

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	2 835	100.0%	5.4%	1 185	100.0%	4.7%	1 650	100.0%	6.0%	690	100.0%	3.9%
<b>Sexe</b>												
<b>Femme</b>	1 650	58.0%	6.0%	-	-	-	1 650	100.0%	6.0%	381	55.0%	4.0%
<b>Homme</b>	1 185	41.0%	4.0%	1 185	100.0%	4.0%	-	-	-	309	44.0%	3.0%
<b>Age</b>												
<b>15 à 24 ans</b>	334	11.0%	4.0%	151	12.0%	4.0%	183	11.0%	5.0%	128	18.0%	4.0%
<b>25 à 34 ans</b>	343	12.0%	4.0%	145	12.0%	3.0%	199	12.0%	5.0%	107	15.0%	3.0%
<b>35 à 49 ans</b>	689	24.0%	5.0%	299	25.0%	4.0%	391	23.0%	6.0%	241	34.0%	3.0%
<b>50 à 59 ans</b>	523	18.0%	6.0%	232	19.0%	5.0%	291	17.0%	6.0%	154	22.0%	4.0%
<b>60 ans et plus</b>	945	33.0%	5.0%	358	30.0%	4.0%	587	35.0%	6.0%	60	8.0%	3.0%
<b>Individu</b>												
<b>Ménagères</b>	1 445	51.0%	6.0%	-	-	-	1 445	87.0%	6.0%	308	44.0%	4.0%
<b>Personne de référence</b>	1 449	51.0%	5.0%	977	82.0%	4.0%	472	28.0%	6.0%	292	42.0%	3.0%
<b>Responsable des achats</b>	2 007	70.0%	5.0%	611	51.0%	4.0%	1 395	84.0%	6.0%	452	65.0%	4.0%
<b>Pcs individu</b>												
<b>Affaires et cadres</b>	166	5.0%	3.0%	88	7.0%	3.0%	79	4.0%	3.0%	132	19.0%	2.0%
<b>Agriculteurs</b>	11	0.0%	2.0%	10	0.0%	3.0%	1	0.0%	0.0%	-	-	-
<b>Autres inactifs</b>	514	18.0%	5.0%	145	12.0%	4.0%	369	22.0%	5.0%	137	19.0%	4.0%
<b>Employés</b>	568	20.0%	6.0%	125	10.0%	5.0%	443	26.0%	7.0%	103	14.0%	5.0%
<b>Ouvriers</b>	413	14.0%	6.0%	326	27.0%	6.0%	87	5.0%	6.0%	13	1.0%	2.0%
<b>Petits patrons</b>	38	1.0%	2.0%	22	1.0%	1.0%	16	1.0%	3.0%	31	4.0%	2.0%
<b>Professions intermédiaires</b>	338	11.0%	4.0%	154	13.0%	4.0%	184	11.0%	5.0%	263	38.0%	4.0%
<b>Retraités</b>	787	27.0%	6.0%	315	26.0%	5.0%	472	28.0%	6.0%	12	1.0%	5.0%
<b>Pcs personne de référence</b>												
<b>Affaires et cadres</b>	210	7.0%	3.0%	99	8.0%	2.0%	111	6.0%	3.0%	210	30.0%	3.0%
<b>Agriculteurs</b>	26	0.0%	3.0%	11	0.0%	2.0%	15	0.0%	3.0%	-	-	-
<b>Autres inactifs</b>	173	6.0%	4.0%	83	7.0%	5.0%	90	5.0%	4.0%	-	-	-
<b>Employés</b>	371	13.0%	6.0%	128	10.0%	5.0%	243	14.0%	7.0%	-	-	-
<b>Ouvriers</b>	662	23.0%	6.0%	323	27.0%	6.0%	340	20.0%	7.0%	-	-	-
<b>Petits patrons</b>	84	2.0%	3.0%	30	2.0%	2.0%	53	3.0%	4.0%	84	12.0%	3.0%
<b>Professions intermédiaires</b>	397	14.0%	4.0%	179	15.0%	4.0%	217	13.0%	5.0%	397	57.0%	4.0%
<b>Retraités</b>	913	32.0%	6.0%	333	28.0%	5.0%	580	35.0%	6.0%	-	-	-



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	2 835	100.0%	5.4%	1 185	100.0%	4.7%	1 650	100.0%	6.0%	690	100.0%	3.9%
<b>Taille du foyer</b>												
<b>1 personne</b>	532	18.0%	5.0%	168	14.0%	4.0%	363	22.0%	6.0%	74	10.0%	3.0%
<b>2 personnes</b>	1 040	36.0%	5.0%	469	39.0%	5.0%	571	34.0%	6.0%	163	23.0%	3.0%
<b>3 personnes</b>	491	17.0%	5.0%	232	19.0%	4.0%	259	15.0%	5.0%	161	23.0%	4.0%
<b>4 personnes</b>	508	17.0%	5.0%	220	18.0%	4.0%	288	17.0%	6.0%	205	29.0%	4.0%
<b>5 personnes et +</b>	265	9.0%	4.0%	97	8.0%	3.0%	168	10.0%	5.0%	87	12.0%	3.0%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Non</b>	2 049	72.0%	5.0%	881	74.0%	4.0%	1 168	70.0%	6.0%	416	60.0%	4.0%
<b>Oui</b>	786	27.0%	5.0%	304	25.0%	4.0%	482	29.0%	5.0%	274	39.0%	3.0%
<b>Habitat</b>												
<b>Agglo. + 100 000 hab</b>	865	30.0%	5.0%	378	31.0%	5.0%	487	29.0%	6.0%	222	32.0%	4.0%
<b>Agglo. 20 000 à 100 000 hab</b>	435	15.0%	6.0%	211	17.0%	6.0%	224	13.0%	6.0%	74	10.0%	3.0%
<b>Agglo. - 20 000 hab</b>	546	19.0%	6.0%	215	18.0%	5.0%	330	20.0%	7.0%	133	19.0%	4.0%
<b>Agglo. paris</b>	349	12.0%	4.0%	132	11.0%	3.0%	217	13.0%	4.0%	125	18.0%	3.0%
<b>Communes rurales</b>	640	22.0%	5.0%	249	21.0%	4.0%	392	23.0%	6.0%	137	19.0%	4.0%

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	2 835	100.0%	5.4%	1 185	100.0%	4.7%	1 650	100.0%	6.0%	690	100.0%	3.9%
<b>Régions insee</b>												
Alsace	60	2.0%	3.0%	21	1.0%	2.0%	39	2.0%	4.0%	10	1.0%	2.0%
Aquitaine	158	5.0%	5.0%	57	4.0%	4.0%	101	6.0%	7.0%	36	5.0%	4.0%
Auvergne	62	2.0%	5.0%	30	2.0%	5.0%	32	2.0%	5.0%	10	1.0%	3.0%
Basse normandie	59	2.0%	4.0%	22	1.0%	3.0%	37	2.0%	5.0%	8	1.0%	2.0%
Bourgogne	100	3.0%	7.0%	48	4.0%	7.0%	52	3.0%	7.0%	27	3.0%	7.0%
Bretagne	117	4.0%	4.0%	45	3.0%	3.0%	72	4.0%	5.0%	25	3.0%	3.0%
Centre	127	4.0%	6.0%	63	5.0%	6.0%	64	3.0%	5.0%	30	4.0%	4.0%
Champagne ardennes	78	2.0%	7.0%	28	2.0%	5.0%	51	3.0%	8.0%	18	2.0%	6.0%
Franche-comté	60	2.0%	6.0%	23	1.0%	4.0%	37	2.0%	7.0%	16	2.0%	5.0%
Haute normandie	130	4.0%	8.0%	69	5.0%	9.0%	61	3.0%	7.0%	28	4.0%	6.0%
Ile de france	400	14.0%	4.0%	142	12.0%	3.0%	258	15.0%	5.0%	142	20.0%	3.0%
Languedoc roussillon	99	3.0%	4.0%	35	3.0%	3.0%	64	3.0%	5.0%	16	2.0%	2.0%
Limousin	37	1.0%	6.0%	15	1.0%	5.0%	22	1.0%	6.0%	8	1.0%	4.0%
Lorraine	125	4.0%	6.0%	47	4.0%	5.0%	78	4.0%	8.0%	18	2.0%	3.0%
Midi pyrénées	131	4.0%	5.0%	57	4.0%	4.0%	74	4.0%	5.0%	47	6.0%	5.0%
Nord pas de calais	242	8.0%	7.0%	110	9.0%	7.0%	132	8.0%	8.0%	67	9.0%	6.0%
Pays de loire	160	5.0%	5.0%	68	5.0%	4.0%	92	5.0%	5.0%	32	4.0%	3.0%
Picardie	124	4.0%	8.0%	62	5.0%	8.0%	63	3.0%	7.0%	16	2.0%	3.0%
Poitou charentes	102	3.0%	6.0%	44	3.0%	6.0%	57	3.0%	7.0%	28	4.0%	6.0%
Provence alpes côte d'azur, corse	263	9.0%	6.0%	109	9.0%	5.0%	155	9.0%	6.0%	56	8.0%	3.0%
Rhône alpes	201	7.0%	3.0%	91	7.0%	3.0%	110	6.0%	4.0%	51	7.0%	2.0%
<b>Habitudes de connection à internet</b>												
1 à 2 fois par semaine	221	7.0%	7.0%	75	6.0%	5.0%	147	8.0%	8.0%	29	4.0%	5.0%
1 à 3 fois par mois	30	1.0%	7.0%	11	1.0%	6.0%	18	1.0%	8.0%	4	0.0%	7.0%
Moins souvent	4	0.0%	3.0%	2	0.0%	5.0%	2	0.0%	2.0%	-	-	-
Presque tous les jours	332	11.0%	5.0%	123	10.0%	4.0%	210	12.0%	6.0%	54	7.0%	3.0%
Tous les jours	2 248	79.0%	5.0%	975	82.0%	4.0%	1 274	77.0%	5.0%	604	87.0%	3.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	2 835	100.0%	5.4%	1 185	100.0%	4.7%	1 650	100.0%	6.0%	690	100.0%	3.9%
<b>Revenus du foyer</b>												
<b>65 000 euros et plus par an</b>	117	4.0%	2.0%	60	5.0%	2.0%	57	3.0%	3.0%	79	11.0%	2.0%
<b>De 12 000 à moins de 18 000 euros par an</b>	398	14.0%	7.0%	144	12.0%	7.0%	254	15.0%	8.0%	29	4.0%	3.0%
<b>De 18 000 à moins de 24 000 euros par an</b>	383	13.0%	5.0%	155	13.0%	5.0%	228	13.0%	5.0%	82	11.0%	5.0%
<b>De 24 000 à moins de 36 000 euros par an</b>	771	27.0%	6.0%	323	27.0%	5.0%	448	27.0%	6.0%	139	20.0%	4.0%
<b>De 36 000 à moins de 45 000 euros par an</b>	408	14.0%	5.0%	195	16.0%	5.0%	214	13.0%	5.0%	128	18.0%	4.0%
<b>De 45 000 à moins de 65 000 euros par an</b>	332	11.0%	4.0%	151	12.0%	3.0%	181	10.0%	5.0%	143	20.0%	3.0%
<b>De 9 000 à moins de 12 000 euros par an</b>	130	4.0%	6.0%	44	3.0%	5.0%	86	5.0%	7.0%	10	1.0%	4.0%
<b>Moins de 9 000 euros par an</b>	58	2.0%	4.0%	16	1.0%	2.0%	42	2.0%	5.0%	4	0.0%	2.0%
<b>Ne sait pas</b>	60	2.0%	3.0%	33	2.0%	4.0%	28	1.0%	3.0%	22	3.0%	3.0%
<b>Refus</b>	178	6.0%	5.0%	64	5.0%	4.0%	114	6.0%	5.0%	54	7.0%	4.0%