

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	1 493	100.0%	2.8%	710	100.0%	2.8%	783	100.0%	2.9%	350	100.0%	2.0%
<b>Sexe</b>												
<b>Femme</b>	783	52.0%	2.0%	-	-	-	783	100.0%	2.0%	171	48.0%	2.0%
<b>Homme</b>	710	47.0%	2.0%	710	100.0%	2.0%	-	-	-	179	51.0%	2.0%
<b>Age</b>												
<b>15 à 24 ans</b>	101	6.0%	1.0%	44	6.0%	1.0%	58	7.0%	1.0%	43	12.0%	1.0%
<b>25 à 34 ans</b>	128	8.0%	1.0%	45	6.0%	1.0%	82	10.0%	2.0%	36	10.0%	1.0%
<b>35 à 49 ans</b>	295	19.0%	2.0%	158	22.0%	2.0%	136	17.0%	2.0%	103	29.0%	1.0%
<b>50 à 59 ans</b>	285	19.0%	3.0%	156	21.0%	3.0%	129	16.0%	2.0%	122	34.0%	3.0%
<b>60 ans et plus</b>	684	45.0%	4.0%	307	43.0%	4.0%	377	48.0%	4.0%	46	13.0%	2.0%
<b>Individu</b>												
<b>Ménagères</b>	701	47.0%	3.0%	-	-	-	701	89.0%	3.0%	155	44.0%	2.0%
<b>Personne de référence</b>	836	56.0%	3.0%	645	90.0%	3.0%	191	24.0%	2.0%	168	47.0%	1.0%
<b>Responsable des achats</b>	1 130	75.0%	3.0%	433	60.0%	3.0%	698	89.0%	3.0%	253	72.0%	2.0%
<b>Pcs individu</b>												
<b>Affaires et cadres</b>	75	5.0%	1.0%	53	7.0%	1.0%	21	2.0%	1.0%	74	21.0%	1.0%
<b>Agriculteurs</b>	11	0.0%	2.0%	6	0.0%	2.0%	5	0.0%	2.0%	-	-	-
<b>Autres inactifs</b>	265	17.0%	2.0%	115	16.0%	3.0%	150	19.0%	2.0%	69	19.0%	2.0%
<b>Employés</b>	216	14.0%	2.0%	54	7.0%	2.0%	162	20.0%	2.0%	45	13.0%	2.0%
<b>Ouvriers</b>	181	12.0%	2.0%	121	17.0%	2.0%	60	7.0%	4.0%	8	2.0%	1.0%
<b>Petits patrons</b>	26	1.0%	1.0%	25	3.0%	2.0%	1	0.0%	0.0%	26	7.0%	1.0%
<b>Professions intermédiaires</b>	136	9.0%	1.0%	75	10.0%	2.0%	61	7.0%	1.0%	115	32.0%	1.0%
<b>Retraités</b>	584	39.0%	4.0%	260	36.0%	4.0%	324	41.0%	4.0%	13	3.0%	7.0%
<b>Pcs personne de référence</b>												
<b>Affaires et cadres</b>	120	8.0%	1.0%	60	8.0%	1.0%	60	7.0%	1.0%	120	34.0%	1.0%
<b>Agriculteurs</b>	22	1.0%	2.0%	6	0.0%	1.0%	16	2.0%	3.0%	-	-	-
<b>Autres inactifs</b>	111	7.0%	3.0%	68	9.0%	4.0%	43	5.0%	2.0%	-	-	-
<b>Employés</b>	129	8.0%	2.0%	64	9.0%	2.0%	65	8.0%	2.0%	-	-	-
<b>Ouvriers</b>	227	15.0%	2.0%	123	17.0%	2.0%	104	13.0%	2.0%	-	-	-
<b>Petits patrons</b>	62	4.0%	2.0%	32	4.0%	2.0%	31	3.0%	2.0%	62	17.0%	2.0%
<b>Professions intermédiaires</b>	168	11.0%	2.0%	87	12.0%	2.0%	81	10.0%	2.0%	168	47.0%	2.0%
<b>Retraités</b>	654	43.0%	4.0%	270	38.0%	4.0%	384	49.0%	4.0%	-	-	-



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	1 493	100.0%	2.8%	710	100.0%	2.8%	783	100.0%	2.9%	350	100.0%	2.0%
<b>Taille du foyer</b>												
<b>1 personne</b>	302	20.0%	3.0%	161	22.0%	3.0%	141	18.0%	2.0%	42	11.0%	1.0%
<b>2 personnes</b>	636	42.0%	3.0%	284	40.0%	3.0%	352	45.0%	3.0%	107	30.0%	2.0%
<b>3 personnes</b>	233	15.0%	2.0%	115	16.0%	2.0%	118	15.0%	2.0%	79	22.0%	2.0%
<b>4 personnes</b>	213	14.0%	2.0%	109	15.0%	2.0%	104	13.0%	2.0%	86	24.0%	1.0%
<b>5 personnes et +</b>	109	7.0%	1.0%	41	5.0%	1.0%	68	8.0%	2.0%	37	10.0%	1.0%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Non</b>	1 190	79.0%	3.0%	569	80.0%	3.0%	621	79.0%	3.0%	229	65.0%	2.0%
<b>Oui</b>	303	20.0%	1.0%	141	19.0%	1.0%	162	20.0%	2.0%	121	34.0%	1.0%
<b>Habitat</b>												
<b>Agglo. + 100 000 hab</b>	489	32.0%	3.0%	237	33.0%	3.0%	252	32.0%	3.0%	79	22.0%	1.0%
<b>Agglo. 20 000 à 100 000 hab</b>	179	12.0%	2.0%	81	11.0%	2.0%	98	12.0%	2.0%	51	14.0%	2.0%
<b>Agglo. - 20 000 hab</b>	271	18.0%	3.0%	132	18.0%	3.0%	139	17.0%	3.0%	72	20.0%	2.0%
<b>Agglo. paris</b>	262	17.0%	3.0%	113	15.0%	2.0%	149	19.0%	3.0%	66	19.0%	1.0%
<b>Communes rurales</b>	292	19.0%	2.0%	147	20.0%	2.0%	145	18.0%	2.0%	82	23.0%	2.0%

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	1 493	100.0%	2.8%	710	100.0%	2.8%	783	100.0%	2.9%	350	100.0%	2.0%
<b>Régions insee</b>												
Alsace	35	2.0%	2.0%	25	3.0%	3.0%	10	1.0%	1.0%	5	1.0%	1.0%
Aquitaine	91	6.0%	3.0%	59	8.0%	4.0%	32	4.0%	2.0%	23	6.0%	2.0%
Auvergne	29	2.0%	2.0%	19	2.0%	3.0%	10	1.0%	1.0%	1	0.0%	0.0%
Basse normandie	15	1.0%	1.0%	9	1.0%	1.0%	7	0.0%	1.0%	9	2.0%	2.0%
Bourgogne	50	3.0%	3.0%	27	3.0%	4.0%	23	2.0%	3.0%	10	2.0%	2.0%
Bretagne	75	5.0%	2.0%	30	4.0%	2.0%	45	5.0%	3.0%	17	4.0%	2.0%
Centre	62	4.0%	3.0%	28	4.0%	2.0%	34	4.0%	3.0%	14	4.0%	2.0%
Champagne ardennes	31	2.0%	2.0%	18	2.0%	3.0%	13	1.0%	2.0%	10	2.0%	3.0%
Franche-comté	30	2.0%	3.0%	6	0.0%	1.0%	24	3.0%	4.0%	6	1.0%	2.0%
Haute normandie	54	3.0%	3.0%	24	3.0%	3.0%	31	3.0%	3.0%	6	1.0%	1.0%
Ile de france	297	19.0%	3.0%	129	18.0%	2.0%	168	21.0%	3.0%	77	21.0%	1.0%
Languedoc roussillon	61	4.0%	2.0%	24	3.0%	2.0%	36	4.0%	3.0%	23	6.0%	3.0%
Limousin	19	1.0%	3.0%	7	1.0%	2.0%	11	1.0%	3.0%	9	2.0%	4.0%
Lorraine	56	3.0%	2.0%	24	3.0%	2.0%	32	4.0%	3.0%	7	1.0%	1.0%
Midi pyrénées	45	3.0%	1.0%	18	2.0%	1.0%	27	3.0%	2.0%	12	3.0%	1.0%
Nord pas de calais	109	7.0%	3.0%	52	7.0%	3.0%	57	7.0%	3.0%	26	7.0%	2.0%
Pays de loire	55	3.0%	1.0%	23	3.0%	1.0%	32	4.0%	2.0%	13	3.0%	1.0%
Picardie	44	3.0%	2.0%	26	3.0%	3.0%	18	2.0%	2.0%	7	2.0%	1.0%
Poitou charentes	40	2.0%	2.0%	25	3.0%	3.0%	15	1.0%	1.0%	8	2.0%	1.0%
Provence alpes côte d'azur, corse	154	10.0%	3.0%	64	9.0%	3.0%	89	11.0%	3.0%	27	7.0%	1.0%
Rhône alpes	141	9.0%	2.0%	71	10.0%	2.0%	70	8.0%	2.0%	40	11.0%	2.0%
<b>Habitudes de connection à internet</b>												
1 à 2 fois par semaine	88	5.0%	3.0%	46	6.0%	3.0%	42	5.0%	2.0%	19	5.0%	3.0%
1 à 3 fois par mois	13	0.0%	3.0%	6	0.0%	3.0%	7	0.0%	3.0%	2	0.0%	3.0%
Moins souvent	2	0.0%	1.0%	2	0.0%	3.0%	0	0.0%	0.0%	-	-	-
Presque tous les jours	215	14.0%	3.0%	91	12.0%	3.0%	123	15.0%	3.0%	32	9.0%	2.0%
Tous les jours	1 175	78.0%	2.0%	564	79.0%	2.0%	610	78.0%	2.0%	297	85.0%	1.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	1 493	100.0%	2.8%	710	100.0%	2.8%	783	100.0%	2.9%	350	100.0%	2.0%
<b>Revenus du foyer</b>												
<b>65 000 euros et plus par an</b>	118	7.0%	2.0%	83	11.0%	3.0%	35	4.0%	2.0%	50	14.0%	1.0%
<b>De 12 000 à moins de 18 000 euros par an</b>	148	9.0%	3.0%	86	12.0%	4.0%	63	8.0%	2.0%	13	3.0%	1.0%
<b>De 18 000 à moins de 24 000 euros par an</b>	197	13.0%	2.0%	63	8.0%	2.0%	134	17.0%	3.0%	24	6.0%	1.0%
<b>De 24 000 à moins de 36 000 euros par an</b>	330	22.0%	2.0%	142	20.0%	2.0%	188	24.0%	2.0%	66	18.0%	1.0%
<b>De 36 000 à moins de 45 000 euros par an</b>	222	14.0%	2.0%	113	15.0%	2.0%	109	13.0%	3.0%	68	19.0%	2.0%
<b>De 45 000 à moins de 65 000 euros par an</b>	218	14.0%	2.0%	104	14.0%	2.0%	114	14.0%	3.0%	84	24.0%	2.0%
<b>De 9 000 à moins de 12 000 euros par an</b>	67	4.0%	3.0%	28	4.0%	3.0%	39	4.0%	2.0%	4	1.0%	1.0%
<b>Moins de 9 000 euros par an</b>	46	3.0%	3.0%	26	3.0%	4.0%	20	2.0%	2.0%	7	1.0%	3.0%
<b>Ne sait pas</b>	73	4.0%	3.0%	23	3.0%	2.0%	50	6.0%	4.0%	16	4.0%	1.0%
<b>Refus</b>	74	5.0%	3.0%	41	5.0%	4.0%	33	4.0%	2.0%	17	4.0%	2.0%