

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	1 776	100.0%	3.4%	1 379	100.0%	5.5%	398	100.0%	1.5%	656	100.0%	3.7%
<b>Sexe</b>												
<b>Femme</b>	398	22.0%	1.0%	-	-	-	398	100.0%	1.0%	112	17.0%	1.0%
<b>Homme</b>	1 379	77.0%	5.0%	1 379	100.0%	5.0%	-	-	-	544	83.0%	6.0%
<b>Age</b>												
<b>15 à 24 ans</b>	494	27.0%	6.0%	379	27.0%	10.0%	115	28.0%	3.0%	198	30.0%	6.0%
<b>25 à 34 ans</b>	359	20.0%	4.0%	269	19.0%	7.0%	90	22.0%	2.0%	121	18.0%	3.0%
<b>35 à 49 ans</b>	419	23.0%	3.0%	340	24.0%	5.0%	79	19.0%	1.0%	189	28.0%	3.0%
<b>50 à 59 ans</b>	177	10.0%	2.0%	140	10.0%	3.0%	37	9.0%	0.0%	104	15.0%	2.0%
<b>60 ans et plus</b>	328	18.0%	2.0%	251	18.0%	3.0%	76	19.0%	0.0%	45	6.0%	2.0%
<b>Individu</b>												
<b>Ménagères</b>	298	16.0%	1.0%	-	-	-	298	74.0%	1.0%	83	12.0%	1.0%
<b>Personne de référence</b>	1 061	59.0%	3.0%	957	69.0%	4.0%	104	26.0%	1.0%	390	59.0%	4.0%
<b>Responsable des achats</b>	1 006	56.0%	2.0%	694	50.0%	5.0%	312	78.0%	1.0%	330	50.0%	2.0%
<b>Pcs individu</b>												
<b>Affaires et cadres</b>	207	11.0%	4.0%	170	12.0%	5.0%	37	9.0%	1.0%	184	28.0%	4.0%
<b>Agriculteurs</b>	6	0.0%	1.0%	5	0.0%	1.0%	1	0.0%	0.0%	-	-	-
<b>Autres inactifs</b>	468	26.0%	4.0%	324	23.0%	8.0%	145	36.0%	2.0%	174	26.0%	5.0%
<b>Employés</b>	201	11.0%	2.0%	114	8.0%	5.0%	87	21.0%	1.0%	21	3.0%	1.0%
<b>Ouvriers</b>	354	19.0%	5.0%	336	24.0%	6.0%	19	4.0%	1.0%	19	2.0%	4.0%
<b>Petits patrons</b>	43	2.0%	2.0%	38	2.0%	3.0%	5	1.0%	1.0%	41	6.0%	2.0%
<b>Professions intermédiaires</b>	244	13.0%	3.0%	199	14.0%	5.0%	45	11.0%	1.0%	217	33.0%	3.0%
<b>Retraités</b>	253	14.0%	2.0%	193	14.0%	3.0%	59	15.0%	0.0%	1	0.0%	0.0%
<b>Pcs personne de référence</b>												
<b>Affaires et cadres</b>	276	15.0%	3.0%	227	16.0%	6.0%	49	12.0%	1.0%	276	42.0%	3.0%
<b>Agriculteurs</b>	7	0.0%	0.0%	3	0.0%	0.0%	4	1.0%	1.0%	-	-	-
<b>Autres inactifs</b>	140	7.0%	3.0%	85	6.0%	5.0%	55	13.0%	2.0%	-	-	-
<b>Employés</b>	200	11.0%	3.0%	144	10.0%	6.0%	55	13.0%	1.0%	-	-	-
<b>Ouvriers</b>	456	25.0%	4.0%	368	26.0%	7.0%	88	22.0%	2.0%	-	-	-
<b>Petits patrons</b>	70	3.0%	2.0%	54	3.0%	3.0%	16	3.0%	1.0%	70	10.0%	2.0%
<b>Professions intermédiaires</b>	311	17.0%	3.0%	264	19.0%	6.0%	47	11.0%	1.0%	311	47.0%	3.0%
<b>Retraités</b>	317	17.0%	2.0%	233	16.0%	3.0%	84	21.0%	1.0%	-	-	-

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	1 776	100.0%	3.4%	1 379	100.0%	5.5%	398	100.0%	1.5%	656	100.0%	3.7%
<b>Taille du foyer</b>												
<b>1 personne</b>	294	16.0%	3.0%	233	16.0%	5.0%	61	15.0%	1.0%	97	14.0%	4.0%
<b>2 personnes</b>	486	27.0%	2.0%	360	26.0%	4.0%	126	31.0%	1.0%	130	19.0%	3.0%
<b>3 personnes</b>	367	20.0%	3.0%	277	20.0%	6.0%	90	22.0%	1.0%	145	22.0%	3.0%
<b>4 personnes</b>	403	22.0%	4.0%	333	24.0%	6.0%	70	17.0%	1.0%	219	33.0%	4.0%
<b>5 personnes et +</b>	227	12.0%	4.0%	177	12.0%	6.0%	50	12.0%	1.0%	65	10.0%	2.0%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Non</b>	1 143	64.0%	3.0%	893	64.0%	5.0%	251	63.0%	1.0%	406	61.0%	3.0%
<b>Oui</b>	633	35.0%	4.0%	486	35.0%	6.0%	147	36.0%	1.0%	251	38.0%	3.0%
<b>Habitat</b>												
<b>Agglo. + 100 000 hab</b>	608	34.0%	3.0%	484	35.0%	6.0%	124	31.0%	1.0%	217	33.0%	3.0%
<b>Agglo. 20 000 à 100 000 hab</b>	225	12.0%	3.0%	168	12.0%	5.0%	57	14.0%	1.0%	99	15.0%	4.0%
<b>Agglo. - 20 000 hab</b>	299	16.0%	3.0%	237	17.0%	5.0%	62	15.0%	1.0%	88	13.0%	3.0%
<b>Agglo. paris</b>	366	20.0%	4.0%	282	20.0%	6.0%	84	21.0%	1.0%	138	21.0%	3.0%
<b>Communes rurales</b>	279	15.0%	2.0%	208	15.0%	3.0%	71	17.0%	1.0%	114	17.0%	3.0%

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	1 776	100.0%	3.4%	1 379	100.0%	5.5%	398	100.0%	1.5%	656	100.0%	3.7%
<b>Régions insee</b>												
Alsace	45	2.0%	2.0%	38	2.0%	5.0%	7	1.0%	0.0%	14	2.0%	3.0%
Aquitaine	82	4.0%	2.0%	61	4.0%	4.0%	21	5.0%	1.0%	22	3.0%	2.0%
Auvergne	35	2.0%	3.0%	23	1.0%	4.0%	12	3.0%	2.0%	12	1.0%	3.0%
Basse normandie	32	1.0%	2.0%	24	1.0%	4.0%	9	2.0%	1.0%	17	2.0%	4.0%
Bourgogne	45	2.0%	3.0%	41	3.0%	6.0%	4	1.0%	0.0%	20	3.0%	5.0%
Bretagne	83	4.0%	3.0%	63	4.0%	4.0%	20	5.0%	1.0%	29	4.0%	3.0%
Centre	51	2.0%	2.0%	46	3.0%	4.0%	5	1.0%	0.0%	21	3.0%	3.0%
Champagne ardennes	39	2.0%	3.0%	29	2.0%	5.0%	10	2.0%	1.0%	17	2.0%	5.0%
Franche-comté	25	1.0%	2.0%	20	1.0%	4.0%	5	1.0%	1.0%	9	1.0%	3.0%
Haute normandie	36	2.0%	2.0%	26	1.0%	3.0%	11	2.0%	1.0%	16	2.0%	3.0%
Ile de france	413	23.0%	4.0%	323	23.0%	7.0%	91	22.0%	1.0%	160	24.0%	3.0%
Languedoc roussillon	87	4.0%	3.0%	70	5.0%	6.0%	17	4.0%	1.0%	27	4.0%	3.0%
Limousin	18	1.0%	2.0%	14	1.0%	4.0%	4	0.0%	1.0%	4	0.0%	2.0%
Lorraine	56	3.0%	2.0%	43	3.0%	4.0%	13	3.0%	1.0%	19	2.0%	3.0%
Midi pyrénées	84	4.0%	3.0%	57	4.0%	4.0%	26	6.0%	2.0%	23	3.0%	2.0%
Nord pas de calais	110	6.0%	3.0%	90	6.0%	5.0%	20	4.0%	1.0%	44	6.0%	4.0%
Pays de loire	93	5.0%	3.0%	79	5.0%	5.0%	14	3.0%	0.0%	17	2.0%	1.0%
Picardie	67	3.0%	4.0%	57	4.0%	7.0%	10	2.0%	1.0%	21	3.0%	4.0%
Poitou charentes	43	2.0%	2.0%	30	2.0%	4.0%	13	3.0%	1.0%	19	2.0%	4.0%
Provence alpes côte d'azur, corse	180	10.0%	4.0%	144	10.0%	6.0%	36	9.0%	1.0%	66	10.0%	4.0%
Rhône alpes	152	8.0%	2.0%	102	7.0%	4.0%	49	12.0%	1.0%	79	12.0%	3.0%
<b>Habitudes de connection à internet</b>												
1 à 2 fois par semaine	24	1.0%	0.0%	23	1.0%	1.0%	1	0.0%	0.0%	4	0.0%	0.0%
1 à 3 fois par mois	-	-	-	-	-	-	-	-	-	-	-	-
Moins souvent	-	-	-	-	-	-	-	-	-	-	-	-
Presque tous les jours	102	5.0%	1.0%	69	5.0%	2.0%	33	8.0%	1.0%	41	6.0%	3.0%
Tous les jours	1 651	92.0%	3.0%	1 287	93.0%	6.0%	364	91.0%	1.0%	611	93.0%	3.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	1 776	100.0%	3.4%	1 379	100.0%	5.5%	398	100.0%	1.5%	656	100.0%	3.7%
<b>Revenus du foyer</b>												
<b>65 000 euros et plus par an</b>	174	9.0%	4.0%	153	11.0%	5.0%	21	5.0%	1.0%	109	16.0%	3.0%
<b>De 12 000 à moins de 18 000 euros par an</b>	178	10.0%	3.0%	117	8.0%	5.0%	61	15.0%	2.0%	22	3.0%	3.0%
<b>De 18 000 à moins de 24 000 euros par an</b>	219	12.0%	3.0%	147	10.0%	5.0%	73	18.0%	1.0%	56	8.0%	3.0%
<b>De 24 000 à moins de 36 000 euros par an</b>	373	21.0%	2.0%	308	22.0%	5.0%	65	16.0%	1.0%	119	18.0%	3.0%
<b>De 36 000 à moins de 45 000 euros par an</b>	277	15.0%	3.0%	234	17.0%	6.0%	43	10.0%	1.0%	96	14.0%	3.0%
<b>De 45 000 à moins de 65 000 euros par an</b>	258	14.0%	3.0%	209	15.0%	4.0%	48	12.0%	1.0%	140	21.0%	3.0%
<b>De 9 000 à moins de 12 000 euros par an</b>	88	5.0%	4.0%	62	4.0%	7.0%	26	6.0%	1.0%	10	1.0%	4.0%
<b>Moins de 9 000 euros par an</b>	46	2.0%	3.0%	32	2.0%	5.0%	14	3.0%	1.0%	16	2.0%	7.0%
<b>Ne sait pas</b>	95	5.0%	4.0%	59	4.0%	5.0%	36	9.0%	3.0%	47	7.0%	4.0%
<b>Refus</b>	68	3.0%	3.0%	58	4.0%	5.0%	10	2.0%	0.0%	42	6.0%	5.0%