

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	2 150	100.0%	4.1%	1 208	100.0%	4.8%	942	100.0%	3.5%	741	100.0%	4.2%
<b>Sexe</b>												
<b>Femme</b>	942	43.0%	3.0%	-	-	-	942	100.0%	3.0%	275	37.0%	3.0%
<b>Homme</b>	1 208	56.0%	4.0%	1 208	100.0%	4.0%	-	-	-	465	62.0%	5.0%
<b>Age</b>												
<b>15 à 24 ans</b>	213	9.0%	2.0%	108	8.0%	2.0%	105	11.0%	2.0%	108	14.0%	3.0%
<b>25 à 34 ans</b>	293	13.0%	3.0%	185	15.0%	5.0%	107	11.0%	2.0%	130	17.0%	4.0%
<b>35 à 49 ans</b>	359	16.0%	2.0%	207	17.0%	3.0%	152	16.0%	2.0%	216	29.0%	3.0%
<b>50 à 59 ans</b>	243	11.0%	2.0%	133	11.0%	3.0%	109	11.0%	2.0%	140	19.0%	3.0%
<b>60 ans et plus</b>	1 043	48.0%	6.0%	575	47.0%	7.0%	468	49.0%	5.0%	146	19.0%	9.0%
<b>Individu</b>												
<b>Ménagères</b>	842	39.0%	3.0%	-	-	-	842	89.0%	3.0%	222	30.0%	3.0%
<b>Personne de référence</b>	1 347	62.0%	4.0%	1 050	86.0%	5.0%	297	31.0%	4.0%	449	60.0%	5.0%
<b>Responsable des achats</b>	1 531	71.0%	4.0%	693	57.0%	5.0%	838	89.0%	3.0%	441	59.0%	3.0%
<b>Pcs individu</b>												
<b>Affaires et cadres</b>	315	14.0%	6.0%	214	17.0%	7.0%	101	10.0%	4.0%	281	37.0%	6.0%
<b>Agriculteurs</b>	18	0.0%	3.0%	11	0.0%	3.0%	7	0.0%	3.0%	-	-	-
<b>Autres inactifs</b>	353	16.0%	3.0%	131	10.0%	3.0%	222	23.0%	3.0%	112	15.0%	3.0%
<b>Employés</b>	220	10.0%	2.0%	104	8.0%	4.0%	116	12.0%	1.0%	51	6.0%	2.0%
<b>Ouvriers</b>	128	5.0%	2.0%	106	8.0%	2.0%	22	2.0%	1.0%	6	0.0%	1.0%
<b>Petits patrons</b>	96	4.0%	5.0%	78	6.0%	6.0%	18	1.0%	3.0%	96	12.0%	6.0%
<b>Professions intermédiaires</b>	207	9.0%	2.0%	118	9.0%	3.0%	90	9.0%	2.0%	188	25.0%	3.0%
<b>Retraités</b>	813	37.0%	6.0%	445	36.0%	7.0%	368	39.0%	5.0%	7	0.0%	3.0%
<b>Pcs personne de référence</b>												
<b>Affaires et cadres</b>	393	18.0%	5.0%	241	19.0%	6.0%	152	16.0%	4.0%	393	53.0%	5.0%
<b>Agriculteurs</b>	31	1.0%	4.0%	11	0.0%	3.0%	19	2.0%	4.0%	-	-	-
<b>Autres inactifs</b>	118	5.0%	3.0%	46	3.0%	2.0%	72	7.0%	3.0%	-	-	-
<b>Employés</b>	172	8.0%	3.0%	94	7.0%	3.0%	78	8.0%	2.0%	-	-	-
<b>Ouvriers</b>	182	8.0%	1.0%	123	10.0%	2.0%	59	6.0%	1.0%	-	-	-
<b>Petits patrons</b>	124	5.0%	4.0%	93	7.0%	6.0%	30	3.0%	2.0%	124	16.0%	4.0%
<b>Professions intermédiaires</b>	224	10.0%	2.0%	131	10.0%	3.0%	93	9.0%	2.0%	224	30.0%	2.0%
<b>Retraités</b>	907	42.0%	6.0%	468	38.0%	7.0%	439	46.0%	5.0%	-	-	-



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	2 150	100.0%	4.1%	1 208	100.0%	4.8%	942	100.0%	3.5%	741	100.0%	4.2%
<b>Taille du foyer</b>												
<b>1 personne</b>	450	20.0%	4.0%	234	19.0%	5.0%	216	22.0%	3.0%	128	17.0%	5.0%
<b>2 personnes</b>	999	46.0%	5.0%	554	45.0%	6.0%	445	47.0%	4.0%	229	30.0%	5.0%
<b>3 personnes</b>	271	12.0%	2.0%	165	13.0%	3.0%	106	11.0%	2.0%	140	18.0%	3.0%
<b>4 personnes</b>	275	12.0%	2.0%	169	14.0%	3.0%	106	11.0%	2.0%	176	23.0%	3.0%
<b>5 personnes et +</b>	155	7.0%	2.0%	86	7.0%	3.0%	68	7.0%	2.0%	68	9.0%	2.0%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Non</b>	1 729	80.0%	4.0%	981	81.0%	5.0%	748	79.0%	3.0%	521	70.0%	5.0%
<b>Oui</b>	422	19.0%	2.0%	227	18.0%	3.0%	194	20.0%	2.0%	220	29.0%	2.0%
<b>Habitat</b>												
<b>Agglo. + 100 000 hab</b>	669	31.0%	4.0%	396	32.0%	5.0%	273	29.0%	3.0%	210	28.0%	3.0%
<b>Agglo. 20 000 à 100 000 hab</b>	289	13.0%	4.0%	149	12.0%	4.0%	140	14.0%	3.0%	82	11.0%	4.0%
<b>Agglo. - 20 000 hab</b>	246	11.0%	2.0%	144	11.0%	3.0%	102	10.0%	2.0%	50	6.0%	1.0%
<b>Agglo. paris</b>	620	28.0%	7.0%	338	27.0%	8.0%	283	30.0%	6.0%	293	39.0%	7.0%
<b>Communes rurales</b>	326	15.0%	2.0%	182	15.0%	3.0%	144	15.0%	2.0%	106	14.0%	3.0%

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	2 150	100.0%	4.1%	1 208	100.0%	4.8%	942	100.0%	3.5%	741	100.0%	4.2%
<b>Régions insee</b>												
Alsace	38	1.0%	2.0%	24	1.0%	3.0%	14	1.0%	1.0%	16	2.0%	3.0%
Aquitaine	137	6.0%	4.0%	91	7.0%	6.0%	46	4.0%	3.0%	36	4.0%	4.0%
Auvergne	38	1.0%	3.0%	27	2.0%	4.0%	11	1.0%	1.0%	10	1.0%	3.0%
Basse normandie	34	1.0%	2.0%	18	1.0%	3.0%	15	1.0%	2.0%	19	2.0%	5.0%
Bourgogne	43	2.0%	3.0%	21	1.0%	3.0%	22	2.0%	3.0%	11	1.0%	2.0%
Bretagne	73	3.0%	2.0%	37	3.0%	2.0%	36	3.0%	2.0%	26	3.0%	3.0%
Centre	60	2.0%	2.0%	31	2.0%	3.0%	29	3.0%	2.0%	14	1.0%	2.0%
Champagne ardennes	33	1.0%	3.0%	21	1.0%	4.0%	12	1.0%	2.0%	12	1.0%	3.0%
Franche-comté	22	1.0%	2.0%	10	0.0%	2.0%	12	1.0%	2.0%	7	0.0%	2.0%
Haute normandie	39	1.0%	2.0%	25	2.0%	3.0%	14	1.0%	1.0%	13	1.0%	3.0%
Ile de france	660	30.0%	6.0%	359	29.0%	7.0%	301	32.0%	6.0%	296	40.0%	6.0%
Languedoc roussillon	126	5.0%	5.0%	74	6.0%	6.0%	52	5.0%	4.0%	35	4.0%	4.0%
Limousin	24	1.0%	3.0%	13	1.0%	4.0%	11	1.0%	3.0%	6	0.0%	3.0%
Lorraine	50	2.0%	2.0%	34	2.0%	3.0%	16	1.0%	1.0%	27	3.0%	5.0%
Midi pyrénées	104	4.0%	4.0%	54	4.0%	4.0%	50	5.0%	3.0%	21	2.0%	2.0%
Nord pas de calais	74	3.0%	2.0%	37	3.0%	2.0%	36	3.0%	2.0%	28	3.0%	3.0%
Pays de loire	73	3.0%	2.0%	50	4.0%	3.0%	23	2.0%	1.0%	19	2.0%	2.0%
Picardie	58	2.0%	3.0%	38	3.0%	5.0%	19	2.0%	2.0%	11	1.0%	2.0%
Poitou charentes	49	2.0%	3.0%	23	1.0%	3.0%	26	2.0%	3.0%	11	1.0%	2.0%
Provence alpes côte d'azur, corse	194	9.0%	4.0%	105	8.0%	5.0%	88	9.0%	3.0%	44	6.0%	3.0%
Rhône alpes	222	10.0%	4.0%	117	9.0%	4.0%	105	11.0%	3.0%	81	10.0%	3.0%
<b>Habitudes de connection à internet</b>												
1 à 2 fois par semaine	56	2.0%	1.0%	13	1.0%	1.0%	43	4.0%	2.0%	14	1.0%	2.0%
1 à 3 fois par mois	19	0.0%	5.0%	11	0.0%	6.0%	8	0.0%	3.0%	-	-	-
Moins souvent	14	0.0%	10.0%	13	1.0%	24.0%	0	0.0%	0.0%	1	0.0%	8.0%
Presque tous les jours	191	8.0%	3.0%	99	8.0%	3.0%	92	9.0%	2.0%	29	3.0%	2.0%
Tous les jours	1 871	87.0%	4.0%	1 072	88.0%	5.0%	799	84.0%	3.0%	697	94.0%	4.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	2 150	100.0%	4.1%	1 208	100.0%	4.8%	942	100.0%	3.5%	741	100.0%	4.2%
<b>Revenus du foyer</b>												
<b>65 000 euros et plus par an</b>	427	19.0%	10.0%	295	24.0%	11.0%	132	14.0%	7.0%	269	36.0%	9.0%
<b>De 12 000 à moins de 18 000 euros par an</b>	114	5.0%	2.0%	51	4.0%	2.0%	63	6.0%	2.0%	26	3.0%	3.0%
<b>De 18 000 à moins de 24 000 euros par an</b>	217	10.0%	3.0%	105	8.0%	3.0%	111	11.0%	2.0%	39	5.0%	2.0%
<b>De 24 000 à moins de 36 000 euros par an</b>	397	18.0%	3.0%	244	20.0%	4.0%	154	16.0%	2.0%	100	13.0%	2.0%
<b>De 36 000 à moins de 45 000 euros par an</b>	266	12.0%	3.0%	140	11.0%	3.0%	126	13.0%	3.0%	85	11.0%	2.0%
<b>De 45 000 à moins de 65 000 euros par an</b>	454	21.0%	5.0%	256	21.0%	5.0%	198	21.0%	5.0%	173	23.0%	4.0%
<b>De 9 000 à moins de 12 000 euros par an</b>	74	3.0%	3.0%	27	2.0%	3.0%	47	5.0%	3.0%	7	1.0%	3.0%
<b>Moins de 9 000 euros par an</b>	44	2.0%	3.0%	15	1.0%	2.0%	30	3.0%	4.0%	8	1.0%	4.0%
<b>Ne sait pas</b>	54	2.0%	2.0%	23	1.0%	2.0%	31	3.0%	2.0%	16	2.0%	1.0%
<b>Refus</b>	103	4.0%	4.0%	53	4.0%	5.0%	50	5.0%	3.0%	18	2.0%	2.0%