

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	2 731	100.0%	5.2%	1 233	100.0%	4.9%	1 498	100.0%	5.5%	1 089	100.0%	6.1%
<b>Sexe</b>												
<b>Femme</b>	1 498	54.0%	5.0%	-	-	-	1 498	100.0%	5.0%	578	53.0%	6.0%
<b>Homme</b>	1 233	45.0%	4.0%	1 233	100.0%	4.0%	-	-	-	511	46.0%	5.0%
<b>Age</b>												
<b>15 à 24 ans</b>	241	8.0%	3.0%	110	9.0%	2.0%	131	8.0%	3.0%	162	14.0%	5.0%
<b>25 à 34 ans</b>	179	6.0%	2.0%	71	5.0%	1.0%	108	7.0%	2.0%	97	8.0%	3.0%
<b>35 à 49 ans</b>	503	18.0%	4.0%	244	19.0%	3.0%	259	17.0%	4.0%	361	33.0%	5.0%
<b>50 à 59 ans</b>	418	15.0%	4.0%	172	13.0%	4.0%	246	16.0%	5.0%	256	23.0%	6.0%
<b>60 ans et plus</b>	1 390	50.0%	8.0%	636	51.0%	8.0%	754	50.0%	8.0%	213	19.0%	13.0%
<b>Individu</b>												
<b>Ménagères</b>	1 345	49.0%	5.0%	-	-	-	1 345	89.0%	5.0%	477	43.0%	6.0%
<b>Personne de référence</b>	1 646	60.0%	5.0%	1 098	89.0%	5.0%	548	36.0%	7.0%	566	52.0%	6.0%
<b>Responsable des achats</b>	1 978	72.0%	5.0%	697	56.0%	5.0%	1 281	85.0%	5.0%	700	64.0%	6.0%
<b>Pcs individu</b>												
<b>Affaires et cadres</b>	453	16.0%	9.0%	225	18.0%	7.0%	228	15.0%	10.0%	424	38.0%	9.0%
<b>Agriculteurs</b>	17	0.0%	3.0%	8	0.0%	2.0%	9	0.0%	4.0%	-	-	-
<b>Autres inactifs</b>	446	16.0%	4.0%	160	13.0%	4.0%	287	19.0%	4.0%	203	18.0%	6.0%
<b>Employés</b>	239	8.0%	2.0%	104	8.0%	4.0%	135	9.0%	2.0%	44	4.0%	2.0%
<b>Ouvriers</b>	71	2.0%	1.0%	58	4.0%	1.0%	13	0.0%	0.0%	3	0.0%	0.0%
<b>Petits patrons</b>	101	3.0%	6.0%	63	5.0%	5.0%	38	2.0%	8.0%	96	8.0%	6.0%
<b>Professions intermédiaires</b>	335	12.0%	4.0%	142	11.0%	3.0%	194	12.0%	5.0%	301	27.0%	5.0%
<b>Retraités</b>	1 068	39.0%	8.0%	473	38.0%	8.0%	595	39.0%	8.0%	19	1.0%	10.0%
<b>Pcs personne de référence</b>												
<b>Affaires et cadres</b>	582	21.0%	8.0%	268	21.0%	7.0%	314	20.0%	9.0%	582	53.0%	8.0%
<b>Agriculteurs</b>	31	1.0%	4.0%	7	0.0%	2.0%	24	1.0%	5.0%	-	-	-
<b>Autres inactifs</b>	169	6.0%	4.0%	69	5.0%	4.0%	100	6.0%	4.0%	-	-	-
<b>Employés</b>	207	7.0%	3.0%	95	7.0%	3.0%	112	7.0%	3.0%	-	-	-
<b>Ouvriers</b>	97	3.0%	1.0%	65	5.0%	1.0%	32	2.0%	0.0%	-	-	-
<b>Petits patrons</b>	125	4.0%	4.0%	72	5.0%	5.0%	53	3.0%	4.0%	125	11.0%	4.0%
<b>Professions intermédiaires</b>	382	14.0%	4.0%	171	13.0%	4.0%	211	14.0%	5.0%	382	35.0%	4.0%
<b>Retraités</b>	1 138	41.0%	7.0%	486	39.0%	7.0%	652	43.0%	7.0%	-	-	-



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	2 731	100.0%	5.2%	1 233	100.0%	4.9%	1 498	100.0%	5.5%	1 089	100.0%	6.1%
<b>Taille du foyer</b>												
<b>1 personne</b>	651	23.0%	6.0%	192	15.0%	4.0%	459	30.0%	8.0%	160	14.0%	7.0%
<b>2 personnes</b>	1 193	43.0%	6.0%	601	48.0%	6.0%	593	39.0%	6.0%	302	27.0%	7.0%
<b>3 personnes</b>	368	13.0%	3.0%	164	13.0%	3.0%	204	13.0%	4.0%	246	22.0%	6.0%
<b>4 personnes</b>	356	13.0%	3.0%	209	16.0%	4.0%	148	9.0%	3.0%	262	24.0%	5.0%
<b>5 personnes et +</b>	163	6.0%	2.0%	68	5.0%	2.0%	95	6.0%	3.0%	118	10.0%	4.0%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Non</b>	2 178	79.0%	5.0%	961	78.0%	5.0%	1 217	81.0%	6.0%	702	64.0%	6.0%
<b>Oui</b>	553	20.0%	3.0%	272	22.0%	3.0%	281	18.0%	3.0%	387	35.0%	5.0%
<b>Habitat</b>												
<b>Agglo. + 100 000 hab</b>	882	32.0%	5.0%	398	32.0%	5.0%	485	32.0%	6.0%	332	30.0%	5.0%
<b>Agglo. 20 000 à 100 000 hab</b>	301	11.0%	4.0%	161	13.0%	4.0%	140	9.0%	3.0%	128	11.0%	6.0%
<b>Agglo. - 20 000 hab</b>	345	12.0%	3.0%	162	13.0%	3.0%	183	12.0%	4.0%	119	10.0%	4.0%
<b>Agglo. paris</b>	754	27.0%	8.0%	327	26.0%	7.0%	427	28.0%	9.0%	373	34.0%	9.0%
<b>Communes rurales</b>	449	16.0%	3.0%	186	15.0%	3.0%	263	17.0%	4.0%	138	12.0%	4.0%

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	2 731	100.0%	5.2%	1 233	100.0%	4.9%	1 498	100.0%	5.5%	1 089	100.0%	6.1%
<b>Régions insee</b>												
Alsace	43	1.0%	2.0%	25	2.0%	3.0%	18	1.0%	2.0%	9	0.0%	1.0%
Aquitaine	92	3.0%	3.0%	35	2.0%	2.0%	57	3.0%	3.0%	43	4.0%	4.0%
Auvergne	71	2.0%	6.0%	28	2.0%	5.0%	43	2.0%	7.0%	20	1.0%	6.0%
Basse normandie	46	1.0%	3.0%	21	1.0%	3.0%	25	1.0%	4.0%	20	1.0%	5.0%
Bourgogne	77	2.0%	5.0%	28	2.0%	4.0%	49	3.0%	6.0%	24	2.0%	6.0%
Bretagne	129	4.0%	4.0%	74	6.0%	5.0%	54	3.0%	4.0%	55	5.0%	6.0%
Centre	90	3.0%	4.0%	53	4.0%	5.0%	37	2.0%	3.0%	31	2.0%	4.0%
Champagne ardennes	45	1.0%	4.0%	19	1.0%	3.0%	26	1.0%	4.0%	14	1.0%	4.0%
Franche-comté	33	1.0%	3.0%	23	1.0%	4.0%	10	0.0%	2.0%	11	1.0%	3.0%
Haute normandie	44	1.0%	2.0%	16	1.0%	2.0%	28	1.0%	3.0%	21	1.0%	4.0%
Ile de france	785	28.0%	8.0%	341	27.0%	7.0%	444	29.0%	8.0%	381	35.0%	8.0%
Languedoc roussillon	147	5.0%	6.0%	83	6.0%	7.0%	63	4.0%	5.0%	54	4.0%	7.0%
Limousin	23	0.0%	3.0%	9	0.0%	3.0%	14	0.0%	4.0%	7	0.0%	4.0%
Lorraine	48	1.0%	2.0%	28	2.0%	3.0%	19	1.0%	2.0%	21	2.0%	4.0%
Midi pyrénées	197	7.0%	7.0%	85	6.0%	7.0%	112	7.0%	8.0%	74	6.0%	8.0%
Nord pas de calais	90	3.0%	2.0%	16	1.0%	1.0%	75	5.0%	4.0%	19	1.0%	2.0%
Pays de loire	112	4.0%	3.0%	62	5.0%	4.0%	51	3.0%	3.0%	57	5.0%	6.0%
Picardie	57	2.0%	3.0%	24	1.0%	3.0%	33	2.0%	4.0%	18	1.0%	4.0%
Poitou charentes	82	3.0%	5.0%	28	2.0%	3.0%	54	3.0%	6.0%	25	2.0%	5.0%
Provence alpes côte d'azur, corse	212	7.0%	4.0%	96	7.0%	4.0%	116	7.0%	5.0%	78	7.0%	5.0%
Rhône alpes	308	11.0%	5.0%	140	11.0%	5.0%	168	11.0%	6.0%	107	9.0%	5.0%
<b>Habitudes de connection à internet</b>												
1 à 2 fois par semaine	107	3.0%	3.0%	29	2.0%	2.0%	77	5.0%	4.0%	18	1.0%	3.0%
1 à 3 fois par mois	11	0.0%	3.0%	9	0.0%	5.0%	3	0.0%	1.0%	8	0.0%	14.0%
Moins souvent	1	0.0%	0.0%	-	-	-	1	0.0%	1.0%	-	-	-
Presque tous les jours	300	11.0%	5.0%	120	9.0%	4.0%	180	12.0%	5.0%	84	7.0%	6.0%
Tous les jours	2 312	84.0%	5.0%	1 075	87.0%	5.0%	1 236	82.0%	5.0%	978	89.0%	6.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	2 731	100.0%	5.2%	1 233	100.0%	4.9%	1 498	100.0%	5.5%	1 089	100.0%	6.1%
<b>Revenus du foyer</b>												
<b>65 000 euros et plus par an</b>	468	17.0%	11.0%	262	21.0%	10.0%	205	13.0%	12.0%	295	27.0%	10.0%
<b>De 12 000 à moins de 18 000 euros par an</b>	149	5.0%	3.0%	61	4.0%	3.0%	88	5.0%	3.0%	26	2.0%	3.0%
<b>De 18 000 à moins de 24 000 euros par an</b>	226	8.0%	3.0%	62	5.0%	2.0%	164	11.0%	4.0%	68	6.0%	4.0%
<b>De 24 000 à moins de 36 000 euros par an</b>	494	18.0%	3.0%	191	15.0%	3.0%	304	20.0%	4.0%	161	14.0%	4.0%
<b>De 36 000 à moins de 45 000 euros par an</b>	443	16.0%	5.0%	210	17.0%	5.0%	233	15.0%	6.0%	167	15.0%	5.0%
<b>De 45 000 à moins de 65 000 euros par an</b>	677	24.0%	8.0%	350	28.0%	8.0%	326	21.0%	9.0%	292	26.0%	7.0%
<b>De 9 000 à moins de 12 000 euros par an</b>	69	2.0%	3.0%	17	1.0%	2.0%	53	3.0%	4.0%	12	1.0%	5.0%
<b>Moins de 9 000 euros par an</b>	44	1.0%	3.0%	9	0.0%	1.0%	35	2.0%	4.0%	6	0.0%	3.0%
<b>Ne sait pas</b>	84	3.0%	3.0%	32	2.0%	3.0%	52	3.0%	4.0%	42	3.0%	4.0%
<b>Refus</b>	77	2.0%	3.0%	39	3.0%	3.0%	38	2.0%	3.0%	20	1.0%	2.0%