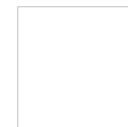


	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	2 807	100.0%	5.4%	1 622	100.0%	6.5%	1 185	100.0%	4.3%	1 116	100.0%	6.3%
<b>Sexe</b>												
<b>Femme</b>	1 185	42.0%	4.0%	-	-	-	1 185	100.0%	4.0%	439	39.0%	5.0%
<b>Homme</b>	1 622	57.0%	6.0%	1 622	100.0%	6.0%	-	-	-	677	60.0%	7.0%
<b>Age</b>												
<b>15 à 24 ans</b>	641	22.0%	8.0%	395	24.0%	10.0%	247	20.0%	6.0%	284	25.0%	8.0%
<b>25 à 34 ans</b>	400	14.0%	5.0%	228	14.0%	6.0%	172	14.0%	4.0%	160	14.0%	5.0%
<b>35 à 49 ans</b>	743	26.0%	5.0%	432	26.0%	6.0%	312	26.0%	4.0%	388	34.0%	6.0%
<b>50 à 59 ans</b>	395	14.0%	4.0%	241	14.0%	5.0%	154	13.0%	3.0%	192	17.0%	5.0%
<b>60 ans et plus</b>	627	22.0%	3.0%	326	20.0%	4.0%	301	25.0%	3.0%	91	8.0%	5.0%
<b>Individu</b>												
<b>Ménagères</b>	960	34.0%	4.0%	-	-	-	960	81.0%	4.0%	336	30.0%	4.0%
<b>Personne de référence</b>	1 567	55.0%	5.0%	1 215	74.0%	5.0%	352	29.0%	4.0%	583	52.0%	6.0%
<b>Responsable des achats</b>	1 812	64.0%	5.0%	879	54.0%	6.0%	933	78.0%	4.0%	663	59.0%	5.0%
<b>Pcs individu</b>												
<b>Affaires et cadres</b>	325	11.0%	6.0%	195	12.0%	6.0%	130	11.0%	6.0%	288	25.0%	6.0%
<b>Agriculteurs</b>	16	0.0%	3.0%	9	0.0%	2.0%	7	0.0%	3.0%	-	-	-
<b>Autres inactifs</b>	639	22.0%	6.0%	330	20.0%	9.0%	308	26.0%	4.0%	256	22.0%	7.0%
<b>Employés</b>	395	14.0%	4.0%	154	9.0%	6.0%	241	20.0%	3.0%	54	4.0%	3.0%
<b>Ouvriers</b>	375	13.0%	5.0%	336	20.0%	6.0%	39	3.0%	3.0%	24	2.0%	5.0%
<b>Petits patrons</b>	108	3.0%	6.0%	81	5.0%	6.0%	27	2.0%	6.0%	95	8.0%	6.0%
<b>Professions intermédiaires</b>	472	16.0%	6.0%	279	17.0%	7.0%	193	16.0%	5.0%	388	34.0%	6.0%
<b>Retraités</b>	476	17.0%	3.0%	238	14.0%	4.0%	238	20.0%	3.0%	11	1.0%	5.0%
<b>Pcs personne de référence</b>												
<b>Affaires et cadres</b>	463	16.0%	6.0%	262	16.0%	7.0%	201	16.0%	5.0%	463	41.0%	6.0%
<b>Agriculteurs</b>	26	0.0%	3.0%	10	0.0%	2.0%	15	1.0%	3.0%	-	-	-
<b>Autres inactifs</b>	218	7.0%	6.0%	115	7.0%	7.0%	103	8.0%	5.0%	-	-	-
<b>Employés</b>	331	11.0%	5.0%	157	9.0%	6.0%	174	14.0%	5.0%	-	-	-
<b>Ouvriers</b>	538	19.0%	5.0%	368	22.0%	7.0%	170	14.0%	3.0%	-	-	-
<b>Petits patrons</b>	154	5.0%	5.0%	96	5.0%	6.0%	58	4.0%	4.0%	154	13.0%	5.0%
<b>Professions intermédiaires</b>	499	17.0%	6.0%	319	19.0%	7.0%	180	15.0%	4.0%	499	44.0%	6.0%
<b>Retraités</b>	580	20.0%	3.0%	295	18.0%	4.0%	285	24.0%	3.0%	-	-	-



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	2 807	100.0%	5.4%	1 622	100.0%	6.5%	1 185	100.0%	4.3%	1 116	100.0%	6.3%
<b>Taille du foyer</b>												
<b>1 personne</b>	544	19.0%	5.0%	292	18.0%	6.0%	252	21.0%	4.0%	147	13.0%	6.0%
<b>2 personnes</b>	848	30.0%	4.0%	495	30.0%	5.0%	353	29.0%	3.0%	247	22.0%	5.0%
<b>3 personnes</b>	513	18.0%	5.0%	299	18.0%	6.0%	213	18.0%	4.0%	259	23.0%	6.0%
<b>4 personnes</b>	521	18.0%	5.0%	300	18.0%	6.0%	221	18.0%	4.0%	297	26.0%	6.0%
<b>5 personnes et +</b>	382	13.0%	6.0%	235	14.0%	9.0%	147	12.0%	4.0%	165	14.0%	6.0%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Non</b>	1 899	67.0%	5.0%	1 120	69.0%	6.0%	779	65.0%	4.0%	642	57.0%	6.0%
<b>Oui</b>	909	32.0%	5.0%	502	31.0%	6.0%	407	34.0%	4.0%	473	42.0%	6.0%
<b>Habitat</b>												
<b>Agglo. + 100 000 hab</b>	976	34.0%	6.0%	540	33.0%	7.0%	436	36.0%	5.0%	386	34.0%	6.0%
<b>Agglo. 20 000 à 100 000 hab</b>	380	13.0%	5.0%	242	14.0%	7.0%	138	11.0%	3.0%	137	12.0%	6.0%
<b>Agglo. - 20 000 hab</b>	458	16.0%	5.0%	292	18.0%	6.0%	165	14.0%	3.0%	165	14.0%	6.0%
<b>Agglo. paris</b>	499	17.0%	5.0%	273	16.0%	6.0%	226	19.0%	4.0%	247	22.0%	6.0%
<b>Communes rurales</b>	494	17.0%	4.0%	274	16.0%	4.0%	220	18.0%	3.0%	182	16.0%	5.0%

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	2 807	100.0%	5.4%	1 622	100.0%	6.5%	1 185	100.0%	4.3%	1 116	100.0%	6.3%
<b>Régions insee</b>												
Alsace	83	2.0%	5.0%	36	2.0%	4.0%	46	3.0%	5.0%	29	2.0%	6.0%
Aquitaine	152	5.0%	5.0%	87	5.0%	6.0%	64	5.0%	4.0%	47	4.0%	5.0%
Auvergne	50	1.0%	4.0%	30	1.0%	5.0%	20	1.0%	3.0%	9	0.0%	3.0%
Basse normandie	37	1.0%	3.0%	10	0.0%	1.0%	27	2.0%	4.0%	23	2.0%	6.0%
Bourgogne	66	2.0%	4.0%	48	3.0%	7.0%	18	1.0%	2.0%	26	2.0%	6.0%
Bretagne	134	4.0%	5.0%	88	5.0%	6.0%	46	3.0%	3.0%	55	4.0%	7.0%
Centre	82	2.0%	4.0%	46	2.0%	4.0%	35	3.0%	3.0%	37	3.0%	5.0%
Champagne ardennes	44	1.0%	4.0%	22	1.0%	4.0%	22	1.0%	3.0%	12	1.0%	4.0%
Franche-comté	45	1.0%	4.0%	28	1.0%	5.0%	18	1.0%	3.0%	11	1.0%	4.0%
Haute normandie	75	2.0%	5.0%	56	3.0%	7.0%	19	1.0%	2.0%	26	2.0%	5.0%
Ile de france	590	21.0%	6.0%	329	20.0%	7.0%	261	22.0%	5.0%	279	25.0%	6.0%
Languedoc roussillon	140	5.0%	6.0%	77	4.0%	7.0%	63	5.0%	5.0%	43	3.0%	5.0%
Limousin	25	0.0%	4.0%	13	0.0%	4.0%	12	1.0%	3.0%	15	1.0%	8.0%
Lorraine	98	3.0%	5.0%	64	3.0%	6.0%	35	2.0%	3.0%	26	2.0%	4.0%
Midi pyrénées	137	4.0%	5.0%	68	4.0%	5.0%	69	5.0%	5.0%	50	4.0%	5.0%
Nord pas de calais	143	5.0%	4.0%	103	6.0%	6.0%	41	3.0%	2.0%	56	5.0%	5.0%
Pays de loire	96	3.0%	3.0%	48	3.0%	3.0%	48	4.0%	3.0%	33	2.0%	3.0%
Picardie	76	2.0%	4.0%	51	3.0%	6.0%	25	2.0%	3.0%	26	2.0%	6.0%
Poitou charentes	79	2.0%	5.0%	44	2.0%	6.0%	36	3.0%	4.0%	31	2.0%	7.0%
Provence alpes côte d'azur, corse	338	12.0%	7.0%	196	12.0%	9.0%	142	12.0%	6.0%	113	10.0%	7.0%
Rhône alpes	317	11.0%	6.0%	178	11.0%	7.0%	139	11.0%	5.0%	170	15.0%	8.0%
<b>Habitudes de connection à internet</b>												
1 à 2 fois par semaine	82	2.0%	2.0%	45	2.0%	3.0%	37	3.0%	2.0%	18	1.0%	3.0%
1 à 3 fois par mois	19	0.0%	4.0%	5	0.0%	2.0%	13	1.0%	6.0%	5	0.0%	8.0%
Moins souvent	4	0.0%	3.0%	2	0.0%	5.0%	2	0.0%	2.0%	2	0.0%	9.0%
Presque tous les jours	261	9.0%	4.0%	125	7.0%	4.0%	136	11.0%	4.0%	84	7.0%	6.0%
Tous les jours	2 442	87.0%	5.0%	1 444	89.0%	6.0%	998	84.0%	4.0%	1 007	90.0%	6.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	2 807	100.0%	5.4%	1 622	100.0%	6.5%	1 185	100.0%	4.3%	1 116	100.0%	6.3%
<b>Revenus du foyer</b>												
<b>65 000 euros et plus par an</b>	262	9.0%	6.0%	179	11.0%	7.0%	83	7.0%	4.0%	179	16.0%	6.0%
<b>De 12 000 à moins de 18 000 euros par an</b>	229	8.0%	4.0%	118	7.0%	5.0%	111	9.0%	3.0%	55	4.0%	7.0%
<b>De 18 000 à moins de 24 000 euros par an</b>	357	12.0%	5.0%	203	12.0%	6.0%	154	13.0%	3.0%	98	8.0%	6.0%
<b>De 24 000 à moins de 36 000 euros par an</b>	575	20.0%	4.0%	307	18.0%	5.0%	267	22.0%	4.0%	205	18.0%	5.0%
<b>De 36 000 à moins de 45 000 euros par an</b>	340	12.0%	4.0%	210	12.0%	5.0%	129	10.0%	3.0%	147	13.0%	5.0%
<b>De 45 000 à moins de 65 000 euros par an</b>	448	16.0%	5.0%	288	17.0%	6.0%	160	13.0%	4.0%	250	22.0%	6.0%
<b>De 9 000 à moins de 12 000 euros par an</b>	151	5.0%	7.0%	62	3.0%	8.0%	90	7.0%	7.0%	34	3.0%	13.0%
<b>Moins de 9 000 euros par an</b>	100	3.0%	7.0%	47	2.0%	7.0%	53	4.0%	7.0%	14	1.0%	6.0%
<b>Ne sait pas</b>	112	4.0%	7.0%	72	4.0%	9.0%	40	3.0%	4.0%	48	4.0%	7.0%
<b>Refus</b>	232	8.0%	6.0%	135	8.0%	8.0%	97	8.0%	4.0%	86	7.0%	6.0%