

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	2 779	100.0%	5.3%	1 189	100.0%	4.7%	1 590	100.0%	5.8%	603	100.0%	3.4%
<b>Sexe</b>												
<b>Femme</b>	1 590	57.0%	5.0%	-	-	-	1 590	100.0%	5.0%	325	53.0%	3.0%
<b>Homme</b>	1 189	42.0%	4.0%	1 189	100.0%	4.0%	-	-	-	278	46.0%	3.0%
<b>Age</b>												
<b>15 à 24 ans</b>	330	11.0%	4.0%	159	13.0%	4.0%	171	10.0%	4.0%	111	18.0%	3.0%
<b>25 à 34 ans</b>	291	10.0%	3.0%	128	10.0%	3.0%	163	10.0%	4.0%	85	14.0%	2.0%
<b>35 à 49 ans</b>	672	24.0%	5.0%	296	24.0%	4.0%	376	23.0%	5.0%	205	34.0%	3.0%
<b>50 à 59 ans</b>	506	18.0%	5.0%	224	18.0%	5.0%	282	17.0%	6.0%	136	22.0%	3.0%
<b>60 ans et plus</b>	981	35.0%	6.0%	383	32.0%	5.0%	598	37.0%	6.0%	65	10.0%	4.0%
<b>Individu</b>												
<b>Ménagères</b>	1 399	50.0%	6.0%	-	-	-	1 399	88.0%	6.0%	264	43.0%	3.0%
<b>Personne de référence</b>	1 491	53.0%	5.0%	982	82.0%	4.0%	508	32.0%	6.0%	267	44.0%	3.0%
<b>Responsable des achats</b>	2 020	72.0%	5.0%	643	54.0%	4.0%	1 377	86.0%	6.0%	400	66.0%	3.0%
<b>Pcs individu</b>												
<b>Affaires et cadres</b>	148	5.0%	3.0%	80	6.0%	2.0%	68	4.0%	3.0%	121	20.0%	2.0%
<b>Agriculteurs</b>	14	0.0%	2.0%	11	0.0%	3.0%	2	0.0%	1.0%	-	-	-
<b>Autres inactifs</b>	479	17.0%	4.0%	160	13.0%	4.0%	320	20.0%	5.0%	107	17.0%	3.0%
<b>Employés</b>	561	20.0%	6.0%	109	9.0%	4.0%	452	28.0%	7.0%	95	15.0%	5.0%
<b>Ouvriers</b>	446	16.0%	6.0%	354	29.0%	7.0%	92	5.0%	6.0%	21	3.0%	4.0%
<b>Petits patrons</b>	33	1.0%	2.0%	18	1.0%	1.0%	15	0.0%	3.0%	24	4.0%	1.0%
<b>Professions intermédiaires</b>	299	10.0%	4.0%	135	11.0%	3.0%	165	10.0%	4.0%	222	36.0%	3.0%
<b>Retraités</b>	799	28.0%	6.0%	323	27.0%	5.0%	476	29.0%	7.0%	13	2.0%	7.0%
<b>Pcs personne de référence</b>												
<b>Affaires et cadres</b>	199	7.0%	2.0%	99	8.0%	2.0%	100	6.0%	2.0%	199	33.0%	2.0%
<b>Agriculteurs</b>	27	1.0%	3.0%	13	1.0%	3.0%	14	0.0%	3.0%	-	-	-
<b>Autres inactifs</b>	220	7.0%	5.0%	79	6.0%	4.0%	141	8.0%	6.0%	-	-	-
<b>Employés</b>	333	12.0%	6.0%	111	9.0%	4.0%	222	14.0%	7.0%	-	-	-
<b>Ouvriers</b>	675	24.0%	7.0%	360	30.0%	6.0%	315	19.0%	7.0%	-	-	-
<b>Petits patrons</b>	81	2.0%	3.0%	24	2.0%	1.0%	57	3.0%	4.0%	81	13.0%	3.0%
<b>Professions intermédiaires</b>	322	11.0%	4.0%	155	13.0%	3.0%	167	10.0%	4.0%	322	53.0%	4.0%
<b>Retraités</b>	921	33.0%	6.0%	349	29.0%	5.0%	572	36.0%	6.0%	-	-	-



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	2 779	100.0%	5.3%	1 189	100.0%	4.7%	1 590	100.0%	5.8%	603	100.0%	3.4%
<b>Taille du foyer</b>												
<b>1 personne</b>	574	20.0%	5.0%	168	14.0%	4.0%	406	25.0%	7.0%	76	12.0%	3.0%
<b>2 personnes</b>	1 006	36.0%	5.0%	462	38.0%	5.0%	544	34.0%	5.0%	140	23.0%	3.0%
<b>3 personnes</b>	497	17.0%	5.0%	206	17.0%	4.0%	291	18.0%	6.0%	174	28.0%	4.0%
<b>4 personnes</b>	481	17.0%	5.0%	261	22.0%	5.0%	220	13.0%	4.0%	153	25.0%	3.0%
<b>5 personnes et +</b>	221	7.0%	3.0%	92	7.0%	3.0%	129	8.0%	4.0%	60	10.0%	2.0%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Non</b>	2 079	74.0%	5.0%	851	71.0%	4.0%	1 228	77.0%	6.0%	377	62.0%	3.0%
<b>Oui</b>	699	25.0%	4.0%	338	28.0%	4.0%	362	22.0%	4.0%	225	37.0%	3.0%
<b>Habitat</b>												
<b>Agglo. + 100 000 hab</b>	825	29.0%	5.0%	348	29.0%	4.0%	478	30.0%	5.0%	197	32.0%	3.0%
<b>Agglo. 20 000 à 100 000 hab</b>	424	15.0%	6.0%	212	17.0%	6.0%	212	13.0%	5.0%	54	8.0%	2.0%
<b>Agglo. - 20 000 hab</b>	537	19.0%	6.0%	229	19.0%	5.0%	308	19.0%	6.0%	118	19.0%	4.0%
<b>Agglo. paris</b>	318	11.0%	3.0%	111	9.0%	2.0%	206	13.0%	4.0%	80	13.0%	2.0%
<b>Communes rurales</b>	675	24.0%	5.0%	289	24.0%	5.0%	386	24.0%	6.0%	154	25.0%	4.0%

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	2 779	100.0%	5.3%	1 189	100.0%	4.7%	1 590	100.0%	5.8%	603	100.0%	3.4%
<b>Régions insee</b>												
Alsace	57	2.0%	3.0%	29	2.0%	3.0%	28	1.0%	3.0%	15	2.0%	3.0%
Aquitaine	157	5.0%	5.0%	70	5.0%	5.0%	87	5.0%	5.0%	26	4.0%	2.0%
Auvergne	65	2.0%	5.0%	31	2.0%	5.0%	34	2.0%	5.0%	11	1.0%	3.0%
Basse normandie	57	2.0%	4.0%	31	2.0%	5.0%	26	1.0%	4.0%	16	2.0%	4.0%
Bourgogne	71	2.0%	5.0%	33	2.0%	5.0%	38	2.0%	5.0%	17	2.0%	4.0%
Bretagne	137	4.0%	5.0%	38	3.0%	2.0%	99	6.0%	7.0%	34	5.0%	4.0%
Centre	115	4.0%	5.0%	46	3.0%	4.0%	69	4.0%	6.0%	26	4.0%	4.0%
Champagne ardennes	81	2.0%	7.0%	30	2.0%	5.0%	51	3.0%	8.0%	18	2.0%	5.0%
Franche-comté	71	2.0%	7.0%	28	2.0%	5.0%	44	2.0%	8.0%	21	3.0%	7.0%
Haute normandie	115	4.0%	7.0%	55	4.0%	7.0%	59	3.0%	7.0%	19	3.0%	4.0%
Ile de france	362	13.0%	3.0%	138	11.0%	3.0%	224	14.0%	4.0%	98	16.0%	2.0%
Languedoc roussillon	98	3.0%	4.0%	32	2.0%	2.0%	66	4.0%	5.0%	9	1.0%	1.0%
Limousin	38	1.0%	6.0%	21	1.0%	7.0%	17	1.0%	5.0%	7	1.0%	4.0%
Lorraine	128	4.0%	6.0%	59	5.0%	6.0%	69	4.0%	7.0%	16	2.0%	3.0%
Midi pyrénées	133	4.0%	5.0%	61	5.0%	5.0%	72	4.0%	5.0%	32	5.0%	3.0%
Nord pas de calais	261	9.0%	8.0%	110	9.0%	7.0%	151	9.0%	9.0%	58	9.0%	6.0%
Pays de loire	158	5.0%	5.0%	63	5.0%	4.0%	95	6.0%	6.0%	42	7.0%	4.0%
Picardie	118	4.0%	7.0%	74	6.0%	9.0%	44	2.0%	5.0%	15	2.0%	3.0%
Poitou charentes	112	4.0%	7.0%	43	3.0%	6.0%	69	4.0%	8.0%	23	3.0%	5.0%
Provence alpes côte d'azur, corse	212	7.0%	4.0%	88	7.0%	4.0%	124	7.0%	5.0%	48	8.0%	3.0%
Rhône alpes	234	8.0%	4.0%	109	9.0%	4.0%	125	7.0%	4.0%	52	8.0%	2.0%
<b>Habitudes de connection à internet</b>												
1 à 2 fois par semaine	210	7.0%	7.0%	79	6.0%	6.0%	130	8.0%	7.0%	20	3.0%	4.0%
1 à 3 fois par mois	27	1.0%	7.0%	1	0.0%	0.0%	25	1.0%	11.0%	1	0.0%	1.0%
Moins souvent	5	0.0%	3.0%	2	0.0%	3.0%	3	0.0%	4.0%	-	-	-
Presque tous les jours	379	13.0%	6.0%	145	12.0%	5.0%	234	14.0%	7.0%	79	13.0%	6.0%
Tous les jours	2 158	77.0%	5.0%	961	80.0%	4.0%	1 197	75.0%	5.0%	504	83.0%	3.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	2 779	100.0%	5.3%	1 189	100.0%	4.7%	1 590	100.0%	5.8%	603	100.0%	3.4%
<b>Revenus du foyer</b>												
<b>65 000 euros et plus par an</b>	107	3.0%	2.0%	59	5.0%	2.0%	48	3.0%	2.0%	70	11.0%	2.0%
<b>De 12 000 à moins de 18 000 euros par an</b>	352	12.0%	7.0%	127	10.0%	6.0%	226	14.0%	7.0%	33	5.0%	4.0%
<b>De 18 000 à moins de 24 000 euros par an</b>	468	16.0%	6.0%	173	14.0%	5.0%	295	18.0%	7.0%	55	9.0%	3.0%
<b>De 24 000 à moins de 36 000 euros par an</b>	811	29.0%	6.0%	370	31.0%	6.0%	442	27.0%	6.0%	136	22.0%	3.0%
<b>De 36 000 à moins de 45 000 euros par an</b>	341	12.0%	4.0%	171	14.0%	4.0%	170	10.0%	4.0%	94	15.0%	3.0%
<b>De 45 000 à moins de 65 000 euros par an</b>	334	12.0%	4.0%	163	13.0%	3.0%	171	10.0%	4.0%	134	22.0%	3.0%
<b>De 9 000 à moins de 12 000 euros par an</b>	124	4.0%	5.0%	36	3.0%	4.0%	89	5.0%	6.0%	11	1.0%	4.0%
<b>Moins de 9 000 euros par an</b>	60	2.0%	4.0%	19	1.0%	3.0%	41	2.0%	5.0%	6	1.0%	2.0%
<b>Ne sait pas</b>	72	2.0%	3.0%	31	2.0%	2.0%	41	2.0%	3.0%	39	6.0%	4.0%
<b>Refus</b>	108	3.0%	4.0%	39	3.0%	3.0%	69	4.0%	5.0%	24	3.0%	2.0%