

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	2 399	100.0%	4.6%	563	100.0%	2.2%	1 836	100.0%	6.7%	985	100.0%	5.5%
<b>Sexe</b>												
<b>Femme</b>	1 836	76.0%	6.0%	-	-	-	1 836	100.0%	6.0%	744	75.0%	8.0%
<b>Homme</b>	563	23.0%	2.0%	563	100.0%	2.0%	-	-	-	241	24.0%	2.0%
<b>Age</b>												
<b>15 à 24 ans</b>	234	9.0%	3.0%	50	8.0%	1.0%	184	10.0%	5.0%	111	11.0%	3.0%
<b>25 à 34 ans</b>	280	11.0%	3.0%	55	9.0%	1.0%	226	12.0%	5.0%	133	13.0%	4.0%
<b>35 à 49 ans</b>	689	28.0%	5.0%	177	31.0%	2.0%	511	27.0%	8.0%	409	41.0%	6.0%
<b>50 à 59 ans</b>	519	21.0%	6.0%	122	21.0%	2.0%	397	21.0%	9.0%	251	25.0%	6.0%
<b>60 ans et plus</b>	677	28.0%	4.0%	160	28.0%	2.0%	518	28.0%	5.0%	82	8.0%	5.0%
<b>Individu</b>												
<b>Ménagères</b>	1 631	68.0%	7.0%	-	-	-	1 631	88.0%	7.0%	645	65.0%	9.0%
<b>Personne de référence</b>	1 147	47.0%	4.0%	494	87.0%	2.0%	652	35.0%	8.0%	413	41.0%	4.0%
<b>Responsable des achats</b>	1 957	81.0%	5.0%	356	63.0%	2.0%	1 601	87.0%	7.0%	767	77.0%	6.0%
<b>Pcs individu</b>												
<b>Affaires et cadres</b>	320	13.0%	6.0%	93	16.0%	3.0%	228	12.0%	10.0%	265	26.0%	5.0%
<b>Agriculteurs</b>	10	0.0%	1.0%	6	1.0%	1.0%	4	0.0%	1.0%	1	0.0%	4.0%
<b>Autres inactifs</b>	419	17.0%	4.0%	75	13.0%	2.0%	344	18.0%	5.0%	119	12.0%	3.0%
<b>Employés</b>	502	20.0%	5.0%	64	11.0%	2.0%	438	23.0%	7.0%	141	14.0%	7.0%
<b>Ouvriers</b>	159	6.0%	2.0%	78	13.0%	1.0%	81	4.0%	5.0%	28	2.0%	6.0%
<b>Petits patrons</b>	85	3.0%	5.0%	24	4.0%	2.0%	61	3.0%	13.0%	73	7.0%	4.0%
<b>Professions intermédiaires</b>	413	17.0%	5.0%	101	17.0%	2.0%	312	17.0%	8.0%	351	35.0%	5.0%
<b>Retraités</b>	492	20.0%	3.0%	124	21.0%	2.0%	368	20.0%	5.0%	8	0.0%	4.0%
<b>Pcs personne de référence</b>												
<b>Affaires et cadres</b>	387	16.0%	5.0%	97	17.0%	2.0%	290	15.0%	8.0%	387	39.0%	5.0%
<b>Agriculteurs</b>	30	1.0%	3.0%	8	1.0%	2.0%	23	1.0%	5.0%	-	-	-
<b>Autres inactifs</b>	212	8.0%	5.0%	48	8.0%	2.0%	165	9.0%	7.0%	-	-	-
<b>Employés</b>	301	12.0%	5.0%	57	10.0%	2.0%	243	13.0%	7.0%	-	-	-
<b>Ouvriers</b>	278	11.0%	2.0%	78	13.0%	1.0%	200	10.0%	4.0%	-	-	-
<b>Petits patrons</b>	141	5.0%	5.0%	24	4.0%	1.0%	116	6.0%	9.0%	141	14.0%	5.0%
<b>Professions intermédiaires</b>	457	19.0%	5.0%	119	21.0%	2.0%	338	18.0%	8.0%	457	46.0%	5.0%
<b>Retraités</b>	593	24.0%	4.0%	132	23.0%	2.0%	461	25.0%	5.0%	-	-	-

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	2 399	100.0%	4.6%	563	100.0%	2.2%	1 836	100.0%	6.7%	985	100.0%	5.5%
<b>Taille du foyer</b>												
<b>1 personne</b>	579	24.0%	5.0%	127	22.0%	3.0%	451	24.0%	8.0%	138	14.0%	6.0%
<b>2 personnes</b>	759	31.0%	4.0%	166	29.0%	1.0%	592	32.0%	6.0%	250	25.0%	5.0%
<b>3 personnes</b>	422	17.0%	4.0%	85	15.0%	1.0%	337	18.0%	7.0%	223	22.0%	5.0%
<b>4 personnes</b>	401	16.0%	4.0%	118	20.0%	2.0%	284	15.0%	6.0%	251	25.0%	5.0%
<b>5 personnes et +</b>	239	9.0%	4.0%	67	11.0%	2.0%	172	9.0%	5.0%	123	12.0%	4.0%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Non</b>	1 726	71.0%	4.0%	408	72.0%	2.0%	1 318	71.0%	6.0%	597	60.0%	5.0%
<b>Oui</b>	673	28.0%	4.0%	156	27.0%	2.0%	517	28.0%	6.0%	388	39.0%	5.0%
<b>Habitat</b>												
<b>Agglo. + 100 000 hab</b>	791	33.0%	5.0%	195	34.0%	2.0%	596	32.0%	7.0%	343	34.0%	6.0%
<b>Agglo. 20 000 à 100 000 hab</b>	347	14.0%	5.0%	73	12.0%	2.0%	274	15.0%	7.0%	124	12.0%	6.0%
<b>Agglo. - 20 000 hab</b>	370	15.0%	4.0%	122	21.0%	2.0%	248	13.0%	5.0%	149	15.0%	5.0%
<b>Agglo. paris</b>	422	17.0%	4.0%	87	15.0%	2.0%	335	18.0%	7.0%	196	19.0%	5.0%
<b>Communes rurales</b>	469	19.0%	3.0%	87	15.0%	1.0%	382	20.0%	5.0%	174	17.0%	5.0%

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	2 399	100.0%	4.6%	563	100.0%	2.2%	1 836	100.0%	6.7%	985	100.0%	5.5%
<b>Régions insee</b>												
Alsace	59	2.0%	3.0%	10	1.0%	1.0%	49	2.0%	6.0%	20	2.0%	4.0%
Aquitaine	86	3.0%	3.0%	20	3.0%	1.0%	66	3.0%	4.0%	39	4.0%	4.0%
Auvergne	53	2.0%	4.0%	14	2.0%	2.0%	39	2.0%	6.0%	15	1.0%	5.0%
Basse normandie	33	1.0%	2.0%	15	2.0%	2.0%	17	0.0%	2.0%	15	1.0%	4.0%
Bourgogne	65	2.0%	4.0%	24	4.0%	3.0%	41	2.0%	5.0%	31	3.0%	8.0%
Bretagne	123	5.0%	4.0%	28	4.0%	2.0%	95	5.0%	7.0%	62	6.0%	7.0%
Centre	73	3.0%	3.0%	11	2.0%	1.0%	61	3.0%	5.0%	21	2.0%	3.0%
Champagne ardennes	27	1.0%	2.0%	10	1.0%	1.0%	17	1.0%	3.0%	12	1.0%	3.0%
Franche-comté	46	1.0%	4.0%	17	3.0%	3.0%	29	1.0%	5.0%	20	2.0%	6.0%
Haute normandie	51	2.0%	3.0%	19	3.0%	2.0%	32	1.0%	4.0%	21	2.0%	4.0%
Ile de france	476	19.0%	4.0%	109	19.0%	2.0%	367	20.0%	7.0%	216	21.0%	5.0%
Languedoc roussillon	110	4.0%	4.0%	23	4.0%	2.0%	86	4.0%	7.0%	34	3.0%	4.0%
Limousin	36	1.0%	5.0%	6	1.0%	2.0%	30	1.0%	9.0%	12	1.0%	6.0%
Lorraine	73	3.0%	3.0%	24	4.0%	2.0%	49	2.0%	4.0%	28	2.0%	5.0%
Midi pyrénées	137	5.0%	5.0%	29	5.0%	2.0%	107	5.0%	8.0%	60	6.0%	7.0%
Nord pas de calais	109	4.0%	3.0%	16	2.0%	1.0%	93	5.0%	5.0%	60	6.0%	6.0%
Pays de loire	174	7.0%	5.0%	48	8.0%	3.0%	127	6.0%	8.0%	60	6.0%	6.0%
Picardie	56	2.0%	3.0%	20	3.0%	2.0%	36	2.0%	4.0%	22	2.0%	5.0%
Poitou charentes	76	3.0%	5.0%	20	3.0%	2.0%	56	3.0%	7.0%	21	2.0%	5.0%
Provence alpes côte d'azur, corse	236	9.0%	5.0%	59	10.0%	2.0%	178	9.0%	7.0%	100	10.0%	6.0%
Rhône alpes	300	12.0%	5.0%	40	7.0%	1.0%	260	14.0%	9.0%	115	11.0%	5.0%
<b>Habitudes de connection à internet</b>												
1 à 2 fois par semaine	79	3.0%	2.0%	15	2.0%	1.0%	64	3.0%	3.0%	26	2.0%	5.0%
1 à 3 fois par mois	9	0.0%	2.0%	2	0.0%	1.0%	7	0.0%	3.0%	6	0.0%	10.0%
Moins souvent	3	0.0%	2.0%	1	0.0%	1.0%	2	0.0%	2.0%	-	-	-
Presque tous les jours	243	10.0%	4.0%	76	13.0%	2.0%	167	9.0%	5.0%	75	7.0%	5.0%
Tous les jours	2 066	86.0%	4.0%	470	83.0%	2.0%	1 596	86.0%	7.0%	878	89.0%	5.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	2 399	100.0%	4.6%	563	100.0%	2.2%	1 836	100.0%	6.7%	985	100.0%	5.5%
<b>Revenus du foyer</b>												
<b>65 000 euros et plus par an</b>	229	9.0%	5.0%	83	14.0%	3.0%	147	8.0%	8.0%	178	18.0%	6.0%
<b>De 12 000 à moins de 18 000 euros par an</b>	224	9.0%	4.0%	49	8.0%	2.0%	175	9.0%	6.0%	36	3.0%	5.0%
<b>De 18 000 à moins de 24 000 euros par an</b>	295	12.0%	4.0%	74	13.0%	2.0%	221	12.0%	5.0%	83	8.0%	5.0%
<b>De 24 000 à moins de 36 000 euros par an</b>	549	22.0%	4.0%	110	19.0%	1.0%	439	23.0%	6.0%	214	21.0%	6.0%
<b>De 36 000 à moins de 45 000 euros par an</b>	362	15.0%	4.0%	85	15.0%	2.0%	278	15.0%	7.0%	156	15.0%	5.0%
<b>De 45 000 à moins de 65 000 euros par an</b>	428	17.0%	5.0%	115	20.0%	2.0%	313	17.0%	8.0%	221	22.0%	5.0%
<b>De 9 000 à moins de 12 000 euros par an</b>	93	3.0%	4.0%	19	3.0%	2.0%	74	4.0%	5.0%	9	1.0%	3.0%
<b>Moins de 9 000 euros par an</b>	83	3.0%	6.0%	14	2.0%	2.0%	69	3.0%	9.0%	17	1.0%	8.0%
<b>Ne sait pas</b>	61	2.0%	2.0%	4	0.0%	0.0%	56	3.0%	4.0%	37	3.0%	3.0%
<b>Refus</b>	74	3.0%	3.0%	11	2.0%	1.0%	63	3.0%	5.0%	33	3.0%	4.0%