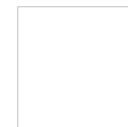
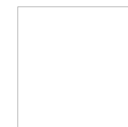


	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	1 607	100.0%	3.1%	941	100.0%	3.7%	666	100.0%	2.4%	679	100.0%	3.8%
<b>Sexe</b>												
<b>Femme</b>	666	41.0%	2.0%	-	-	-	666	100.0%	2.0%	247	36.0%	2.0%
<b>Homme</b>	941	58.0%	3.0%	941	100.0%	3.0%	-	-	-	432	63.0%	4.0%
<b>Age</b>												
<b>15 à 24 ans</b>	131	8.0%	1.0%	78	8.0%	2.0%	53	7.0%	1.0%	64	9.0%	2.0%
<b>25 à 34 ans</b>	148	9.0%	1.0%	91	9.0%	2.0%	57	8.0%	1.0%	85	12.0%	2.0%
<b>35 à 49 ans</b>	409	25.0%	3.0%	257	27.0%	4.0%	152	22.0%	2.0%	273	40.0%	4.0%
<b>50 à 59 ans</b>	350	21.0%	4.0%	190	20.0%	4.0%	160	24.0%	3.0%	183	27.0%	5.0%
<b>60 ans et plus</b>	568	35.0%	3.0%	324	34.0%	4.0%	244	36.0%	2.0%	74	10.0%	4.0%
<b>Individu</b>												
<b>Ménagères</b>	605	37.0%	2.0%	-	-	-	605	90.0%	2.0%	213	31.0%	3.0%
<b>Personne de référence</b>	955	59.0%	3.0%	825	87.0%	4.0%	129	19.0%	1.0%	405	59.0%	4.0%
<b>Responsable des achats</b>	1 112	69.0%	3.0%	534	56.0%	4.0%	578	86.0%	2.0%	452	66.0%	4.0%
<b>Pcs individu</b>												
<b>Affaires et cadres</b>	287	17.0%	5.0%	187	19.0%	6.0%	100	15.0%	4.0%	255	37.0%	5.0%
<b>Agriculteurs</b>	17	1.0%	3.0%	10	1.0%	3.0%	7	1.0%	3.0%	-	-	-
<b>Autres inactifs</b>	213	13.0%	2.0%	79	8.0%	2.0%	134	20.0%	2.0%	75	11.0%	2.0%
<b>Employés</b>	176	11.0%	2.0%	70	7.0%	3.0%	106	15.0%	1.0%	41	6.0%	2.0%
<b>Ouvriers</b>	133	8.0%	2.0%	119	12.0%	2.0%	15	2.0%	1.0%	17	2.0%	3.0%
<b>Petits patrons</b>	103	6.0%	6.0%	82	8.0%	6.0%	21	3.0%	5.0%	97	14.0%	6.0%
<b>Professions intermédiaires</b>	225	14.0%	3.0%	131	14.0%	3.0%	93	14.0%	2.0%	191	28.0%	3.0%
<b>Retraités</b>	453	28.0%	3.0%	263	27.0%	4.0%	190	28.0%	2.0%	2	0.0%	1.0%
<b>Pcs personne de référence</b>												
<b>Affaires et cadres</b>	329	20.0%	4.0%	199	21.0%	5.0%	130	19.0%	3.0%	329	48.0%	4.0%
<b>Agriculteurs</b>	26	1.0%	3.0%	10	1.0%	2.0%	16	2.0%	3.0%	-	-	-
<b>Autres inactifs</b>	62	3.0%	1.0%	35	3.0%	2.0%	27	4.0%	1.0%	-	-	-
<b>Employés</b>	141	8.0%	2.0%	62	6.0%	2.0%	79	11.0%	2.0%	-	-	-
<b>Ouvriers</b>	191	11.0%	2.0%	127	13.0%	2.0%	64	9.0%	1.0%	-	-	-
<b>Petits patrons</b>	119	7.0%	4.0%	90	9.0%	6.0%	29	4.0%	2.0%	119	17.0%	4.0%
<b>Professions intermédiaires</b>	231	14.0%	2.0%	144	15.0%	3.0%	88	13.0%	2.0%	231	34.0%	2.0%
<b>Retraités</b>	508	31.0%	3.0%	275	29.0%	4.0%	233	35.0%	2.0%	-	-	-



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	1 607	100.0%	3.1%	941	100.0%	3.7%	666	100.0%	2.4%	679	100.0%	3.8%
<b>Taille du foyer</b>												
<b>1 personne</b>	228	14.0%	2.0%	135	14.0%	3.0%	93	13.0%	1.0%	84	12.0%	3.0%
<b>2 personnes</b>	675	42.0%	3.0%	376	39.0%	4.0%	299	44.0%	3.0%	155	22.0%	3.0%
<b>3 personnes</b>	245	15.0%	2.0%	140	14.0%	3.0%	105	15.0%	2.0%	146	21.0%	3.0%
<b>4 personnes</b>	288	17.0%	3.0%	179	19.0%	3.0%	109	16.0%	2.0%	204	30.0%	4.0%
<b>5 personnes et +</b>	171	10.0%	3.0%	110	11.0%	4.0%	61	9.0%	2.0%	91	13.0%	3.0%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Non</b>	1 159	72.0%	3.0%	670	71.0%	3.0%	489	73.0%	2.0%	405	59.0%	3.0%
<b>Oui</b>	448	27.0%	2.0%	270	28.0%	3.0%	177	26.0%	2.0%	274	40.0%	3.0%
<b>Habitat</b>												
<b>Agglo. + 100 000 hab</b>	525	32.0%	3.0%	322	34.0%	4.0%	203	30.0%	2.0%	242	35.0%	4.0%
<b>Agglo. 20 000 à 100 000 hab</b>	225	14.0%	3.0%	127	13.0%	3.0%	98	14.0%	2.0%	87	12.0%	4.0%
<b>Agglo. - 20 000 hab</b>	267	16.0%	3.0%	149	15.0%	3.0%	117	17.0%	2.0%	81	12.0%	3.0%
<b>Agglo. paris</b>	332	20.0%	3.0%	206	21.0%	4.0%	126	19.0%	2.0%	186	27.0%	4.0%
<b>Communes rurales</b>	258	16.0%	2.0%	138	14.0%	2.0%	120	18.0%	1.0%	83	12.0%	2.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	1 607	100.0%	3.1%	941	100.0%	3.7%	666	100.0%	2.4%	679	100.0%	3.8%
<b>Régions insee</b>												
Alsace	60	3.0%	3.0%	31	3.0%	4.0%	30	4.0%	3.0%	29	4.0%	6.0%
Aquitaine	53	3.0%	1.0%	30	3.0%	2.0%	23	3.0%	1.0%	25	3.0%	2.0%
Auvergne	23	1.0%	2.0%	10	1.0%	1.0%	13	2.0%	2.0%	12	1.0%	4.0%
Basse normandie	18	1.0%	1.0%	11	1.0%	2.0%	7	1.0%	1.0%	11	1.0%	3.0%
Bourgogne	49	3.0%	3.0%	33	3.0%	5.0%	16	2.0%	2.0%	16	2.0%	4.0%
Bretagne	78	4.0%	2.0%	44	4.0%	3.0%	35	5.0%	2.0%	22	3.0%	2.0%
Centre	67	4.0%	3.0%	37	4.0%	3.0%	29	4.0%	2.0%	23	3.0%	3.0%
Champagne ardennes	38	2.0%	3.0%	23	2.0%	4.0%	15	2.0%	2.0%	11	1.0%	3.0%
Franche-comté	32	2.0%	3.0%	13	1.0%	2.0%	18	2.0%	3.0%	15	2.0%	5.0%
Haute normandie	51	3.0%	3.0%	26	2.0%	3.0%	24	3.0%	3.0%	14	2.0%	3.0%
Ile de france	381	23.0%	3.0%	226	24.0%	4.0%	155	23.0%	3.0%	199	29.0%	4.0%
Languedoc roussillon	51	3.0%	2.0%	34	3.0%	3.0%	16	2.0%	1.0%	22	3.0%	3.0%
Limousin	22	1.0%	3.0%	11	1.0%	3.0%	11	1.0%	3.0%	4	0.0%	2.0%
Lorraine	54	3.0%	2.0%	31	3.0%	3.0%	23	3.0%	2.0%	14	2.0%	2.0%
Midi pyrénées	54	3.0%	2.0%	24	2.0%	2.0%	29	4.0%	2.0%	19	2.0%	2.0%
Nord pas de calais	86	5.0%	2.0%	56	6.0%	3.0%	29	4.0%	1.0%	44	6.0%	4.0%
Pays de loire	90	5.0%	3.0%	56	6.0%	3.0%	34	5.0%	2.0%	25	3.0%	2.0%
Picardie	29	1.0%	1.0%	19	2.0%	2.0%	10	1.0%	1.0%	11	1.0%	2.0%
Poitou charentes	41	2.0%	2.0%	18	2.0%	2.0%	22	3.0%	2.0%	20	3.0%	4.0%
Provence alpes côte d'azur, corse	157	9.0%	3.0%	101	10.0%	4.0%	56	8.0%	2.0%	73	10.0%	4.0%
Rhône alpes	175	10.0%	3.0%	106	11.0%	4.0%	68	10.0%	2.0%	68	10.0%	3.0%
<b>Habitudes de connection à internet</b>												
1 à 2 fois par semaine	59	3.0%	2.0%	36	3.0%	2.0%	24	3.0%	1.0%	15	2.0%	2.0%
1 à 3 fois par mois	10	0.0%	2.0%	9	1.0%	5.0%	1	0.0%	0.0%	1	0.0%	2.0%
Moins souvent	1	0.0%	1.0%	-	-	-	1	0.0%	1.0%	-	-	-
Presque tous les jours	120	7.0%	2.0%	61	6.0%	2.0%	60	9.0%	1.0%	31	4.0%	2.0%
Tous les jours	1 416	88.0%	3.0%	835	88.0%	4.0%	581	87.0%	2.0%	632	93.0%	4.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	1 607	100.0%	3.1%	941	100.0%	3.7%	666	100.0%	2.4%	679	100.0%	3.8%
<b>Revenus du foyer</b>												
<b>65 000 euros et plus par an</b>	284	17.0%	6.0%	200	21.0%	7.0%	84	12.0%	4.0%	203	29.0%	7.0%
<b>De 12 000 à moins de 18 000 euros par an</b>	74	4.0%	1.0%	35	3.0%	1.0%	39	5.0%	1.0%	5	0.0%	0.0%
<b>De 18 000 à moins de 24 000 euros par an</b>	128	8.0%	1.0%	76	8.0%	2.0%	52	7.0%	1.0%	41	6.0%	2.0%
<b>De 24 000 à moins de 36 000 euros par an</b>	344	21.0%	2.0%	178	19.0%	3.0%	166	24.0%	2.0%	80	11.0%	2.0%
<b>De 36 000 à moins de 45 000 euros par an</b>	213	13.0%	2.0%	112	11.0%	2.0%	102	15.0%	2.0%	92	13.0%	3.0%
<b>De 45 000 à moins de 65 000 euros par an</b>	348	21.0%	4.0%	224	23.0%	5.0%	123	18.0%	3.0%	199	29.0%	5.0%
<b>De 9 000 à moins de 12 000 euros par an</b>	32	2.0%	1.0%	15	1.0%	1.0%	17	2.0%	1.0%	1	0.0%	0.0%
<b>Moins de 9 000 euros par an</b>	15	0.0%	1.0%	7	0.0%	1.0%	7	1.0%	1.0%	1	0.0%	0.0%
<b>Ne sait pas</b>	38	2.0%	2.0%	27	2.0%	3.0%	10	1.0%	1.0%	13	1.0%	2.0%
<b>Refus</b>	131	8.0%	3.0%	66	7.0%	4.0%	65	9.0%	3.0%	44	6.0%	3.0%