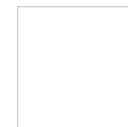


	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 217	100.0%	2.3%	437	100.0%	1.7%	781	100.0%	2.9%	404	100.0%	2.3%
Sexe												
Femme	781	64.0%	2.0%	-	-	-	781	100.0%	2.0%	248	61.0%	2.0%
Homme	437	35.0%	1.0%	437	100.0%	1.0%	-	-	-	157	38.0%	1.0%
Age												
15 à 24 ans	89	7.0%	1.0%	39	9.0%	1.0%	50	6.0%	1.0%	39	9.0%	1.0%
25 à 34 ans	77	6.0%	1.0%	38	8.0%	1.0%	39	5.0%	1.0%	41	10.0%	1.0%
35 à 49 ans	248	20.0%	2.0%	110	25.0%	1.0%	139	17.0%	2.0%	151	37.0%	2.0%
50 à 59 ans	227	18.0%	2.0%	91	20.0%	2.0%	136	17.0%	3.0%	119	29.0%	3.0%
60 ans et plus	576	47.0%	3.0%	159	36.0%	2.0%	417	53.0%	4.0%	55	13.0%	3.0%
Individu												
Ménagères	738	60.0%	3.0%	-	-	-	738	94.0%	3.0%	229	56.0%	3.0%
Personne de référence	581	47.0%	2.0%	382	87.0%	1.0%	199	25.0%	2.0%	176	43.0%	2.0%
Responsable des achats	956	78.0%	2.0%	246	56.0%	1.0%	710	90.0%	3.0%	307	75.0%	2.0%
Pcs individu												
Affaires et cadres	148	12.0%	2.0%	64	14.0%	2.0%	84	10.0%	3.0%	138	34.0%	3.0%
Agriculteurs	7	0.0%	1.0%	5	1.0%	1.0%	2	0.0%	1.0%	0	0.0%	1.0%
Autres inactifs	211	17.0%	2.0%	63	14.0%	1.0%	148	18.0%	2.0%	51	12.0%	1.0%
Employés	140	11.0%	1.0%	34	7.0%	1.0%	106	13.0%	1.0%	42	10.0%	2.0%
Ouvriers	112	9.0%	1.0%	80	18.0%	1.0%	32	4.0%	2.0%	10	2.0%	2.0%
Petits patrons	40	3.0%	2.0%	21	4.0%	1.0%	18	2.0%	4.0%	36	8.0%	2.0%
Professions intermédiaires	155	12.0%	2.0%	52	11.0%	1.0%	103	13.0%	2.0%	123	30.0%	2.0%
Retraités	405	33.0%	3.0%	118	26.0%	2.0%	288	36.0%	4.0%	4	1.0%	1.0%
Pcs personne de référence												
Affaires et cadres	205	16.0%	2.0%	76	17.0%	2.0%	128	16.0%	3.0%	205	50.0%	2.0%
Agriculteurs	9	0.0%	1.0%	5	1.0%	1.0%	4	0.0%	0.0%	-	-	-
Autres inactifs	79	6.0%	2.0%	36	8.0%	2.0%	43	5.0%	2.0%	-	-	-
Employés	69	5.0%	1.0%	25	5.0%	1.0%	44	5.0%	1.0%	-	-	-
Ouvriers	157	12.0%	1.0%	87	19.0%	1.0%	70	9.0%	1.0%	-	-	-
Petits patrons	59	4.0%	2.0%	27	6.0%	1.0%	32	4.0%	2.0%	59	14.0%	2.0%
Professions intermédiaires	140	11.0%	1.0%	53	12.0%	1.0%	87	11.0%	2.0%	140	34.0%	1.0%
Retraités	500	41.0%	3.0%	127	29.0%	1.0%	373	47.0%	4.0%	-	-	-



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 217	100.0%	2.3%	437	100.0%	1.7%	781	100.0%	2.9%	404	100.0%	2.3%
Taille du foyer												
1 personne	223	18.0%	2.0%	55	12.0%	1.0%	168	21.0%	3.0%	52	13.0%	2.0%
2 personnes	601	49.0%	3.0%	202	46.0%	2.0%	399	51.0%	4.0%	120	29.0%	2.0%
3 personnes	149	12.0%	1.0%	83	18.0%	1.0%	66	8.0%	1.0%	70	17.0%	1.0%
4 personnes	153	12.0%	1.0%	61	13.0%	1.0%	92	11.0%	2.0%	97	24.0%	2.0%
5 personnes et +	93	7.0%	1.0%	37	8.0%	1.0%	56	7.0%	1.0%	64	15.0%	2.0%
Présence d'enfants de moins de 15 ans												
Non	958	78.0%	2.0%	333	76.0%	1.0%	625	80.0%	3.0%	240	59.0%	2.0%
Oui	260	21.0%	1.0%	104	23.0%	1.0%	156	20.0%	1.0%	164	40.0%	2.0%
Habitat												
Agglo. + 100 000 hab	408	33.0%	2.0%	166	38.0%	2.0%	241	30.0%	3.0%	120	29.0%	2.0%
Agglo. 20 000 à 100 000 hab	125	10.0%	1.0%	46	10.0%	1.0%	80	10.0%	2.0%	48	11.0%	2.0%
Agglo. - 20 000 hab	260	21.0%	2.0%	84	19.0%	1.0%	176	22.0%	3.0%	86	21.0%	3.0%
Agglo. paris	202	16.0%	2.0%	75	17.0%	1.0%	127	16.0%	2.0%	86	21.0%	2.0%
Communes rurales	222	18.0%	1.0%	66	15.0%	1.0%	156	20.0%	2.0%	64	15.0%	1.0%

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 217	100.0%	2.3%	437	100.0%	1.7%	781	100.0%	2.9%	404	100.0%	2.3%
Régions insee												
Alsace	48	3.0%	3.0%	16	3.0%	2.0%	32	4.0%	4.0%	13	3.0%	2.0%
Aquitaine	57	4.0%	2.0%	27	6.0%	2.0%	31	3.0%	2.0%	18	4.0%	2.0%
Auvergne	22	1.0%	1.0%	4	0.0%	0.0%	19	2.0%	3.0%	9	2.0%	3.0%
Basse normandie	16	1.0%	1.0%	3	0.0%	0.0%	13	1.0%	2.0%	6	1.0%	1.0%
Bourgogne	67	5.0%	4.0%	13	2.0%	2.0%	54	6.0%	7.0%	12	2.0%	3.0%
Bretagne	49	4.0%	1.0%	9	2.0%	0.0%	40	5.0%	2.0%	11	2.0%	1.0%
Centre	55	4.0%	2.0%	33	7.0%	3.0%	22	2.0%	2.0%	14	3.0%	2.0%
Champagne ardennes	12	1.0%	1.0%	8	1.0%	1.0%	4	0.0%	0.0%	4	1.0%	1.0%
Franche-comté	17	1.0%	1.0%	9	2.0%	1.0%	8	1.0%	1.0%	9	2.0%	3.0%
Haute normandie	20	1.0%	1.0%	4	0.0%	0.0%	17	2.0%	2.0%	8	2.0%	1.0%
Ile de france	235	19.0%	2.0%	81	18.0%	1.0%	154	19.0%	3.0%	100	24.0%	2.0%
Languedoc roussillon	42	3.0%	1.0%	10	2.0%	0.0%	31	4.0%	2.0%	18	4.0%	2.0%
Limousin	8	0.0%	1.0%	6	1.0%	2.0%	2	0.0%	0.0%	4	0.0%	2.0%
Lorraine	62	5.0%	3.0%	25	5.0%	2.0%	37	4.0%	3.0%	19	4.0%	3.0%
Midi pyrénées	47	3.0%	1.0%	18	4.0%	1.0%	29	3.0%	2.0%	14	3.0%	1.0%
Nord pas de calais	63	5.0%	2.0%	18	4.0%	1.0%	45	5.0%	2.0%	16	4.0%	1.0%
Pays de loire	81	6.0%	2.0%	27	6.0%	1.0%	54	6.0%	3.0%	17	4.0%	1.0%
Picardie	39	3.0%	2.0%	13	3.0%	1.0%	26	3.0%	3.0%	13	3.0%	3.0%
Poitou charentes	43	3.0%	2.0%	18	4.0%	2.0%	26	3.0%	3.0%	10	2.0%	2.0%
Provence alpes côte d'azur, corse	97	7.0%	2.0%	37	8.0%	1.0%	60	7.0%	2.0%	27	6.0%	1.0%
Rhône alpes	137	11.0%	2.0%	59	13.0%	2.0%	77	9.0%	2.0%	63	15.0%	3.0%
Habitudes de connection à internet												
1 à 2 fois par semaine	106	8.0%	3.0%	37	8.0%	3.0%	69	8.0%	3.0%	12	2.0%	2.0%
1 à 3 fois par mois	2	0.0%	0.0%	1	0.0%	0.0%	1	0.0%	0.0%	2	0.0%	3.0%
Moins souvent	10	0.0%	9.0%	-	-	-	10	1.0%	13.0%	4	1.0%	16.0%
Presque tous les jours	148	12.0%	2.0%	54	12.0%	2.0%	94	12.0%	2.0%	32	8.0%	2.0%
Tous les jours	951	78.0%	2.0%	344	78.0%	1.0%	607	77.0%	2.0%	354	87.0%	2.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 217	100.0%	2.3%	437	100.0%	1.7%	781	100.0%	2.9%	404	100.0%	2.3%
Revenus du foyer												
65 000 euros et plus par an	133	10.0%	3.0%	51	11.0%	2.0%	81	10.0%	4.0%	91	22.0%	3.0%
De 12 000 à moins de 18 000 euros par an	97	7.0%	1.0%	31	7.0%	1.0%	66	8.0%	2.0%	10	2.0%	1.0%
De 18 000 à moins de 24 000 euros par an	126	10.0%	1.0%	41	9.0%	1.0%	85	10.0%	2.0%	33	8.0%	2.0%
De 24 000 à moins de 36 000 euros par an	244	20.0%	2.0%	96	22.0%	1.0%	148	19.0%	2.0%	56	13.0%	1.0%
De 36 000 à moins de 45 000 euros par an	161	13.0%	2.0%	58	13.0%	1.0%	103	13.0%	2.0%	65	16.0%	2.0%
De 45 000 à moins de 65 000 euros par an	243	20.0%	3.0%	97	22.0%	2.0%	146	18.0%	4.0%	98	24.0%	2.0%
De 9 000 à moins de 12 000 euros par an	55	4.0%	2.0%	18	4.0%	2.0%	37	4.0%	3.0%	2	0.0%	0.0%
Moins de 9 000 euros par an	32	2.0%	2.0%	4	1.0%	0.0%	28	3.0%	3.0%	3	0.0%	1.0%
Ne sait pas	36	3.0%	2.0%	16	3.0%	2.0%	21	2.0%	2.0%	14	3.0%	2.0%
Refus	90	7.0%	2.0%	25	5.0%	1.0%	65	8.0%	3.0%	32	7.0%	2.0%