



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	1 294	100.0%	2.5%	399	100.0%	1.6%	894	100.0%	3.3%	348	100.0%	2.0%
<b>Sexe</b>												
<b>Femme</b>	894	69.0%	3.0%	-	-	-	894	100.0%	3.0%	248	71.0%	2.0%
<b>Homme</b>	399	30.0%	1.0%	399	100.0%	1.0%	-	-	-	100	28.0%	1.0%
<b>Age</b>												
<b>15 à 24 ans</b>	107	8.0%	1.0%	16	4.0%	0.0%	91	10.0%	2.0%	46	13.0%	1.0%
<b>25 à 34 ans</b>	64	5.0%	0.0%	13	3.0%	0.0%	51	5.0%	1.0%	29	8.0%	0.0%
<b>35 à 49 ans</b>	152	11.0%	1.0%	27	6.0%	0.0%	126	14.0%	2.0%	84	24.0%	1.0%
<b>50 à 59 ans</b>	181	14.0%	2.0%	53	13.0%	1.0%	128	14.0%	2.0%	111	31.0%	3.0%
<b>60 ans et plus</b>	789	61.0%	4.0%	290	72.0%	4.0%	498	55.0%	5.0%	78	22.0%	4.0%
<b>Individu</b>												
<b>Ménagères</b>	778	60.0%	3.0%	-	-	-	778	87.0%	3.0%	192	55.0%	2.0%
<b>Personne de référence</b>	637	49.0%	2.0%	371	92.0%	1.0%	266	29.0%	3.0%	130	37.0%	1.0%
<b>Responsable des achats</b>	1 007	77.0%	2.0%	203	50.0%	1.0%	804	89.0%	3.0%	247	71.0%	2.0%
<b>Pcs individu</b>												
<b>Affaires et cadres</b>	140	10.0%	2.0%	58	14.0%	2.0%	82	9.0%	3.0%	122	35.0%	2.0%
<b>Agriculteurs</b>	10	0.0%	2.0%	8	2.0%	2.0%	2	0.0%	1.0%	-	-	-
<b>Autres inactifs</b>	266	20.0%	2.0%	17	4.0%	0.0%	249	27.0%	3.0%	85	24.0%	2.0%
<b>Employés</b>	150	11.0%	1.0%	27	6.0%	1.0%	123	13.0%	2.0%	21	6.0%	1.0%
<b>Ouvriers</b>	26	2.0%	0.0%	11	2.0%	0.0%	16	1.0%	1.0%	-	-	-
<b>Petits patrons</b>	49	3.0%	3.0%	27	6.0%	2.0%	22	2.0%	4.0%	47	13.0%	3.0%
<b>Professions intermédiaires</b>	51	3.0%	0.0%	8	1.0%	0.0%	43	4.0%	1.0%	39	11.0%	0.0%
<b>Retraités</b>	600	46.0%	4.0%	244	61.0%	4.0%	356	39.0%	5.0%	33	9.0%	18.0%
<b>Pcs personne de référence</b>												
<b>Affaires et cadres</b>	212	16.0%	3.0%	60	14.0%	1.0%	153	17.0%	4.0%	212	61.0%	3.0%
<b>Agriculteurs</b>	14	1.0%	1.0%	8	2.0%	2.0%	6	0.0%	1.0%	-	-	-
<b>Autres inactifs</b>	83	6.0%	2.0%	13	3.0%	0.0%	70	7.0%	3.0%	-	-	-
<b>Employés</b>	101	7.0%	1.0%	19	4.0%	0.0%	82	9.0%	2.0%	-	-	-
<b>Ouvriers</b>	71	5.0%	0.0%	7	1.0%	0.0%	63	7.0%	1.0%	-	-	-
<b>Petits patrons</b>	60	4.0%	2.0%	33	8.0%	2.0%	27	3.0%	2.0%	60	17.0%	2.0%
<b>Professions intermédiaires</b>	76	5.0%	0.0%	8	1.0%	0.0%	68	7.0%	1.0%	76	21.0%	0.0%
<b>Retraités</b>	676	52.0%	4.0%	252	63.0%	3.0%	424	47.0%	5.0%	-	-	-



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	1 294	100.0%	2.5%	399	100.0%	1.6%	894	100.0%	3.3%	348	100.0%	2.0%
<b>Taille du foyer</b>												
<b>1 personne</b>	255	19.0%	2.0%	60	15.0%	1.0%	194	21.0%	3.0%	40	11.0%	1.0%
<b>2 personnes</b>	719	55.0%	3.0%	269	67.0%	3.0%	450	50.0%	4.0%	118	34.0%	2.0%
<b>3 personnes</b>	106	8.0%	1.0%	27	6.0%	0.0%	79	8.0%	1.0%	67	19.0%	1.0%
<b>4 personnes</b>	105	8.0%	1.0%	24	5.0%	0.0%	82	9.0%	1.0%	60	17.0%	1.0%
<b>5 personnes et +</b>	109	8.0%	1.0%	20	5.0%	0.0%	88	9.0%	3.0%	63	18.0%	2.0%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Non</b>	1 111	85.0%	3.0%	368	92.0%	2.0%	742	83.0%	3.0%	247	71.0%	2.0%
<b>Oui</b>	183	14.0%	1.0%	31	7.0%	0.0%	152	17.0%	1.0%	101	28.0%	1.0%
<b>Habitat</b>												
<b>Agglo. + 100 000 hab</b>	390	30.0%	2.0%	117	29.0%	1.0%	273	30.0%	3.0%	114	32.0%	2.0%
<b>Agglo. 20 000 à 100 000 hab</b>	141	10.0%	2.0%	42	10.0%	1.0%	99	11.0%	2.0%	33	9.0%	1.0%
<b>Agglo. - 20 000 hab</b>	197	15.0%	2.0%	69	17.0%	1.0%	127	14.0%	2.0%	51	14.0%	1.0%
<b>Agglo. paris</b>	362	28.0%	4.0%	105	26.0%	2.0%	257	28.0%	5.0%	111	31.0%	2.0%
<b>Communes rurales</b>	203	15.0%	1.0%	66	16.0%	1.0%	138	15.0%	2.0%	39	11.0%	1.0%

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	1 294	100.0%	2.5%	399	100.0%	1.6%	894	100.0%	3.3%	348	100.0%	2.0%
<b>Régions insee</b>												
Alsace	26	2.0%	1.0%	11	2.0%	1.0%	15	1.0%	1.0%	8	2.0%	1.0%
Aquitaine	60	4.0%	2.0%	21	5.0%	1.0%	39	4.0%	2.0%	16	4.0%	1.0%
Auvergne	20	1.0%	1.0%	8	2.0%	1.0%	11	1.0%	1.0%	3	0.0%	0.0%
Basse normandie	24	1.0%	2.0%	6	1.0%	1.0%	17	2.0%	2.0%	7	2.0%	2.0%
Bourgogne	31	2.0%	2.0%	14	3.0%	2.0%	16	1.0%	2.0%	12	3.0%	3.0%
Bretagne	49	3.0%	1.0%	7	1.0%	0.0%	42	4.0%	3.0%	19	5.0%	2.0%
Centre	47	3.0%	2.0%	15	3.0%	1.0%	32	3.0%	2.0%	6	1.0%	1.0%
Champagne ardennes	14	1.0%	1.0%	2	0.0%	0.0%	11	1.0%	2.0%	1	0.0%	0.0%
Franche-comté	21	1.0%	2.0%	6	1.0%	1.0%	16	1.0%	3.0%	5	1.0%	1.0%
Haute normandie	37	2.0%	2.0%	13	3.0%	1.0%	24	2.0%	3.0%	1	0.0%	0.0%
Ile de france	389	30.0%	4.0%	118	29.0%	2.0%	271	30.0%	5.0%	117	33.0%	2.0%
Languedoc roussillon	64	4.0%	2.0%	18	4.0%	1.0%	45	5.0%	3.0%	12	3.0%	1.0%
Limousin	25	1.0%	4.0%	10	2.0%	3.0%	15	1.0%	4.0%	7	2.0%	3.0%
Lorraine	18	1.0%	0.0%	5	1.0%	0.0%	13	1.0%	1.0%	6	1.0%	1.0%
Midi pyrénées	74	5.0%	3.0%	24	6.0%	2.0%	50	5.0%	3.0%	16	4.0%	1.0%
Nord pas de calais	36	2.0%	1.0%	8	1.0%	0.0%	29	3.0%	1.0%	17	4.0%	1.0%
Pays de loire	42	3.0%	1.0%	11	2.0%	0.0%	31	3.0%	2.0%	11	3.0%	1.0%
Picardie	31	2.0%	2.0%	13	3.0%	1.0%	17	1.0%	2.0%	9	2.0%	2.0%
Poitou charentes	27	2.0%	1.0%	9	2.0%	1.0%	18	2.0%	2.0%	4	1.0%	1.0%
Provence alpes côte d'azur, corse	128	9.0%	2.0%	47	11.0%	2.0%	81	9.0%	3.0%	22	6.0%	1.0%
Rhône alpes	132	10.0%	2.0%	34	8.0%	1.0%	98	10.0%	3.0%	48	13.0%	2.0%
<b>Habitudes de connection à internet</b>												
1 à 2 fois par semaine	63	4.0%	2.0%	13	3.0%	1.0%	50	5.0%	3.0%	5	1.0%	1.0%
1 à 3 fois par mois	13	1.0%	3.0%	3	0.0%	1.0%	11	1.0%	4.0%	4	1.0%	6.0%
Moins souvent	1	0.0%	1.0%	1	0.0%	2.0%	-	-	-	1	0.0%	8.0%
Presque tous les jours	146	11.0%	2.0%	32	7.0%	1.0%	115	12.0%	3.0%	21	6.0%	1.0%
Tous les jours	1 070	82.0%	2.0%	351	87.0%	1.0%	719	80.0%	3.0%	317	91.0%	2.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	1 294	100.0%	2.5%	399	100.0%	1.6%	894	100.0%	3.3%	348	100.0%	2.0%
<b>Revenus du foyer</b>												
<b>65 000 euros et plus par an</b>	267	20.0%	6.0%	127	31.0%	4.0%	140	15.0%	8.0%	130	37.0%	4.0%
<b>De 12 000 à moins de 18 000 euros par an</b>	31	2.0%	0.0%	7	1.0%	0.0%	24	2.0%	0.0%	2	0.0%	0.0%
<b>De 18 000 à moins de 24 000 euros par an</b>	138	10.0%	1.0%	28	7.0%	0.0%	110	12.0%	2.0%	33	9.0%	2.0%
<b>De 24 000 à moins de 36 000 euros par an</b>	214	16.0%	1.0%	52	13.0%	0.0%	161	18.0%	2.0%	43	12.0%	1.0%
<b>De 36 000 à moins de 45 000 euros par an</b>	171	13.0%	2.0%	49	12.0%	1.0%	122	13.0%	3.0%	29	8.0%	1.0%
<b>De 45 000 à moins de 65 000 euros par an</b>	260	20.0%	3.0%	100	25.0%	2.0%	160	17.0%	4.0%	70	20.0%	1.0%
<b>De 9 000 à moins de 12 000 euros par an</b>	41	3.0%	1.0%	14	3.0%	1.0%	27	3.0%	2.0%	-	-	-
<b>Moins de 9 000 euros par an</b>	22	1.0%	1.0%	5	1.0%	0.0%	17	1.0%	2.0%	-	-	-
<b>Ne sait pas</b>	62	4.0%	2.0%	5	1.0%	0.0%	56	6.0%	4.0%	22	6.0%	2.0%
<b>Refus</b>	89	6.0%	3.0%	13	3.0%	1.0%	76	8.0%	6.0%	19	5.0%	2.0%