

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	2 208	100.0%	4.2%	1 866	100.0%	7.4%	342	100.0%	1.3%	837	100.0%	4.7%
<b>Sexe</b>												
<b>Femme</b>	342	15.0%	1.0%	-	-	-	342	100.0%	1.0%	117	14.0%	1.0%
<b>Homme</b>	1 866	84.0%	7.0%	1 866	100.0%	7.0%	-	-	-	720	86.0%	7.0%
<b>Age</b>												
<b>15 à 24 ans</b>	450	20.0%	6.0%	367	19.0%	9.0%	82	24.0%	2.0%	194	23.0%	6.0%
<b>25 à 34 ans</b>	369	16.0%	4.0%	315	16.0%	8.0%	55	16.0%	1.0%	138	16.0%	4.0%
<b>35 à 49 ans</b>	578	26.0%	4.0%	511	27.0%	8.0%	67	19.0%	1.0%	248	29.0%	4.0%
<b>50 à 59 ans</b>	366	16.0%	4.0%	310	16.0%	7.0%	56	16.0%	1.0%	171	20.0%	4.0%
<b>60 ans et plus</b>	444	20.0%	2.0%	363	19.0%	5.0%	81	23.0%	0.0%	87	10.0%	5.0%
<b>Individu</b>												
<b>Ménagères</b>	258	11.0%	1.0%	-	-	-	258	75.0%	1.0%	93	11.0%	1.0%
<b>Personne de référence</b>	1 538	69.0%	5.0%	1 480	79.0%	7.0%	58	16.0%	0.0%	544	65.0%	6.0%
<b>Responsable des achats</b>	1 187	53.0%	3.0%	925	49.0%	7.0%	262	76.0%	1.0%	393	47.0%	3.0%
<b>Pcs individu</b>												
<b>Affaires et cadres</b>	207	9.0%	4.0%	187	10.0%	6.0%	21	6.0%	1.0%	200	23.0%	4.0%
<b>Agriculteurs</b>	17	0.0%	3.0%	15	0.0%	4.0%	2	0.0%	1.0%	1	0.0%	3.0%
<b>Autres inactifs</b>	370	16.0%	3.0%	257	13.0%	7.0%	113	33.0%	1.0%	145	17.0%	4.0%
<b>Employés</b>	264	12.0%	3.0%	179	9.0%	8.0%	85	24.0%	1.0%	46	5.0%	2.0%
<b>Ouvriers</b>	574	26.0%	8.0%	566	30.0%	11.0%	8	2.0%	0.0%	30	3.0%	6.0%
<b>Petits patrons</b>	90	4.0%	5.0%	85	4.0%	7.0%	5	1.0%	1.0%	87	10.0%	5.0%
<b>Professions intermédiaires</b>	348	15.0%	4.0%	301	16.0%	8.0%	47	13.0%	1.0%	326	38.0%	5.0%
<b>Retraités</b>	337	15.0%	2.0%	277	14.0%	4.0%	60	17.0%	0.0%	2	0.0%	0.0%
<b>Pcs personne de référence</b>												
<b>Affaires et cadres</b>	300	13.0%	4.0%	256	13.0%	7.0%	44	13.0%	1.0%	300	35.0%	4.0%
<b>Agriculteurs</b>	26	1.0%	3.0%	14	0.0%	4.0%	12	3.0%	2.0%	-	-	-
<b>Autres inactifs</b>	88	4.0%	2.0%	65	3.0%	4.0%	22	6.0%	1.0%	-	-	-
<b>Employés</b>	236	10.0%	4.0%	180	9.0%	7.0%	56	16.0%	1.0%	-	-	-
<b>Ouvriers</b>	624	28.0%	6.0%	564	30.0%	10.0%	60	17.0%	1.0%	-	-	-
<b>Petits patrons</b>	142	6.0%	5.0%	119	6.0%	8.0%	23	6.0%	1.0%	142	16.0%	5.0%
<b>Professions intermédiaires</b>	395	17.0%	4.0%	346	18.0%	8.0%	50	14.0%	1.0%	395	47.0%	4.0%
<b>Retraités</b>	397	18.0%	2.0%	322	17.0%	4.0%	74	21.0%	0.0%	-	-	-

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	2 208	100.0%	4.2%	1 866	100.0%	7.4%	342	100.0%	1.3%	837	100.0%	4.7%
<b>Taille du foyer</b>												
<b>1 personne</b>	246	11.0%	2.0%	218	11.0%	5.0%	28	8.0%	0.0%	61	7.0%	2.0%
<b>2 personnes</b>	741	33.0%	4.0%	601	32.0%	6.0%	140	40.0%	1.0%	211	25.0%	5.0%
<b>3 personnes</b>	458	20.0%	4.0%	385	20.0%	8.0%	72	21.0%	1.0%	186	22.0%	4.0%
<b>4 personnes</b>	503	22.0%	5.0%	452	24.0%	9.0%	51	14.0%	1.0%	266	31.0%	5.0%
<b>5 personnes et +</b>	260	11.0%	4.0%	209	11.0%	8.0%	51	15.0%	1.0%	112	13.0%	4.0%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Non</b>	1 449	65.0%	3.0%	1 210	64.0%	6.0%	239	69.0%	1.0%	504	60.0%	4.0%
<b>Oui</b>	759	34.0%	4.0%	656	35.0%	9.0%	103	30.0%	1.0%	333	39.0%	4.0%
<b>Habitat</b>												
<b>Agglo. + 100 000 hab</b>	674	30.0%	4.0%	582	31.0%	7.0%	92	26.0%	1.0%	250	29.0%	4.0%
<b>Agglo. 20 000 à 100 000 hab</b>	296	13.0%	4.0%	253	13.0%	7.0%	43	12.0%	1.0%	101	12.0%	4.0%
<b>Agglo. - 20 000 hab</b>	441	20.0%	4.0%	357	19.0%	8.0%	84	24.0%	1.0%	176	21.0%	6.0%
<b>Agglo. paris</b>	314	14.0%	3.0%	286	15.0%	6.0%	28	8.0%	0.0%	163	19.0%	4.0%
<b>Communes rurales</b>	482	21.0%	4.0%	387	20.0%	6.0%	95	27.0%	1.0%	147	17.0%	4.0%

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	2 208	100.0%	4.2%	1 866	100.0%	7.4%	342	100.0%	1.3%	837	100.0%	4.7%
<b>Régions insee</b>												
Alsace	74	3.0%	4.0%	63	3.0%	8.0%	11	3.0%	1.0%	21	2.0%	4.0%
Aquitaine	102	4.0%	3.0%	83	4.0%	6.0%	19	5.0%	1.0%	38	4.0%	4.0%
Auvergne	49	2.0%	4.0%	43	2.0%	7.0%	6	1.0%	1.0%	14	1.0%	4.0%
Basse normandie	38	1.0%	3.0%	31	1.0%	5.0%	7	1.0%	1.0%	7	0.0%	2.0%
Bourgogne	78	3.0%	5.0%	58	3.0%	8.0%	20	5.0%	2.0%	26	3.0%	6.0%
Bretagne	77	3.0%	2.0%	63	3.0%	4.0%	14	4.0%	1.0%	19	2.0%	2.0%
Centre	119	5.0%	5.0%	98	5.0%	9.0%	21	6.0%	1.0%	43	5.0%	6.0%
Champagne ardennes	58	2.0%	5.0%	42	2.0%	8.0%	16	4.0%	2.0%	16	1.0%	5.0%
Franche-comté	61	2.0%	6.0%	50	2.0%	10.0%	10	3.0%	2.0%	11	1.0%	3.0%
Haute normandie	91	4.0%	6.0%	76	4.0%	10.0%	15	4.0%	1.0%	22	2.0%	4.0%
Ile de france	366	16.0%	3.0%	325	17.0%	7.0%	41	12.0%	0.0%	184	22.0%	4.0%
Languedoc roussillon	90	4.0%	3.0%	74	4.0%	6.0%	16	4.0%	1.0%	47	5.0%	6.0%
Limousin	19	0.0%	3.0%	15	0.0%	5.0%	4	1.0%	1.0%	6	0.0%	3.0%
Lorraine	123	5.0%	6.0%	94	5.0%	10.0%	29	8.0%	3.0%	37	4.0%	6.0%
Midi pyrénées	67	3.0%	2.0%	58	3.0%	4.0%	10	2.0%	0.0%	28	3.0%	3.0%
Nord pas de calais	150	6.0%	4.0%	141	7.0%	9.0%	9	2.0%	0.0%	55	6.0%	5.0%
Pays de loire	138	6.0%	4.0%	120	6.0%	8.0%	18	5.0%	1.0%	54	6.0%	5.0%
Picardie	90	4.0%	5.0%	78	4.0%	10.0%	12	3.0%	1.0%	25	3.0%	5.0%
Poitou charentes	49	2.0%	3.0%	40	2.0%	5.0%	9	2.0%	1.0%	21	2.0%	5.0%
Provence alpes côte d'azur, corse	166	7.0%	3.0%	149	8.0%	7.0%	17	5.0%	0.0%	72	8.0%	4.0%
Rhône alpes	204	9.0%	3.0%	165	8.0%	6.0%	39	11.0%	1.0%	92	11.0%	4.0%
<b>Habitudes de connection à internet</b>												
1 à 2 fois par semaine	112	5.0%	3.0%	82	4.0%	6.0%	30	8.0%	1.0%	34	4.0%	6.0%
1 à 3 fois par mois	22	1.0%	5.0%	21	1.0%	11.0%	1	0.0%	0.0%	1	0.0%	2.0%
Moins souvent	3	0.0%	2.0%	-	-	-	3	0.0%	4.0%	2	0.0%	8.0%
Presque tous les jours	222	10.0%	3.0%	176	9.0%	6.0%	46	13.0%	1.0%	46	5.0%	3.0%
Tous les jours	1 848	83.0%	4.0%	1 586	85.0%	7.0%	262	76.0%	1.0%	754	90.0%	4.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	2 208	100.0%	4.2%	1 866	100.0%	7.4%	342	100.0%	1.3%	837	100.0%	4.7%
<b>Revenus du foyer</b>												
<b>65 000 euros et plus par an</b>	210	9.0%	4.0%	196	10.0%	7.0%	15	4.0%	0.0%	160	19.0%	5.0%
<b>De 12 000 à moins de 18 000 euros par an</b>	176	8.0%	3.0%	135	7.0%	6.0%	40	11.0%	1.0%	26	3.0%	3.0%
<b>De 18 000 à moins de 24 000 euros par an</b>	258	11.0%	3.0%	221	11.0%	7.0%	37	10.0%	0.0%	60	7.0%	4.0%
<b>De 24 000 à moins de 36 000 euros par an</b>	552	25.0%	4.0%	457	24.0%	8.0%	95	27.0%	1.0%	172	20.0%	4.0%
<b>De 36 000 à moins de 45 000 euros par an</b>	353	16.0%	4.0%	296	15.0%	7.0%	57	16.0%	1.0%	128	15.0%	4.0%
<b>De 45 000 à moins de 65 000 euros par an</b>	346	15.0%	4.0%	315	16.0%	7.0%	31	9.0%	0.0%	172	20.0%	4.0%
<b>De 9 000 à moins de 12 000 euros par an</b>	43	2.0%	2.0%	35	1.0%	4.0%	8	2.0%	0.0%	8	1.0%	3.0%
<b>Moins de 9 000 euros par an</b>	46	2.0%	3.0%	31	1.0%	5.0%	15	4.0%	2.0%	10	1.0%	5.0%
<b>Ne sait pas</b>	86	3.0%	5.0%	73	3.0%	10.0%	13	3.0%	1.0%	39	4.0%	5.0%
<b>Refus</b>	137	6.0%	3.0%	106	5.0%	6.0%	31	9.0%	1.0%	62	7.0%	4.0%