

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	2 292	100.0%	4.4%	1 945	100.0%	7.7%	347	100.0%	1.3%	799	100.0%	4.5%
<b>Sexe</b>												
<b>Femme</b>	347	15.0%	1.0%	-	-	-	347	100.0%	1.0%	114	14.0%	1.0%
<b>Homme</b>	1 945	84.0%	7.0%	1 945	100.0%	7.0%	-	-	-	685	85.0%	7.0%
<b>Age</b>												
<b>15 à 24 ans</b>	512	22.0%	6.0%	445	22.0%	11.0%	67	19.0%	1.0%	216	27.0%	6.0%
<b>25 à 34 ans</b>	350	15.0%	4.0%	303	15.0%	8.0%	47	13.0%	1.0%	105	13.0%	3.0%
<b>35 à 49 ans</b>	569	24.0%	4.0%	472	24.0%	7.0%	97	27.0%	1.0%	229	28.0%	3.0%
<b>50 à 59 ans</b>	399	17.0%	4.0%	337	17.0%	8.0%	62	17.0%	1.0%	192	24.0%	5.0%
<b>60 ans et plus</b>	462	20.0%	2.0%	387	19.0%	5.0%	75	21.0%	0.0%	57	7.0%	3.0%
<b>Individu</b>												
<b>Ménagères</b>	278	12.0%	1.0%	-	-	-	278	80.0%	1.0%	95	11.0%	1.0%
<b>Personne de référence</b>	1 542	67.0%	5.0%	1 495	76.0%	7.0%	47	13.0%	0.0%	493	61.0%	5.0%
<b>Responsable des achats</b>	1 199	52.0%	3.0%	924	47.0%	7.0%	275	79.0%	1.0%	366	45.0%	3.0%
<b>Pcs individu</b>												
<b>Affaires et cadres</b>	195	8.0%	3.0%	173	8.0%	5.0%	22	6.0%	1.0%	186	23.0%	4.0%
<b>Agriculteurs</b>	14	0.0%	2.0%	14	0.0%	4.0%	-	-	-	-	-	-
<b>Autres inactifs</b>	412	18.0%	4.0%	340	17.0%	8.0%	72	20.0%	1.0%	156	19.0%	4.0%
<b>Employés</b>	329	14.0%	3.0%	218	11.0%	9.0%	111	31.0%	1.0%	61	7.0%	3.0%
<b>Ouvriers</b>	560	24.0%	8.0%	542	27.0%	10.0%	17	5.0%	1.0%	36	4.0%	7.0%
<b>Petits patrons</b>	78	3.0%	4.0%	70	3.0%	6.0%	8	2.0%	1.0%	74	9.0%	5.0%
<b>Professions intermédiaires</b>	321	14.0%	4.0%	264	13.0%	7.0%	57	16.0%	1.0%	283	35.0%	4.0%
<b>Retraités</b>	383	16.0%	3.0%	324	16.0%	5.0%	59	17.0%	0.0%	3	0.0%	1.0%
<b>Pcs personne de référence</b>												
<b>Affaires et cadres</b>	260	11.0%	3.0%	225	11.0%	6.0%	35	10.0%	1.0%	260	32.0%	3.0%
<b>Agriculteurs</b>	26	1.0%	3.0%	19	1.0%	5.0%	7	2.0%	1.0%	-	-	-
<b>Autres inactifs</b>	138	6.0%	3.0%	115	5.0%	7.0%	23	6.0%	1.0%	-	-	-
<b>Employés</b>	236	10.0%	4.0%	195	10.0%	8.0%	41	11.0%	1.0%	-	-	-
<b>Ouvriers</b>	636	27.0%	6.0%	551	28.0%	10.0%	85	24.0%	1.0%	-	-	-
<b>Petits patrons</b>	142	6.0%	5.0%	118	6.0%	8.0%	24	6.0%	1.0%	142	17.0%	5.0%
<b>Professions intermédiaires</b>	397	17.0%	4.0%	341	17.0%	8.0%	55	15.0%	1.0%	397	49.0%	4.0%
<b>Retraités</b>	458	20.0%	3.0%	380	19.0%	5.0%	77	22.0%	0.0%	-	-	-

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	2 292	100.0%	4.4%	1 945	100.0%	7.7%	347	100.0%	1.3%	799	100.0%	4.5%
<b>Taille du foyer</b>												
<b>1 personne</b>	244	10.0%	2.0%	218	11.0%	5.0%	26	7.0%	0.0%	64	8.0%	2.0%
<b>2 personnes</b>	769	33.0%	4.0%	638	32.0%	7.0%	131	37.0%	1.0%	189	23.0%	4.0%
<b>3 personnes</b>	490	21.0%	5.0%	394	20.0%	8.0%	96	27.0%	2.0%	163	20.0%	4.0%
<b>4 personnes</b>	520	22.0%	5.0%	476	24.0%	9.0%	44	12.0%	1.0%	264	33.0%	5.0%
<b>5 personnes et +</b>	269	11.0%	4.0%	219	11.0%	8.0%	51	14.0%	1.0%	119	14.0%	4.0%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Non</b>	1 506	65.0%	4.0%	1 269	65.0%	7.0%	237	68.0%	1.0%	489	61.0%	4.0%
<b>Oui</b>	786	34.0%	5.0%	676	34.0%	9.0%	110	31.0%	1.0%	310	38.0%	4.0%
<b>Habitat</b>												
<b>Agglo. + 100 000 hab</b>	741	32.0%	4.0%	632	32.0%	8.0%	109	31.0%	1.0%	263	32.0%	4.0%
<b>Agglo. 20 000 à 100 000 hab</b>	294	12.0%	4.0%	251	12.0%	7.0%	43	12.0%	1.0%	101	12.0%	4.0%
<b>Agglo. - 20 000 hab</b>	451	19.0%	5.0%	387	19.0%	8.0%	64	18.0%	1.0%	153	19.0%	5.0%
<b>Agglo. paris</b>	293	12.0%	3.0%	267	13.0%	6.0%	26	7.0%	0.0%	122	15.0%	3.0%
<b>Communes rurales</b>	513	22.0%	4.0%	408	21.0%	7.0%	105	30.0%	1.0%	160	20.0%	4.0%

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	2 292	100.0%	4.4%	1 945	100.0%	7.7%	347	100.0%	1.3%	799	100.0%	4.5%
<b>Régions insee</b>												
Alsace	72	3.0%	4.0%	54	2.0%	7.0%	18	5.0%	2.0%	22	2.0%	4.0%
Aquitaine	120	5.0%	4.0%	104	5.0%	7.0%	16	4.0%	1.0%	44	5.0%	4.0%
Auvergne	46	2.0%	4.0%	38	2.0%	6.0%	8	2.0%	1.0%	15	1.0%	5.0%
Basse normandie	47	2.0%	3.0%	33	1.0%	5.0%	14	3.0%	2.0%	9	1.0%	2.0%
Bourgogne	83	3.0%	6.0%	65	3.0%	9.0%	18	5.0%	2.0%	25	3.0%	6.0%
Bretagne	86	3.0%	3.0%	83	4.0%	6.0%	3	1.0%	0.0%	21	2.0%	2.0%
Centre	92	4.0%	4.0%	77	4.0%	7.0%	15	4.0%	1.0%	28	3.0%	4.0%
Champagne ardennes	43	1.0%	3.0%	34	1.0%	6.0%	9	2.0%	1.0%	13	1.0%	4.0%
Franche-comté	58	2.0%	6.0%	56	2.0%	11.0%	2	0.0%	0.0%	13	1.0%	4.0%
Haute normandie	90	3.0%	6.0%	74	3.0%	10.0%	16	4.0%	2.0%	22	2.0%	5.0%
Ile de france	362	15.0%	3.0%	321	16.0%	6.0%	41	11.0%	0.0%	146	18.0%	3.0%
Languedoc roussillon	80	3.0%	3.0%	68	3.0%	6.0%	13	3.0%	1.0%	24	2.0%	3.0%
Limousin	24	1.0%	3.0%	18	0.0%	6.0%	6	1.0%	1.0%	9	1.0%	5.0%
Lorraine	129	5.0%	6.0%	115	5.0%	12.0%	15	4.0%	1.0%	32	4.0%	6.0%
Midi pyrénées	63	2.0%	2.0%	52	2.0%	4.0%	11	3.0%	0.0%	30	3.0%	3.0%
Nord pas de calais	183	8.0%	5.0%	156	8.0%	10.0%	27	7.0%	1.0%	68	8.0%	7.0%
Pays de loire	138	6.0%	4.0%	120	6.0%	8.0%	18	5.0%	1.0%	48	6.0%	5.0%
Picardie	107	4.0%	6.0%	95	4.0%	12.0%	12	3.0%	1.0%	26	3.0%	5.0%
Poitou charentes	55	2.0%	3.0%	46	2.0%	6.0%	9	2.0%	1.0%	24	3.0%	5.0%
Provence alpes côte d'azur, corse	187	8.0%	4.0%	149	7.0%	7.0%	38	10.0%	1.0%	90	11.0%	6.0%
Rhône alpes	225	9.0%	4.0%	186	9.0%	7.0%	39	11.0%	1.0%	89	11.0%	4.0%
<b>Habitudes de connection à internet</b>												
1 à 2 fois par semaine	117	5.0%	4.0%	96	4.0%	7.0%	21	6.0%	1.0%	22	2.0%	4.0%
1 à 3 fois par mois	15	0.0%	4.0%	13	0.0%	8.0%	2	0.0%	0.0%	1	0.0%	2.0%
Moins souvent	2	0.0%	1.0%	1	0.0%	1.0%	1	0.0%	1.0%	1	0.0%	9.0%
Presque tous les jours	254	11.0%	4.0%	213	11.0%	7.0%	41	11.0%	1.0%	44	5.0%	3.0%
Tous les jours	1 904	83.0%	4.0%	1 623	83.0%	7.0%	281	81.0%	1.0%	731	91.0%	4.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	2 292	100.0%	4.4%	1 945	100.0%	7.7%	347	100.0%	1.3%	799	100.0%	4.5%
<b>Revenus du foyer</b>												
<b>65 000 euros et plus par an</b>	232	10.0%	5.0%	206	10.0%	8.0%	26	7.0%	1.0%	163	20.0%	5.0%
<b>De 12 000 à moins de 18 000 euros par an</b>	184	8.0%	3.0%	158	8.0%	7.0%	26	7.0%	0.0%	34	4.0%	4.0%
<b>De 18 000 à moins de 24 000 euros par an</b>	225	9.0%	3.0%	193	9.0%	6.0%	32	9.0%	0.0%	34	4.0%	2.0%
<b>De 24 000 à moins de 36 000 euros par an</b>	573	25.0%	4.0%	464	23.0%	7.0%	109	31.0%	1.0%	148	18.0%	4.0%
<b>De 36 000 à moins de 45 000 euros par an</b>	372	16.0%	4.0%	322	16.0%	8.0%	50	14.0%	1.0%	137	17.0%	4.0%
<b>De 45 000 à moins de 65 000 euros par an</b>	387	16.0%	4.0%	347	17.0%	8.0%	40	11.0%	1.0%	173	21.0%	4.0%
<b>De 9 000 à moins de 12 000 euros par an</b>	52	2.0%	2.0%	45	2.0%	5.0%	7	1.0%	0.0%	5	0.0%	1.0%
<b>Moins de 9 000 euros par an</b>	48	2.0%	3.0%	38	1.0%	6.0%	10	2.0%	1.0%	7	0.0%	3.0%
<b>Ne sait pas</b>	108	4.0%	4.0%	88	4.0%	8.0%	20	5.0%	1.0%	42	5.0%	4.0%
<b>Refus</b>	112	4.0%	4.0%	84	4.0%	8.0%	28	8.0%	2.0%	56	7.0%	6.0%