

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	1 818	100.0%	3.5%	270	100.0%	1.1%	1 548	100.0%	5.7%	437	100.0%	2.4%
<b>Sexe</b>												
<b>Femme</b>	1 548	85.0%	5.0%	-	-	-	1 548	100.0%	5.0%	342	78.0%	3.0%
<b>Homme</b>	270	14.0%	1.0%	270	100.0%	1.0%	-	-	-	94	21.0%	1.0%
<b>Age</b>												
<b>15 à 24 ans</b>	89	4.0%	1.0%	18	6.0%	0.0%	71	4.0%	1.0%	21	4.0%	0.0%
<b>25 à 34 ans</b>	161	8.0%	2.0%	31	11.0%	0.0%	130	8.0%	3.0%	47	10.0%	1.0%
<b>35 à 49 ans</b>	428	23.0%	3.0%	76	28.0%	1.0%	352	22.0%	5.0%	195	44.0%	3.0%
<b>50 à 59 ans</b>	441	24.0%	5.0%	66	24.0%	1.0%	375	24.0%	8.0%	126	28.0%	3.0%
<b>60 ans et plus</b>	699	38.0%	4.0%	78	29.0%	1.0%	621	40.0%	7.0%	47	10.0%	3.0%
<b>Individu</b>												
<b>Ménagères</b>	1 472	81.0%	6.0%	-	-	-	1 472	95.0%	6.0%	325	74.0%	4.0%
<b>Personne de référence</b>	676	37.0%	2.0%	232	86.0%	1.0%	444	28.0%	6.0%	139	31.0%	1.0%
<b>Responsable des achats</b>	1 591	87.0%	4.0%	161	59.0%	1.0%	1 430	92.0%	6.0%	362	82.0%	3.0%
<b>Pcs individu</b>												
<b>Affaires et cadres</b>	84	4.0%	1.0%	24	9.0%	0.0%	59	3.0%	2.0%	70	16.0%	1.0%
<b>Agriculteurs</b>	17	0.0%	3.0%	2	0.0%	0.0%	15	1.0%	7.0%	3	0.0%	8.0%
<b>Autres inactifs</b>	291	16.0%	2.0%	33	12.0%	0.0%	258	16.0%	4.0%	50	11.0%	1.0%
<b>Employés</b>	414	22.0%	4.0%	38	14.0%	1.0%	376	24.0%	6.0%	96	21.0%	5.0%
<b>Ouvriers</b>	167	9.0%	2.0%	56	20.0%	1.0%	111	7.0%	8.0%	6	1.0%	1.0%
<b>Petits patrons</b>	45	2.0%	2.0%	16	5.0%	1.0%	29	1.0%	6.0%	29	6.0%	2.0%
<b>Professions intermédiaires</b>	229	12.0%	3.0%	41	15.0%	1.0%	188	12.0%	5.0%	163	37.0%	2.0%
<b>Retraités</b>	572	31.0%	4.0%	59	21.0%	1.0%	513	33.0%	7.0%	20	4.0%	8.0%
<b>Pcs personne de référence</b>												
<b>Affaires et cadres</b>	149	8.0%	2.0%	26	9.0%	0.0%	123	7.0%	3.0%	149	34.0%	2.0%
<b>Agriculteurs</b>	26	1.0%	3.0%	2	0.0%	0.0%	24	1.0%	5.0%	-	-	-
<b>Autres inactifs</b>	118	6.0%	3.0%	24	8.0%	1.0%	94	6.0%	4.0%	-	-	-
<b>Employés</b>	233	12.0%	4.0%	27	9.0%	1.0%	207	13.0%	6.0%	-	-	-
<b>Ouvriers</b>	322	17.0%	3.0%	58	21.0%	1.0%	264	17.0%	5.0%	-	-	-
<b>Petits patrons</b>	71	3.0%	2.0%	20	7.0%	1.0%	51	3.0%	4.0%	71	16.0%	2.0%
<b>Professions intermédiaires</b>	217	11.0%	2.0%	49	18.0%	1.0%	168	10.0%	4.0%	217	49.0%	2.0%
<b>Retraités</b>	683	37.0%	4.0%	66	24.0%	1.0%	617	39.0%	7.0%	-	-	-



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	1 818	100.0%	3.5%	270	100.0%	1.1%	1 548	100.0%	5.7%	437	100.0%	2.4%
<b>Taille du foyer</b>												
<b>1 personne</b>	344	18.0%	3.0%	46	16.0%	1.0%	298	19.0%	5.0%	43	9.0%	1.0%
<b>2 personnes</b>	829	45.0%	4.0%	109	40.0%	1.0%	720	46.0%	7.0%	109	25.0%	2.0%
<b>3 personnes</b>	245	13.0%	2.0%	40	14.0%	0.0%	205	13.0%	4.0%	91	20.0%	2.0%
<b>4 personnes</b>	264	14.0%	2.0%	63	23.0%	1.0%	201	13.0%	4.0%	143	32.0%	3.0%
<b>5 personnes et +</b>	136	7.0%	2.0%	12	4.0%	0.0%	124	8.0%	4.0%	51	11.0%	1.0%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Non</b>	1 352	74.0%	3.0%	195	72.0%	1.0%	1 156	74.0%	6.0%	256	58.0%	2.0%
<b>Oui</b>	467	25.0%	3.0%	74	27.0%	1.0%	392	25.0%	4.0%	180	41.0%	2.0%
<b>Habitat</b>												
<b>Agglo. + 100 000 hab</b>	528	29.0%	3.0%	71	26.0%	0.0%	457	29.0%	5.0%	117	26.0%	2.0%
<b>Agglo. 20 000 à 100 000 hab</b>	236	13.0%	3.0%	33	12.0%	1.0%	204	13.0%	5.0%	56	12.0%	2.0%
<b>Agglo. - 20 000 hab</b>	414	22.0%	4.0%	63	23.0%	1.0%	351	22.0%	7.0%	93	21.0%	3.0%
<b>Agglo. paris</b>	174	9.0%	2.0%	34	12.0%	0.0%	140	9.0%	3.0%	67	15.0%	1.0%
<b>Communes rurales</b>	466	25.0%	3.0%	69	25.0%	1.0%	397	25.0%	6.0%	103	23.0%	3.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	1 818	100.0%	3.5%	270	100.0%	1.1%	1 548	100.0%	5.7%	437	100.0%	2.4%
<b>Régions insee</b>												
Alsace	96	5.0%	6.0%	20	7.0%	2.0%	76	4.0%	9.0%	17	3.0%	3.0%
Aquitaine	80	4.0%	2.0%	18	6.0%	1.0%	62	4.0%	4.0%	22	5.0%	2.0%
Auvergne	58	3.0%	5.0%	5	2.0%	1.0%	53	3.0%	8.0%	19	4.0%	6.0%
Basse normandie	71	3.0%	5.0%	5	1.0%	0.0%	66	4.0%	10.0%	19	4.0%	5.0%
Bourgogne	57	3.0%	4.0%	15	5.0%	2.0%	42	2.0%	5.0%	12	2.0%	3.0%
Bretagne	81	4.0%	3.0%	13	4.0%	1.0%	68	4.0%	4.0%	16	3.0%	2.0%
Centre	86	4.0%	4.0%	14	5.0%	1.0%	72	4.0%	6.0%	17	3.0%	2.0%
Champagne ardennes	45	2.0%	4.0%	14	5.0%	2.0%	31	2.0%	5.0%	6	1.0%	1.0%
Franche-comté	38	2.0%	4.0%	2	0.0%	0.0%	36	2.0%	7.0%	10	2.0%	3.0%
Haute normandie	75	4.0%	5.0%	7	2.0%	1.0%	68	4.0%	8.0%	29	6.0%	6.0%
Ile de france	213	11.0%	2.0%	43	16.0%	0.0%	170	11.0%	3.0%	78	17.0%	1.0%
Languedoc roussillon	70	3.0%	3.0%	9	3.0%	0.0%	61	3.0%	5.0%	11	2.0%	1.0%
Limousin	25	1.0%	4.0%	4	1.0%	1.0%	20	1.0%	6.0%	5	1.0%	3.0%
Lorraine	109	6.0%	5.0%	16	5.0%	1.0%	93	6.0%	9.0%	13	2.0%	2.0%
Midi pyrénées	102	5.0%	4.0%	10	3.0%	0.0%	92	6.0%	7.0%	27	6.0%	3.0%
Nord pas de calais	118	6.0%	3.0%	11	4.0%	0.0%	107	6.0%	6.0%	25	5.0%	2.0%
Pays de loire	108	6.0%	3.0%	18	6.0%	1.0%	91	5.0%	5.0%	16	3.0%	1.0%
Picardie	60	3.0%	3.0%	12	4.0%	1.0%	49	3.0%	6.0%	20	4.0%	4.0%
Poitou charentes	53	2.0%	3.0%	2	0.0%	0.0%	51	3.0%	6.0%	3	0.0%	0.0%
Provence alpes côte d'azur, corse	159	8.0%	3.0%	17	6.0%	0.0%	142	9.0%	6.0%	41	9.0%	2.0%
Rhône alpes	113	6.0%	2.0%	14	5.0%	0.0%	99	6.0%	3.0%	30	6.0%	1.0%
<b>Habitudes de connection à internet</b>												
1 à 2 fois par semaine	177	9.0%	5.0%	24	8.0%	1.0%	154	9.0%	8.0%	22	5.0%	4.0%
1 à 3 fois par mois	19	1.0%	4.0%	2	0.0%	0.0%	18	1.0%	8.0%	1	0.0%	1.0%
Moins souvent	4	0.0%	3.0%	4	1.0%	9.0%	-	-	-	-	-	-
Presque tous les jours	259	14.0%	4.0%	35	12.0%	1.0%	224	14.0%	6.0%	55	12.0%	4.0%
Tous les jours	1 359	74.0%	3.0%	206	76.0%	1.0%	1 153	74.0%	5.0%	359	82.0%	2.0%



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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	1 818	100.0%	3.5%	270	100.0%	1.1%	1 548	100.0%	5.7%	437	100.0%	2.4%
<b>Revenus du foyer</b>												
<b>65 000 euros et plus par an</b>	72	4.0%	1.0%	16	5.0%	0.0%	56	3.0%	3.0%	50	11.0%	1.0%
<b>De 12 000 à moins de 18 000 euros par an</b>	203	11.0%	4.0%	32	12.0%	1.0%	171	11.0%	5.0%	21	4.0%	2.0%
<b>De 18 000 à moins de 24 000 euros par an</b>	312	17.0%	4.0%	46	17.0%	1.0%	266	17.0%	6.0%	36	8.0%	2.0%
<b>De 24 000 à moins de 36 000 euros par an</b>	528	29.0%	4.0%	80	29.0%	1.0%	448	29.0%	6.0%	115	26.0%	3.0%
<b>De 36 000 à moins de 45 000 euros par an</b>	277	15.0%	3.0%	42	15.0%	1.0%	235	15.0%	6.0%	86	19.0%	3.0%
<b>De 45 000 à moins de 65 000 euros par an</b>	184	10.0%	2.0%	33	12.0%	0.0%	151	9.0%	4.0%	83	18.0%	2.0%
<b>De 9 000 à moins de 12 000 euros par an</b>	75	4.0%	3.0%	4	1.0%	0.0%	71	4.0%	5.0%	3	0.0%	1.0%
<b>Moins de 9 000 euros par an</b>	39	2.0%	2.0%	4	1.0%	0.0%	35	2.0%	4.0%	3	0.0%	1.0%
<b>Ne sait pas</b>	14	0.0%	0.0%	6	2.0%	0.0%	9	0.0%	1.0%	5	1.0%	0.0%
<b>Refus</b>	113	6.0%	3.0%	5	2.0%	0.0%	108	7.0%	5.0%	36	8.0%	2.0%