

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	1 449	100.0%	2.8%	439	100.0%	1.7%	1 010	100.0%	3.7%	343	100.0%	1.9%
<b>Sexe</b>												
<b>Femme</b>	1 010	69.0%	3.0%	-	-	-	1 010	100.0%	3.0%	232	67.0%	2.0%
<b>Homme</b>	439	30.0%	1.0%	439	100.0%	1.0%	-	-	-	111	32.0%	1.0%
<b>Age</b>												
<b>15 à 24 ans</b>	83	5.0%	1.0%	9	2.0%	0.0%	74	7.0%	2.0%	45	13.0%	1.0%
<b>25 à 34 ans</b>	74	5.0%	1.0%	23	5.0%	0.0%	51	5.0%	1.0%	25	7.0%	0.0%
<b>35 à 49 ans</b>	187	12.0%	1.0%	40	9.0%	0.0%	146	14.0%	2.0%	92	26.0%	1.0%
<b>50 à 59 ans</b>	170	11.0%	2.0%	57	13.0%	1.0%	114	11.0%	2.0%	98	28.0%	2.0%
<b>60 ans et plus</b>	936	64.0%	5.0%	310	70.0%	4.0%	625	61.0%	7.0%	85	24.0%	5.0%
<b>Individu</b>												
<b>Ménagères</b>	915	63.0%	3.0%	-	-	-	915	90.0%	3.0%	182	52.0%	2.0%
<b>Personne de référence</b>	698	48.0%	2.0%	421	96.0%	2.0%	277	27.0%	3.0%	135	39.0%	1.0%
<b>Responsable des achats</b>	1 134	78.0%	3.0%	223	50.0%	1.0%	911	90.0%	4.0%	219	63.0%	2.0%
<b>Pcs individu</b>												
<b>Affaires et cadres</b>	147	10.0%	2.0%	62	14.0%	2.0%	85	8.0%	3.0%	130	37.0%	2.0%
<b>Agriculteurs</b>	11	0.0%	2.0%	10	2.0%	3.0%	1	0.0%	0.0%	-	-	-
<b>Autres inactifs</b>	295	20.0%	3.0%	18	4.0%	0.0%	277	27.0%	4.0%	68	19.0%	2.0%
<b>Employés</b>	145	10.0%	1.0%	26	6.0%	1.0%	119	11.0%	1.0%	19	5.0%	1.0%
<b>Ouvriers</b>	36	2.0%	0.0%	17	3.0%	0.0%	19	1.0%	1.0%	4	1.0%	0.0%
<b>Petits patrons</b>	42	2.0%	2.0%	25	5.0%	2.0%	17	1.0%	4.0%	37	10.0%	2.0%
<b>Professions intermédiaires</b>	84	5.0%	1.0%	17	3.0%	0.0%	67	6.0%	1.0%	58	16.0%	1.0%
<b>Retraités</b>	688	47.0%	5.0%	263	59.0%	4.0%	425	42.0%	6.0%	27	7.0%	12.0%
<b>Pcs personne de référence</b>												
<b>Affaires et cadres</b>	217	15.0%	3.0%	64	14.0%	1.0%	153	15.0%	4.0%	217	63.0%	3.0%
<b>Agriculteurs</b>	14	1.0%	1.0%	10	2.0%	2.0%	4	0.0%	1.0%	-	-	-
<b>Autres inactifs</b>	98	6.0%	2.0%	12	2.0%	0.0%	86	8.0%	4.0%	-	-	-
<b>Employés</b>	103	7.0%	1.0%	25	5.0%	1.0%	78	7.0%	2.0%	-	-	-
<b>Ouvriers</b>	87	6.0%	0.0%	17	3.0%	0.0%	70	6.0%	1.0%	-	-	-
<b>Petits patrons</b>	46	3.0%	1.0%	29	6.0%	2.0%	18	1.0%	1.0%	46	13.0%	1.0%
<b>Professions intermédiaires</b>	80	5.0%	1.0%	19	4.0%	0.0%	61	6.0%	1.0%	80	23.0%	1.0%
<b>Retraités</b>	803	55.0%	5.0%	264	60.0%	4.0%	539	53.0%	6.0%	-	-	-



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	1 449	100.0%	2.8%	439	100.0%	1.7%	1 010	100.0%	3.7%	343	100.0%	1.9%
<b>Taille du foyer</b>												
<b>1 personne</b>	308	21.0%	3.0%	68	15.0%	1.0%	239	23.0%	4.0%	38	11.0%	1.0%
<b>2 personnes</b>	808	55.0%	4.0%	276	62.0%	3.0%	532	52.0%	5.0%	128	37.0%	3.0%
<b>3 personnes</b>	129	8.0%	1.0%	57	13.0%	1.0%	72	7.0%	1.0%	55	15.0%	1.0%
<b>4 personnes</b>	115	8.0%	1.0%	19	4.0%	0.0%	96	9.0%	2.0%	67	19.0%	1.0%
<b>5 personnes et +</b>	90	6.0%	1.0%	19	4.0%	0.0%	71	7.0%	2.0%	55	15.0%	2.0%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Non</b>	1 255	86.0%	3.0%	395	90.0%	2.0%	860	85.0%	4.0%	247	71.0%	2.0%
<b>Oui</b>	194	13.0%	1.0%	43	9.0%	0.0%	150	14.0%	1.0%	97	28.0%	1.0%
<b>Habitat</b>												
<b>Agglo. + 100 000 hab</b>	487	33.0%	3.0%	133	30.0%	1.0%	353	35.0%	4.0%	99	28.0%	1.0%
<b>Agglo. 20 000 à 100 000 hab</b>	150	10.0%	2.0%	56	12.0%	1.0%	94	9.0%	2.0%	27	7.0%	1.0%
<b>Agglo. - 20 000 hab</b>	190	13.0%	2.0%	60	13.0%	1.0%	130	12.0%	2.0%	43	12.0%	1.0%
<b>Agglo. paris</b>	412	28.0%	4.0%	118	26.0%	2.0%	294	29.0%	6.0%	141	41.0%	3.0%
<b>Communes rurales</b>	210	14.0%	1.0%	72	16.0%	1.0%	138	13.0%	2.0%	33	9.0%	1.0%

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	1 449	100.0%	2.8%	439	100.0%	1.7%	1 010	100.0%	3.7%	343	100.0%	1.9%
<b>Régions insee</b>												
Alsace	41	2.0%	2.0%	10	2.0%	1.0%	32	3.0%	3.0%	6	1.0%	1.0%
Aquitaine	53	3.0%	1.0%	13	3.0%	1.0%	40	4.0%	2.0%	16	4.0%	1.0%
Auvergne	34	2.0%	2.0%	8	1.0%	1.0%	25	2.0%	4.0%	2	0.0%	0.0%
Basse normandie	11	0.0%	0.0%	5	1.0%	0.0%	6	0.0%	1.0%	2	0.0%	0.0%
Bourgogne	44	3.0%	3.0%	21	4.0%	3.0%	22	2.0%	3.0%	12	3.0%	3.0%
Bretagne	36	2.0%	1.0%	17	3.0%	1.0%	19	1.0%	1.0%	11	3.0%	1.0%
Centre	51	3.0%	2.0%	14	3.0%	1.0%	37	3.0%	3.0%	6	1.0%	0.0%
Champagne ardennes	17	1.0%	1.0%	3	0.0%	0.0%	14	1.0%	2.0%	1	0.0%	0.0%
Franche-comté	27	1.0%	2.0%	9	2.0%	1.0%	18	1.0%	3.0%	4	1.0%	1.0%
Haute normandie	33	2.0%	2.0%	7	1.0%	1.0%	26	2.0%	3.0%	4	1.0%	0.0%
Ile de france	444	30.0%	4.0%	126	28.0%	2.0%	319	31.0%	6.0%	141	41.0%	3.0%
Languedoc roussillon	62	4.0%	2.0%	17	3.0%	1.0%	45	4.0%	3.0%	10	2.0%	1.0%
Limousin	21	1.0%	3.0%	9	2.0%	2.0%	12	1.0%	3.0%	10	3.0%	6.0%
Lorraine	44	3.0%	2.0%	14	3.0%	1.0%	30	3.0%	3.0%	7	2.0%	1.0%
Midi pyrénées	63	4.0%	2.0%	17	4.0%	1.0%	46	4.0%	3.0%	10	3.0%	1.0%
Nord pas de calais	56	3.0%	1.0%	9	2.0%	0.0%	47	4.0%	2.0%	18	5.0%	1.0%
Pays de loire	52	3.0%	1.0%	19	4.0%	1.0%	32	3.0%	2.0%	7	1.0%	0.0%
Picardie	31	2.0%	2.0%	11	2.0%	1.0%	20	2.0%	2.0%	8	2.0%	1.0%
Poitou charentes	35	2.0%	2.0%	10	2.0%	1.0%	25	2.0%	3.0%	4	1.0%	1.0%
Provence alpes côte d'azur, corse	157	10.0%	3.0%	53	12.0%	2.0%	104	10.0%	4.0%	19	5.0%	1.0%
Rhône alpes	138	9.0%	2.0%	46	10.0%	1.0%	92	9.0%	3.0%	46	13.0%	2.0%
<b>Habitudes de connection à internet</b>												
1 à 2 fois par semaine	69	4.0%	2.0%	22	4.0%	1.0%	48	4.0%	2.0%	10	3.0%	2.0%
1 à 3 fois par mois	12	0.0%	3.0%	4	0.0%	1.0%	9	0.0%	4.0%	1	0.0%	0.0%
Moins souvent	3	0.0%	2.0%	1	0.0%	3.0%	1	0.0%	1.0%	1	0.0%	6.0%
Presque tous les jours	190	13.0%	3.0%	44	9.0%	1.0%	147	14.0%	4.0%	23	6.0%	1.0%
Tous les jours	1 175	81.0%	2.0%	369	84.0%	1.0%	806	79.0%	3.0%	308	89.0%	1.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	1 449	100.0%	2.8%	439	100.0%	1.7%	1 010	100.0%	3.7%	343	100.0%	1.9%
<b>Revenus du foyer</b>												
<b>65 000 euros et plus par an</b>	281	19.0%	6.0%	129	29.0%	5.0%	152	15.0%	8.0%	137	39.0%	4.0%
<b>De 12 000 à moins de 18 000 euros par an</b>	66	4.0%	1.0%	7	1.0%	0.0%	59	5.0%	2.0%	10	3.0%	1.0%
<b>De 18 000 à moins de 24 000 euros par an</b>	124	8.0%	1.0%	24	5.0%	0.0%	100	9.0%	2.0%	25	7.0%	1.0%
<b>De 24 000 à moins de 36 000 euros par an</b>	258	17.0%	2.0%	66	15.0%	1.0%	192	19.0%	2.0%	40	11.0%	1.0%
<b>De 36 000 à moins de 45 000 euros par an</b>	184	12.0%	2.0%	52	11.0%	1.0%	132	13.0%	3.0%	31	9.0%	1.0%
<b>De 45 000 à moins de 65 000 euros par an</b>	290	20.0%	3.0%	105	23.0%	2.0%	185	18.0%	5.0%	56	16.0%	1.0%
<b>De 9 000 à moins de 12 000 euros par an</b>	44	3.0%	2.0%	13	2.0%	1.0%	32	3.0%	2.0%	1	0.0%	0.0%
<b>Moins de 9 000 euros par an</b>	18	1.0%	1.0%	3	0.0%	0.0%	15	1.0%	2.0%	-	-	-
<b>Ne sait pas</b>	48	3.0%	3.0%	10	2.0%	1.0%	39	3.0%	4.0%	14	4.0%	2.0%
<b>Refus</b>	135	9.0%	3.0%	31	7.0%	2.0%	104	10.0%	5.0%	29	8.0%	2.0%