5.0%
<b>3 personnes</b>	382	18.0%	4.0%	59	16.0%	1.0%	323	18.0%	6.0%	181	22.0%	4.0%
<b>4 personnes</b>	370	17.0%	3.0%	73	20.0%	1.0%	297	17.0%	6.0%	212	26.0%	4.0%
<b>5 personnes et +</b>	258	12.0%	4.0%	14	4.0%	0.0%	244	14.0%	8.0%	130	16.0%	4.0%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Non</b>	1 458	70.0%	4.0%	249	71.0%	1.0%	1 209	69.0%	6.0%	483	59.0%	4.0%
<b>Oui</b>	622	29.0%	4.0%	102	29.0%	1.0%	520	30.0%	6.0%	328	40.0%	4.0%
<b>Habitat</b>												
<b>Agglo. + 100 000 hab</b>	735	35.0%	4.0%	105	30.0%	1.0%	630	36.0%	7.0%	263	32.0%	4.0%
<b>Agglo. 20 000 à 100 000 hab</b>	264	12.0%	3.0%	48	13.0%	1.0%	216	12.0%	5.0%	81	10.0%	3.0%
<b>Agglo. - 20 000 hab</b>	241	11.0%	2.0%	57	16.0%	1.0%	183	10.0%	4.0%	77	9.0%	2.0%
<b>Agglo. paris</b>	525	25.0%	6.0%	100	28.0%	2.0%	424	24.0%	9.0%	272	33.0%	6.0%
<b>Communes rurales</b>	315	15.0%	2.0%	39	11.0%	0.0%	276	16.0%	4.0%	118	14.0%	3.0%

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	2 079	100.0%	4.0%	350	100.0%	1.4%	1 729	100.0%	6.3%	811	100.0%	4.6%
<b>Régions insee</b>												
Alsace	48	2.0%	3.0%	5	1.0%	0.0%	43	2.0%	5.0%	15	1.0%	3.0%
Aquitaine	122	5.0%	4.0%	10	2.0%	0.0%	112	6.0%	7.0%	35	4.0%	3.0%
Auvergne	33	1.0%	2.0%	7	2.0%	1.0%	25	1.0%	4.0%	9	1.0%	2.0%
Basse normandie	32	1.0%	2.0%	-	-	-	32	1.0%	5.0%	14	1.0%	4.0%
Bourgogne	37	1.0%	2.0%	10	2.0%	1.0%	27	1.0%	3.0%	15	1.0%	4.0%
Bretagne	100	4.0%	3.0%	23	6.0%	1.0%	77	4.0%	5.0%	38	4.0%	4.0%
Centre	78	3.0%	3.0%	15	4.0%	1.0%	63	3.0%	5.0%	21	2.0%	3.0%
Champagne ardennes	26	1.0%	2.0%	8	2.0%	1.0%	19	1.0%	3.0%	12	1.0%	3.0%
Franche-comté	33	1.0%	3.0%	5	1.0%	1.0%	28	1.0%	5.0%	14	1.0%	4.0%
Haute normandie	41	2.0%	2.0%	6	1.0%	0.0%	35	2.0%	4.0%	6	0.0%	1.0%
Ile de france	559	26.0%	5.0%	106	30.0%	2.0%	453	26.0%	9.0%	283	34.0%	6.0%
Languedoc roussillon	96	4.0%	4.0%	16	4.0%	1.0%	80	4.0%	6.0%	41	5.0%	5.0%
Limousin	23	1.0%	3.0%	1	0.0%	0.0%	22	1.0%	6.0%	8	1.0%	4.0%
Lorraine	41	2.0%	2.0%	5	1.0%	0.0%	36	2.0%	3.0%	14	1.0%	2.0%
Midi pyrénées	114	5.0%	4.0%	25	7.0%	2.0%	90	5.0%	6.0%	54	6.0%	6.0%
Nord pas de calais	101	4.0%	3.0%	13	3.0%	0.0%	88	5.0%	5.0%	36	4.0%	3.0%
Pays de loire	79	3.0%	2.0%	8	2.0%	0.0%	71	4.0%	4.0%	21	2.0%	2.0%
Picardie	46	2.0%	2.0%	11	3.0%	1.0%	35	2.0%	4.0%	12	1.0%	2.0%
Poitou charentes	51	2.0%	3.0%	3	0.0%	0.0%	47	2.0%	6.0%	9	1.0%	2.0%
Provence alpes côte d'azur, corse	206	9.0%	4.0%	40	11.0%	1.0%	166	9.0%	7.0%	61	7.0%	4.0%
Rhône alpes	214	10.0%	4.0%	34	9.0%	1.0%	180	10.0%	6.0%	94	11.0%	4.0%
<b>Habitudes de connection à internet</b>												
1 à 2 fois par semaine	92	4.0%	3.0%	5	1.0%	0.0%	87	5.0%	5.0%	22	2.0%	4.0%
1 à 3 fois par mois	22	1.0%	6.0%	-	-	-	22	1.0%	10.0%	7	0.0%	12.0%
Moins souvent	2	0.0%	1.0%	1	0.0%	2.0%	1	0.0%	1.0%	2	0.0%	15.0%
Presque tous les jours	252	12.0%	4.0%	52	14.0%	1.0%	200	11.0%	6.0%	73	9.0%	5.0%
Tous les jours	1 710	82.0%	4.0%	291	83.0%	1.0%	1 419	82.0%	6.0%	707	87.0%	4.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	2 079	100.0%	4.0%	350	100.0%	1.4%	1 729	100.0%	6.3%	811	100.0%	4.6%
<b>Revenus du foyer</b>												
<b>65 000 euros et plus par an</b>	298	14.0%	7.0%	94	27.0%	3.0%	203	11.0%	12.0%	212	26.0%	7.0%
<b>De 12 000 à moins de 18 000 euros par an</b>	137	6.0%	2.0%	11	3.0%	0.0%	127	7.0%	4.0%	22	2.0%	3.0%
<b>De 18 000 à moins de 24 000 euros par an</b>	286	13.0%	4.0%	50	14.0%	1.0%	237	13.0%	5.0%	76	9.0%	5.0%
<b>De 24 000 à moins de 36 000 euros par an</b>	419	20.0%	3.0%	38	10.0%	0.0%	380	22.0%	5.0%	114	14.0%	3.0%
<b>De 36 000 à moins de 45 000 euros par an</b>	238	11.0%	3.0%	51	14.0%	1.0%	187	10.0%	5.0%	99	12.0%	3.0%
<b>De 45 000 à moins de 65 000 euros par an</b>	303	14.0%	3.0%	61	17.0%	1.0%	243	14.0%	6.0%	174	21.0%	4.0%
<b>De 9 000 à moins de 12 000 euros par an</b>	101	4.0%	4.0%	15	4.0%	1.0%	85	4.0%	6.0%	7	0.0%	2.0%
<b>Moins de 9 000 euros par an</b>	59	2.0%	4.0%	14	4.0%	2.0%	45	2.0%	6.0%	3	0.0%	1.0%
<b>Ne sait pas</b>	132	6.0%	5.0%	-	-	-	132	7.0%	11.0%	62	7.0%	6.0%
<b>Refus</b>	106	5.0%	4.0%	16	4.0%	1.0%	90	5.0%	7.0%	43	5.0%	5.0%