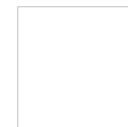




	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2 074	100.0%	4.0%	339	100.0%	1.4%	1 735	100.0%	6.3%	811	100.0%	4.5%
Sexe												
Femme	1 735	83.0%	6.0%	-	-	-	1 735	100.0%	6.0%	648	80.0%	7.0%
Homme	339	16.0%	1.0%	339	100.0%	1.0%	-	-	-	162	20.0%	1.0%
Age												
15 à 24 ans	400	19.0%	5.0%	45	13.0%	1.0%	355	20.0%	9.0%	204	25.0%	6.0%
25 à 34 ans	239	11.0%	3.0%	21	6.0%	0.0%	218	12.0%	5.0%	95	11.0%	2.0%
35 à 49 ans	462	22.0%	3.0%	79	23.0%	1.0%	384	22.0%	6.0%	265	32.0%	4.0%
50 à 59 ans	342	16.0%	4.0%	73	21.0%	1.0%	269	15.0%	6.0%	165	20.0%	4.0%
60 ans et plus	631	30.0%	3.0%	121	35.0%	1.0%	509	29.0%	5.0%	82	10.0%	5.0%
Individu												
Ménagères	1 346	64.0%	5.0%	-	-	-	1 346	77.0%	5.0%	469	57.0%	6.0%
Personne de référence	777	37.0%	2.0%	300	88.0%	1.0%	477	27.0%	6.0%	238	29.0%	2.0%
Responsable des achats	1 501	72.0%	4.0%	177	52.0%	1.0%	1 323	76.0%	5.0%	519	64.0%	4.0%
Pcs individu												
Affaires et cadres	261	12.0%	5.0%	66	19.0%	2.0%	196	11.0%	9.0%	221	27.0%	4.0%
Agriculteurs	6	0.0%	1.0%	2	0.0%	0.0%	3	0.0%	1.0%	2	0.0%	6.0%
Autres inactifs	602	29.0%	6.0%	49	14.0%	1.0%	552	31.0%	8.0%	238	29.0%	7.0%
Employés	389	18.0%	4.0%	23	6.0%	1.0%	366	21.0%	5.0%	83	10.0%	4.0%
Ouvriers	100	4.0%	1.0%	42	12.0%	0.0%	58	3.0%	4.0%	7	0.0%	1.0%
Petits patrons	45	2.0%	2.0%	27	8.0%	2.0%	18	1.0%	4.0%	42	5.0%	2.0%
Professions intermédiaires	238	11.0%	3.0%	45	13.0%	1.0%	193	11.0%	5.0%	199	24.0%	3.0%
Retraités	432	20.0%	3.0%	84	24.0%	1.0%	348	20.0%	5.0%	20	2.0%	9.0%
Pcs personne de référence												
Affaires et cadres	400	19.0%	5.0%	80	23.0%	2.0%	320	18.0%	9.0%	400	49.0%	5.0%
Agriculteurs	22	1.0%	2.0%	2	0.0%	0.0%	20	1.0%	4.0%	-	-	-
Autres inactifs	168	8.0%	4.0%	20	5.0%	1.0%	148	8.0%	7.0%	-	-	-
Employés	246	11.0%	4.0%	23	6.0%	1.0%	222	12.0%	6.0%	-	-	-
Ouvriers	278	13.0%	2.0%	46	13.0%	0.0%	233	13.0%	5.0%	-	-	-
Petits patrons	97	4.0%	3.0%	32	9.0%	2.0%	65	3.0%	5.0%	97	11.0%	3.0%
Professions intermédiaires	314	15.0%	3.0%	50	14.0%	1.0%	263	15.0%	6.0%	314	38.0%	3.0%
Retraités	549	26.0%	3.0%	86	25.0%	1.0%	464	26.0%	5.0%	-	-	-



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2 074	100.0%	4.0%	339	100.0%	1.4%	1 735	100.0%	6.3%	811	100.0%	4.5%
Taille du foyer												
1 personne	404	19.0%	4.0%	42	12.0%	1.0%	362	20.0%	6.0%	90	11.0%	3.0%
2 personnes	699	33.0%	3.0%	143	42.0%	1.0%	556	32.0%	5.0%	216	26.0%	5.0%
3 personnes	377	18.0%	4.0%	67	19.0%	1.0%	310	17.0%	6.0%	182	22.0%	4.0%
4 personnes	360	17.0%	3.0%	67	19.0%	1.0%	294	16.0%	6.0%	208	25.0%	4.0%
5 personnes et +	233	11.0%	4.0%	20	5.0%	0.0%	213	12.0%	7.0%	115	14.0%	4.0%
Présence d'enfants de moins de 15 ans												
Non	1 483	71.0%	4.0%	245	72.0%	1.0%	1 237	71.0%	6.0%	494	60.0%	4.0%
Oui	591	28.0%	3.0%	94	27.0%	1.0%	497	28.0%	5.0%	317	39.0%	4.0%
Habitat												
Agglo. + 100 000 hab	763	36.0%	4.0%	105	31.0%	1.0%	658	37.0%	8.0%	292	36.0%	5.0%
Agglo. 20 000 à 100 000 hab	231	11.0%	3.0%	44	12.0%	1.0%	187	10.0%	5.0%	79	9.0%	3.0%
Agglo. - 20 000 hab	274	13.0%	3.0%	40	11.0%	0.0%	234	13.0%	5.0%	82	10.0%	3.0%
Agglo. paris	514	24.0%	5.0%	93	27.0%	2.0%	420	24.0%	9.0%	259	31.0%	6.0%
Communes rurales	292	14.0%	2.0%	56	16.0%	1.0%	235	13.0%	3.0%	99	12.0%	3.0%

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2 074	100.0%	4.0%	339	100.0%	1.4%	1 735	100.0%	6.3%	811	100.0%	4.5%
Régions insee												
Alsace	45	2.0%	2.0%	1	0.0%	0.0%	45	2.0%	5.0%	10	1.0%	2.0%
Aquitaine	125	6.0%	4.0%	29	8.0%	2.0%	96	5.0%	6.0%	44	5.0%	4.0%
Auvergne	45	2.0%	3.0%	6	1.0%	1.0%	39	2.0%	6.0%	19	2.0%	6.0%
Basse normandie	29	1.0%	2.0%	2	0.0%	0.0%	27	1.0%	4.0%	5	0.0%	1.0%
Bourgogne	41	2.0%	3.0%	12	3.0%	1.0%	29	1.0%	4.0%	15	1.0%	4.0%
Bretagne	101	4.0%	3.0%	29	8.0%	2.0%	72	4.0%	5.0%	26	3.0%	3.0%
Centre	77	3.0%	3.0%	15	4.0%	1.0%	61	3.0%	5.0%	32	3.0%	5.0%
Champagne ardennes	28	1.0%	2.0%	3	0.0%	0.0%	25	1.0%	4.0%	12	1.0%	4.0%
Franche-comté	39	1.0%	4.0%	4	1.0%	0.0%	35	2.0%	7.0%	23	2.0%	8.0%
Haute normandie	40	2.0%	2.0%	7	2.0%	0.0%	34	1.0%	4.0%	13	1.0%	2.0%
Ile de france	569	27.0%	5.0%	101	29.0%	2.0%	468	27.0%	9.0%	270	33.0%	6.0%
Languedoc roussillon	93	4.0%	4.0%	14	4.0%	1.0%	79	4.0%	6.0%	33	4.0%	4.0%
Limousin	29	1.0%	4.0%	5	1.0%	1.0%	24	1.0%	7.0%	9	1.0%	5.0%
Lorraine	29	1.0%	1.0%	2	0.0%	0.0%	27	1.0%	2.0%	10	1.0%	1.0%
Midi pyrénées	88	4.0%	3.0%	10	2.0%	0.0%	78	4.0%	6.0%	46	5.0%	5.0%
Nord pas de calais	115	5.0%	3.0%	13	3.0%	0.0%	102	5.0%	6.0%	41	5.0%	4.0%
Pays de loire	84	4.0%	2.0%	11	3.0%	0.0%	74	4.0%	4.0%	23	2.0%	2.0%
Picardie	32	1.0%	2.0%	7	2.0%	0.0%	26	1.0%	3.0%	15	1.0%	3.0%
Poitou charentes	50	2.0%	3.0%	6	1.0%	0.0%	44	2.0%	5.0%	7	0.0%	1.0%
Provence alpes côte d'azur, corse	222	10.0%	5.0%	27	8.0%	1.0%	195	11.0%	8.0%	68	8.0%	4.0%
Rhône alpes	192	9.0%	3.0%	38	11.0%	1.0%	154	8.0%	5.0%	90	11.0%	4.0%
Habitudes de connection à internet												
1 à 2 fois par semaine	98	4.0%	3.0%	17	4.0%	1.0%	81	4.0%	4.0%	25	3.0%	5.0%
1 à 3 fois par mois	26	1.0%	6.0%	4	1.0%	2.0%	22	1.0%	10.0%	3	0.0%	4.0%
Moins souvent	3	0.0%	2.0%	1	0.0%	3.0%	2	0.0%	2.0%	3	0.0%	13.0%
Presque tous les jours	236	11.0%	3.0%	44	12.0%	1.0%	192	11.0%	5.0%	72	8.0%	5.0%
Tous les jours	1 711	82.0%	4.0%	273	80.0%	1.0%	1 438	82.0%	6.0%	707	87.0%	4.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2 074	100.0%	4.0%	339	100.0%	1.4%	1 735	100.0%	6.3%	811	100.0%	4.5%
Revenus du foyer												
65 000 euros et plus par an	290	14.0%	6.0%	84	24.0%	3.0%	206	11.0%	11.0%	213	26.0%	7.0%
De 12 000 à moins de 18 000 euros par an	162	7.0%	3.0%	14	4.0%	0.0%	147	8.0%	5.0%	27	3.0%	3.0%
De 18 000 à moins de 24 000 euros par an	251	12.0%	3.0%	42	12.0%	1.0%	209	12.0%	5.0%	76	9.0%	5.0%
De 24 000 à moins de 36 000 euros par an	473	22.0%	3.0%	62	18.0%	1.0%	411	23.0%	6.0%	122	15.0%	3.0%
De 36 000 à moins de 45 000 euros par an	242	11.0%	3.0%	44	13.0%	1.0%	198	11.0%	5.0%	79	9.0%	2.0%
De 45 000 à moins de 65 000 euros par an	294	14.0%	3.0%	54	16.0%	1.0%	240	13.0%	7.0%	164	20.0%	4.0%
De 9 000 à moins de 12 000 euros par an	78	3.0%	3.0%	4	1.0%	0.0%	74	4.0%	6.0%	14	1.0%	5.0%
Moins de 9 000 euros par an	41	2.0%	3.0%	4	1.0%	0.0%	37	2.0%	5.0%	5	0.0%	2.0%
Ne sait pas	90	4.0%	5.0%	5	1.0%	0.0%	85	4.0%	10.0%	44	5.0%	6.0%
Refus	152	7.0%	4.0%	25	7.0%	1.0%	127	7.0%	6.0%	67	8.0%	5.0%