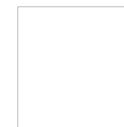


	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	1 619	100.0%	3.1%	778	100.0%	3.1%	841	100.0%	3.1%	426	100.0%	2.4%
<b>Sexe</b>												
<b>Femme</b>	841	52.0%	3.0%	-	-	-	841	100.0%	3.0%	185	43.0%	2.0%
<b>Homme</b>	778	48.0%	3.0%	778	100.0%	3.0%	-	-	-	240	56.0%	2.0%
<b>Age</b>												
<b>15 à 24 ans</b>	142	8.0%	1.0%	74	9.0%	2.0%	68	8.0%	1.0%	55	12.0%	1.0%
<b>25 à 34 ans</b>	108	6.0%	1.0%	59	7.0%	1.0%	48	5.0%	1.0%	52	12.0%	1.0%
<b>35 à 49 ans</b>	383	23.0%	3.0%	206	26.0%	3.0%	177	21.0%	2.0%	144	33.0%	2.0%
<b>50 à 59 ans</b>	283	17.0%	3.0%	124	15.0%	2.0%	159	18.0%	3.0%	119	27.0%	3.0%
<b>60 ans et plus</b>	703	43.0%	4.0%	314	40.0%	4.0%	389	46.0%	4.0%	56	13.0%	3.0%
<b>Individu</b>												
<b>Ménagères</b>	769	47.0%	3.0%	-	-	-	769	91.0%	3.0%	153	36.0%	2.0%
<b>Personne de référence</b>	884	54.0%	3.0%	695	89.0%	3.0%	189	22.0%	2.0%	242	56.0%	2.0%
<b>Responsable des achats</b>	1 138	70.0%	3.0%	385	49.0%	3.0%	753	89.0%	3.0%	250	58.0%	2.0%
<b>Pcs individu</b>												
<b>Affaires et cadres</b>	100	6.0%	2.0%	69	8.0%	2.0%	31	3.0%	1.0%	87	20.0%	1.0%
<b>Agriculteurs</b>	23	1.0%	4.0%	11	1.0%	3.0%	13	1.0%	6.0%	-	-	-
<b>Autres inactifs</b>	184	11.0%	1.0%	46	5.0%	1.0%	138	16.0%	2.0%	59	13.0%	1.0%
<b>Employés</b>	237	14.0%	2.0%	69	8.0%	3.0%	169	20.0%	2.0%	42	9.0%	2.0%
<b>Ouvriers</b>	208	12.0%	3.0%	155	20.0%	3.0%	53	6.0%	3.0%	19	4.0%	4.0%
<b>Petits patrons</b>	38	2.0%	2.0%	29	3.0%	2.0%	9	1.0%	2.0%	32	7.0%	2.0%
<b>Professions intermédiaires</b>	218	13.0%	3.0%	132	17.0%	3.0%	86	10.0%	2.0%	180	42.0%	3.0%
<b>Retraités</b>	610	37.0%	4.0%	266	34.0%	4.0%	344	40.0%	5.0%	7	1.0%	3.0%
<b>Pcs personne de référence</b>												
<b>Affaires et cadres</b>	154	9.0%	2.0%	77	9.0%	2.0%	76	9.0%	2.0%	154	36.0%	2.0%
<b>Agriculteurs</b>	33	2.0%	4.0%	14	1.0%	4.0%	19	2.0%	4.0%	-	-	-
<b>Autres inactifs</b>	41	2.0%	1.0%	9	1.0%	0.0%	33	3.0%	1.0%	-	-	-
<b>Employés</b>	137	8.0%	2.0%	69	8.0%	2.0%	67	8.0%	2.0%	-	-	-
<b>Ouvriers</b>	314	19.0%	3.0%	169	21.0%	3.0%	145	17.0%	3.0%	-	-	-
<b>Petits patrons</b>	48	2.0%	1.0%	27	3.0%	2.0%	20	2.0%	1.0%	48	11.0%	1.0%
<b>Professions intermédiaires</b>	224	13.0%	2.0%	136	17.0%	3.0%	89	10.0%	2.0%	224	52.0%	2.0%
<b>Retraités</b>	667	41.0%	4.0%	276	35.0%	4.0%	391	46.0%	4.0%	-	-	-



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	1 619	100.0%	3.1%	778	100.0%	3.1%	841	100.0%	3.1%	426	100.0%	2.4%
<b>Taille du foyer</b>												
<b>1 personne</b>	295	18.0%	3.0%	141	18.0%	3.0%	155	18.0%	2.0%	39	9.0%	1.0%
<b>2 personnes</b>	704	43.0%	3.0%	318	40.0%	3.0%	387	46.0%	4.0%	130	30.0%	3.0%
<b>3 personnes</b>	246	15.0%	2.0%	120	15.0%	2.0%	126	15.0%	2.0%	102	24.0%	2.0%
<b>4 personnes</b>	206	12.0%	2.0%	102	13.0%	2.0%	104	12.0%	2.0%	85	20.0%	1.0%
<b>5 personnes et +</b>	167	10.0%	3.0%	97	12.0%	3.0%	69	8.0%	2.0%	69	16.0%	2.0%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Non</b>	1 216	75.0%	3.0%	562	72.0%	3.0%	654	77.0%	3.0%	259	60.0%	2.0%
<b>Oui</b>	403	24.0%	2.0%	216	27.0%	2.0%	187	22.0%	2.0%	167	39.0%	2.0%
<b>Habitat</b>												
<b>Agglo. + 100 000 hab</b>	363	22.0%	2.0%	180	23.0%	2.0%	183	21.0%	2.0%	130	30.0%	2.0%
<b>Agglo. 20 000 à 100 000 hab</b>	319	19.0%	4.0%	132	16.0%	4.0%	187	22.0%	5.0%	60	14.0%	2.0%
<b>Agglo. - 20 000 hab</b>	437	27.0%	4.0%	219	28.0%	4.0%	218	26.0%	4.0%	104	24.0%	3.0%
<b>Agglo. paris</b>	19	1.0%	0.0%	13	1.0%	0.0%	6	0.0%	0.0%	11	2.0%	0.0%
<b>Communes rurales</b>	481	29.0%	4.0%	234	30.0%	4.0%	247	29.0%	3.0%	121	28.0%	3.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	1 619	100.0%	3.1%	778	100.0%	3.1%	841	100.0%	3.1%	426	100.0%	2.4%
<b>Régions insee</b>												
Alsace	-	-	-	-	-	-	-	-	-	-	-	-
Aquitaine	10	0.0%	0.0%	5	0.0%	0.0%	5	0.0%	0.0%	1	0.0%	0.0%
Auvergne	-	-	-	-	-	-	-	-	-	-	-	-
Basse normandie	263	16.0%	21.0%	136	17.0%	23.0%	127	15.0%	20.0%	70	16.0%	20.0%
Bourgogne	-	-	-	-	-	-	-	-	-	-	-	-
Bretagne	678	41.0%	25.0%	322	41.0%	24.0%	356	42.0%	26.0%	197	46.0%	23.0%
Centre	4	0.0%	0.0%	4	0.0%	0.0%	1	0.0%	0.0%	2	0.0%	0.0%
Champagne ardennes	-	-	-	-	-	-	-	-	-	-	-	-
Franche-comté	-	-	-	-	-	-	-	-	-	-	-	-
Haute normandie	19	1.0%	1.0%	10	1.0%	1.0%	9	1.0%	1.0%	8	1.0%	1.0%
Ile de france	20	1.0%	0.0%	15	1.0%	0.0%	6	0.0%	0.0%	11	2.0%	0.0%
Languedoc roussillon	1	0.0%	0.0%	1	0.0%	0.0%	-	-	-	1	0.0%	0.0%
Limousin	3	0.0%	0.0%	2	0.0%	0.0%	1	0.0%	0.0%	-	-	-
Lorraine	3	0.0%	0.0%	2	0.0%	0.0%	1	0.0%	0.0%	1	0.0%	0.0%
Midi pyrénées	-	-	-	-	-	-	-	-	-	-	-	-
Nord pas de calais	7	0.0%	0.0%	4	0.0%	0.0%	3	0.0%	0.0%	1	0.0%	0.0%
Pays de loire	590	36.0%	19.0%	262	33.0%	18.0%	328	39.0%	20.0%	127	29.0%	13.0%
Picardie	1	0.0%	0.0%	1	0.0%	0.0%	-	-	-	1	0.0%	0.0%
Poitou charentes	8	0.0%	0.0%	4	0.0%	0.0%	4	0.0%	0.0%	4	0.0%	0.0%
Provence alpes côte d'azur, corse	1	0.0%	0.0%	1	0.0%	0.0%	-	-	-	1	0.0%	0.0%
Rhône alpes	11	0.0%	0.0%	11	1.0%	0.0%	-	-	-	1	0.0%	0.0%
<b>Habitudes de connection à internet</b>												
1 à 2 fois par semaine	94	5.0%	3.0%	43	5.0%	3.0%	51	6.0%	3.0%	15	3.0%	3.0%
1 à 3 fois par mois	17	1.0%	4.0%	12	1.0%	8.0%	4	0.0%	2.0%	3	0.0%	4.0%
Moins souvent	1	0.0%	1.0%	1	0.0%	2.0%	-	-	-	1	0.0%	8.0%
Presque tous les jours	216	13.0%	3.0%	73	9.0%	2.0%	142	16.0%	4.0%	22	5.0%	1.0%
Tous les jours	1 291	79.0%	3.0%	647	83.0%	3.0%	643	76.0%	2.0%	385	90.0%	2.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	1 619	100.0%	3.1%	778	100.0%	3.1%	841	100.0%	3.1%	426	100.0%	2.4%
<b>Revenus du foyer</b>												
<b>65 000 euros et plus par an</b>	128	7.0%	3.0%	79	10.0%	3.0%	48	5.0%	2.0%	77	18.0%	2.0%
<b>De 12 000 à moins de 18 000 euros par an</b>	103	6.0%	2.0%	24	3.0%	1.0%	79	9.0%	2.0%	12	2.0%	1.0%
<b>De 18 000 à moins de 24 000 euros par an</b>	208	12.0%	2.0%	84	10.0%	2.0%	124	14.0%	3.0%	31	7.0%	2.0%
<b>De 24 000 à moins de 36 000 euros par an</b>	448	27.0%	3.0%	216	27.0%	3.0%	231	27.0%	3.0%	77	18.0%	2.0%
<b>De 36 000 à moins de 45 000 euros par an</b>	302	18.0%	4.0%	169	21.0%	4.0%	133	15.0%	3.0%	102	23.0%	3.0%
<b>De 45 000 à moins de 65 000 euros par an</b>	239	14.0%	3.0%	135	17.0%	3.0%	103	12.0%	2.0%	89	20.0%	2.0%
<b>De 9 000 à moins de 12 000 euros par an</b>	48	3.0%	2.0%	22	2.0%	2.0%	26	3.0%	2.0%	4	0.0%	1.0%
<b>Moins de 9 000 euros par an</b>	20	1.0%	1.0%	10	1.0%	1.0%	10	1.0%	1.0%	2	0.0%	1.0%
<b>Ne sait pas</b>	30	1.0%	1.0%	15	1.0%	1.0%	16	1.0%	1.0%	12	2.0%	1.0%
<b>Refus</b>	93	5.0%	4.0%	25	3.0%	2.0%	68	8.0%	5.0%	20	4.0%	2.0%