

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	2 141	100.0%	4.1%	1 129	100.0%	4.5%	1 012	100.0%	3.7%	901	100.0%	5.1%
<b>Sexe</b>												
<b>Femme</b>	1 012	47.0%	3.0%	-	-	-	1 012	100.0%	3.0%	379	42.0%	4.0%
<b>Homme</b>	1 129	52.0%	4.0%	1 129	100.0%	4.0%	-	-	-	522	57.0%	5.0%
<b>Age</b>												
<b>15 à 24 ans</b>	599	28.0%	8.0%	305	27.0%	8.0%	294	29.0%	8.0%	301	33.0%	9.0%
<b>25 à 34 ans</b>	303	14.0%	4.0%	164	14.0%	4.0%	139	13.0%	3.0%	123	13.0%	3.0%
<b>35 à 49 ans</b>	400	18.0%	3.0%	218	19.0%	3.0%	182	17.0%	2.0%	222	24.0%	3.0%
<b>50 à 59 ans</b>	223	10.0%	2.0%	105	9.0%	2.0%	117	11.0%	2.0%	132	14.0%	3.0%
<b>60 ans et plus</b>	617	28.0%	3.0%	337	29.0%	4.0%	280	27.0%	3.0%	124	13.0%	7.0%
<b>Individu</b>												
<b>Ménagères</b>	711	33.0%	3.0%	-	-	-	711	70.0%	3.0%	227	25.0%	3.0%
<b>Personne de référence</b>	1 057	49.0%	3.0%	802	71.0%	3.0%	255	25.0%	3.0%	393	43.0%	4.0%
<b>Responsable des achats</b>	1 287	60.0%	3.0%	565	50.0%	4.0%	722	71.0%	3.0%	452	50.0%	4.0%
<b>Pcs individu</b>												
<b>Affaires et cadres</b>	314	14.0%	6.0%	197	17.0%	6.0%	117	11.0%	5.0%	275	30.0%	6.0%
<b>Agriculteurs</b>	21	1.0%	4.0%	13	1.0%	4.0%	7	0.0%	3.0%	1	0.0%	3.0%
<b>Autres inactifs</b>	655	30.0%	6.0%	263	23.0%	7.0%	392	38.0%	6.0%	269	29.0%	8.0%
<b>Employés</b>	245	11.0%	2.0%	94	8.0%	4.0%	151	14.0%	2.0%	57	6.0%	3.0%
<b>Ouvriers</b>	164	7.0%	2.0%	131	11.0%	2.0%	32	3.0%	2.0%	25	2.0%	5.0%
<b>Petits patrons</b>	75	3.0%	4.0%	65	5.0%	5.0%	10	0.0%	2.0%	70	7.0%	4.0%
<b>Professions intermédiaires</b>	226	10.0%	3.0%	124	10.0%	3.0%	103	10.0%	2.0%	195	21.0%	3.0%
<b>Retraités</b>	442	20.0%	3.0%	242	21.0%	4.0%	200	19.0%	2.0%	9	1.0%	4.0%
<b>Pcs personne de référence</b>												
<b>Affaires et cadres</b>	447	20.0%	6.0%	262	23.0%	7.0%	185	18.0%	5.0%	447	49.0%	6.0%
<b>Agriculteurs</b>	29	1.0%	3.0%	14	1.0%	3.0%	15	1.0%	3.0%	-	-	-
<b>Autres inactifs</b>	173	8.0%	4.0%	64	5.0%	4.0%	108	10.0%	5.0%	-	-	-
<b>Employés</b>	227	10.0%	4.0%	79	7.0%	3.0%	148	14.0%	4.0%	-	-	-
<b>Ouvriers</b>	262	12.0%	2.0%	158	14.0%	3.0%	104	10.0%	2.0%	-	-	-
<b>Petits patrons</b>	123	5.0%	4.0%	88	7.0%	6.0%	36	3.0%	2.0%	123	13.0%	4.0%
<b>Professions intermédiaires</b>	331	15.0%	4.0%	172	15.0%	4.0%	159	15.0%	4.0%	331	36.0%	4.0%
<b>Retraités</b>	550	25.0%	3.0%	293	25.0%	4.0%	257	25.0%	3.0%	-	-	-



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	2 141	100.0%	4.1%	1 129	100.0%	4.5%	1 012	100.0%	3.7%	901	100.0%	5.1%
<b>Taille du foyer</b>												
<b>1 personne</b>	403	18.0%	4.0%	217	19.0%	5.0%	186	18.0%	3.0%	104	11.0%	4.0%
<b>2 personnes</b>	660	30.0%	3.0%	320	28.0%	3.0%	339	33.0%	3.0%	217	24.0%	5.0%
<b>3 personnes</b>	368	17.0%	3.0%	175	15.0%	3.0%	193	19.0%	4.0%	191	21.0%	4.0%
<b>4 personnes</b>	454	21.0%	4.0%	283	25.0%	6.0%	170	16.0%	3.0%	253	28.0%	5.0%
<b>5 personnes et +</b>	257	12.0%	4.0%	134	11.0%	5.0%	124	12.0%	4.0%	136	15.0%	5.0%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Non</b>	1 567	73.0%	4.0%	820	72.0%	4.0%	746	73.0%	4.0%	613	68.0%	5.0%
<b>Oui</b>	575	26.0%	3.0%	309	27.0%	4.0%	266	26.0%	3.0%	288	32.0%	3.0%
<b>Habitat</b>												
<b>Agglo. + 100 000 hab</b>	714	33.0%	4.0%	391	34.0%	5.0%	323	32.0%	4.0%	295	32.0%	5.0%
<b>Agglo. 20 000 à 100 000 hab</b>	236	11.0%	3.0%	137	12.0%	4.0%	100	9.0%	2.0%	92	10.0%	4.0%
<b>Agglo. - 20 000 hab</b>	284	13.0%	3.0%	152	13.0%	3.0%	132	13.0%	2.0%	113	12.0%	4.0%
<b>Agglo. paris</b>	598	27.0%	6.0%	305	27.0%	7.0%	293	28.0%	6.0%	291	32.0%	7.0%
<b>Communes rurales</b>	309	14.0%	2.0%	145	12.0%	2.0%	164	16.0%	2.0%	110	12.0%	3.0%

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	2 141	100.0%	4.1%	1 129	100.0%	4.5%	1 012	100.0%	3.7%	901	100.0%	5.1%
<b>Régions insee</b>												
Alsace	51	2.0%	3.0%	20	1.0%	2.0%	31	3.0%	3.0%	17	1.0%	3.0%
Aquitaine	92	4.0%	3.0%	47	4.0%	3.0%	46	4.0%	3.0%	34	3.0%	3.0%
Auvergne	44	2.0%	3.0%	20	1.0%	3.0%	24	2.0%	4.0%	16	1.0%	5.0%
Basse normandie	29	1.0%	2.0%	11	1.0%	1.0%	18	1.0%	2.0%	8	0.0%	2.0%
Bourgogne	28	1.0%	2.0%	16	1.0%	2.0%	12	1.0%	1.0%	15	1.0%	4.0%
Bretagne	78	3.0%	2.0%	35	3.0%	2.0%	43	4.0%	3.0%	25	2.0%	3.0%
Centre	78	3.0%	3.0%	46	4.0%	4.0%	31	3.0%	2.0%	29	3.0%	4.0%
Champagne ardennes	31	1.0%	2.0%	19	1.0%	3.0%	12	1.0%	2.0%	11	1.0%	3.0%
Franche-comté	29	1.0%	3.0%	16	1.0%	3.0%	14	1.0%	2.0%	14	1.0%	5.0%
Haute normandie	44	2.0%	3.0%	32	2.0%	4.0%	12	1.0%	1.0%	17	1.0%	3.0%
Ile de france	661	30.0%	6.0%	334	29.0%	7.0%	327	32.0%	6.0%	312	34.0%	7.0%
Languedoc roussillon	83	3.0%	3.0%	59	5.0%	5.0%	24	2.0%	1.0%	26	2.0%	3.0%
Limousin	17	0.0%	2.0%	12	1.0%	4.0%	5	0.0%	1.0%	5	0.0%	3.0%
Lorraine	81	3.0%	4.0%	47	4.0%	5.0%	34	3.0%	3.0%	24	2.0%	4.0%
Midi pyrénées	85	4.0%	3.0%	33	3.0%	2.0%	52	5.0%	4.0%	39	4.0%	4.0%
Nord pas de calais	85	4.0%	2.0%	43	3.0%	2.0%	41	4.0%	2.0%	46	5.0%	4.0%
Pays de loire	88	4.0%	2.0%	38	3.0%	2.0%	50	5.0%	3.0%	50	5.0%	5.0%
Picardie	29	1.0%	1.0%	19	1.0%	2.0%	11	1.0%	1.0%	14	1.0%	3.0%
Poitou charentes	63	2.0%	4.0%	30	2.0%	4.0%	33	3.0%	4.0%	20	2.0%	4.0%
Provence alpes côte d'azur, corse	233	10.0%	5.0%	141	12.0%	6.0%	92	9.0%	4.0%	89	9.0%	5.0%
Rhône alpes	211	9.0%	4.0%	111	9.0%	4.0%	100	9.0%	3.0%	90	10.0%	4.0%
<b>Habitudes de connection à internet</b>												
1 à 2 fois par semaine	60	2.0%	2.0%	28	2.0%	2.0%	32	3.0%	1.0%	10	1.0%	1.0%
1 à 3 fois par mois	6	0.0%	1.0%	5	0.0%	2.0%	1	0.0%	0.0%	1	0.0%	1.0%
Moins souvent	1	0.0%	1.0%	-	-	-	1	0.0%	1.0%	-	-	-
Presque tous les jours	218	10.0%	3.0%	108	9.0%	3.0%	109	10.0%	3.0%	57	6.0%	4.0%
Tous les jours	1 857	86.0%	4.0%	989	87.0%	4.0%	868	85.0%	4.0%	834	92.0%	5.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	2 141	100.0%	4.1%	1 129	100.0%	4.5%	1 012	100.0%	3.7%	901	100.0%	5.1%
<b>Revenus du foyer</b>												
<b>65 000 euros et plus par an</b>	387	18.0%	9.0%	240	21.0%	9.0%	146	14.0%	8.0%	259	28.0%	9.0%
<b>De 12 000 à moins de 18 000 euros par an</b>	140	6.0%	2.0%	57	5.0%	2.0%	83	8.0%	2.0%	26	2.0%	3.0%
<b>De 18 000 à moins de 24 000 euros par an</b>	199	9.0%	2.0%	81	7.0%	2.0%	118	11.0%	3.0%	70	7.0%	4.0%
<b>De 24 000 à moins de 36 000 euros par an</b>	380	17.0%	3.0%	209	18.0%	3.0%	171	16.0%	2.0%	135	15.0%	3.0%
<b>De 36 000 à moins de 45 000 euros par an</b>	231	10.0%	3.0%	121	10.0%	3.0%	110	10.0%	2.0%	112	12.0%	3.0%
<b>De 45 000 à moins de 65 000 euros par an</b>	369	17.0%	4.0%	214	19.0%	5.0%	155	15.0%	4.0%	165	18.0%	4.0%
<b>De 9 000 à moins de 12 000 euros par an</b>	100	4.0%	5.0%	33	2.0%	4.0%	67	6.0%	5.0%	10	1.0%	4.0%
<b>Moins de 9 000 euros par an</b>	67	3.0%	4.0%	34	3.0%	5.0%	33	3.0%	4.0%	3	0.0%	1.0%
<b>Ne sait pas</b>	94	4.0%	6.0%	49	4.0%	6.0%	45	4.0%	5.0%	44	4.0%	6.0%
<b>Refus</b>	174	8.0%	4.0%	92	8.0%	6.0%	82	8.0%	4.0%	78	8.0%	5.0%