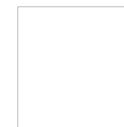
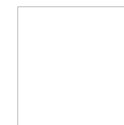


	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	757	100.0%	1.4%	212	100.0%	0.8%	545	100.0%	2.0%	219	100.0%	1.2%
Sexe												
Femme	545	72.0%	2.0%	-	-	-	545	100.0%	2.0%	149	68.0%	1.0%
Homme	212	28.0%	0.0%	212	100.0%	0.0%	-	-	-	70	31.0%	0.0%
Age												
15 à 24 ans	90	11.0%	1.0%	16	7.0%	0.0%	74	13.0%	2.0%	28	12.0%	0.0%
25 à 34 ans	116	15.0%	1.0%	35	16.0%	0.0%	81	14.0%	2.0%	40	18.0%	1.0%
35 à 49 ans	236	31.0%	1.0%	83	39.0%	1.0%	153	28.0%	2.0%	92	41.0%	1.0%
50 à 59 ans	149	19.0%	1.0%	39	18.0%	0.0%	110	20.0%	2.0%	47	21.0%	1.0%
60 ans et plus	167	22.0%	1.0%	40	19.0%	0.0%	127	23.0%	1.0%	12	5.0%	0.0%
Individu												
Ménagères	462	61.0%	2.0%	-	-	-	462	84.0%	2.0%	128	58.0%	1.0%
Personne de référence	287	37.0%	1.0%	196	92.0%	0.0%	91	16.0%	1.0%	72	32.0%	0.0%
Responsable des achats	601	79.0%	1.0%	131	61.0%	1.0%	469	86.0%	2.0%	164	75.0%	1.0%
Pcs individu												
Affaires et cadres	50	6.0%	1.0%	15	6.0%	0.0%	35	6.0%	1.0%	42	19.0%	0.0%
Agriculteurs	1	0.0%	0.0%	1	0.0%	0.0%	-	-	-	-	-	-
Autres inactifs	178	23.0%	1.0%	30	14.0%	0.0%	148	27.0%	2.0%	39	17.0%	1.0%
Employés	190	25.0%	2.0%	13	6.0%	0.0%	176	32.0%	2.0%	48	21.0%	2.0%
Ouvriers	113	14.0%	1.0%	77	36.0%	1.0%	36	6.0%	2.0%	11	4.0%	2.0%
Petits patrons	22	3.0%	1.0%	13	6.0%	1.0%	9	1.0%	2.0%	18	8.0%	1.0%
Professions intermédiaires	86	11.0%	1.0%	34	15.0%	0.0%	52	9.0%	1.0%	60	27.0%	1.0%
Retraités	117	15.0%	0.0%	30	14.0%	0.0%	87	15.0%	1.0%	2	1.0%	1.0%
Pcs personne de référence												
Affaires et cadres	79	10.0%	1.0%	18	8.0%	0.0%	61	11.0%	1.0%	79	36.0%	1.0%
Agriculteurs	3	0.0%	0.0%	2	0.0%	0.0%	2	0.0%	0.0%	-	-	-
Autres inactifs	47	6.0%	1.0%	14	6.0%	0.0%	33	6.0%	1.0%	-	-	-
Employés	93	12.0%	1.0%	15	7.0%	0.0%	78	14.0%	2.0%	-	-	-
Ouvriers	246	32.0%	2.0%	80	37.0%	1.0%	166	30.0%	3.0%	-	-	-
Petits patrons	46	6.0%	1.0%	16	7.0%	1.0%	30	5.0%	2.0%	46	21.0%	1.0%
Professions intermédiaires	93	12.0%	1.0%	35	16.0%	0.0%	58	10.0%	1.0%	93	42.0%	1.0%
Retraités	148	19.0%	1.0%	31	14.0%	0.0%	117	21.0%	1.0%	-	-	-



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	757	100.0%	1.4%	212	100.0%	0.8%	545	100.0%	2.0%	219	100.0%	1.2%
Taille du foyer												
1 personne	97	12.0%	1.0%	23	10.0%	0.0%	74	13.0%	1.0%	16	7.0%	0.0%
2 personnes	261	34.0%	1.0%	77	36.0%	0.0%	185	33.0%	2.0%	54	24.0%	1.0%
3 personnes	144	19.0%	1.0%	42	19.0%	0.0%	103	18.0%	2.0%	43	19.0%	1.0%
4 personnes	136	18.0%	1.0%	41	19.0%	0.0%	96	17.0%	2.0%	71	32.0%	1.0%
5 personnes et +	119	15.0%	2.0%	30	14.0%	1.0%	88	16.0%	3.0%	35	16.0%	1.0%
Présence d'enfants de moins de 15 ans												
Non	475	62.0%	1.0%	123	57.0%	0.0%	352	64.0%	1.0%	106	48.0%	1.0%
Oui	282	37.0%	1.0%	89	42.0%	1.0%	193	35.0%	2.0%	113	51.0%	1.0%
Habitat												
Agglo. + 100 000 hab	253	33.0%	1.0%	86	40.0%	1.0%	167	30.0%	2.0%	69	31.0%	1.0%
Agglo. 20 000 à 100 000 hab	111	14.0%	1.0%	29	13.0%	0.0%	82	15.0%	2.0%	37	16.0%	1.0%
Agglo. - 20 000 hab	161	21.0%	1.0%	42	19.0%	0.0%	119	21.0%	2.0%	47	21.0%	1.0%
Agglo. paris	59	7.0%	0.0%	17	7.0%	0.0%	42	7.0%	0.0%	24	10.0%	0.0%
Communes rurales	173	22.0%	1.0%	38	18.0%	0.0%	135	24.0%	2.0%	42	19.0%	1.0%

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	757	100.0%	1.4%	212	100.0%	0.8%	545	100.0%	2.0%	219	100.0%	1.2%
Régions insee												
Alsace	22	2.0%	1.0%	-	-	-	22	4.0%	2.0%	-	-	-
Aquitaine	55	7.0%	2.0%	11	5.0%	0.0%	44	8.0%	3.0%	17	7.0%	1.0%
Auvergne	29	3.0%	2.0%	12	5.0%	2.0%	18	3.0%	3.0%	9	3.0%	2.0%
Basse normandie	17	2.0%	1.0%	3	1.0%	0.0%	14	2.0%	2.0%	3	1.0%	0.0%
Bourgogne	44	5.0%	3.0%	13	6.0%	2.0%	31	5.0%	4.0%	9	4.0%	2.0%
Bretagne	33	4.0%	1.0%	6	2.0%	0.0%	27	4.0%	2.0%	13	5.0%	1.0%
Centre	36	4.0%	1.0%	8	3.0%	0.0%	29	5.0%	2.0%	9	4.0%	1.0%
Champagne ardennes	31	4.0%	2.0%	9	4.0%	1.0%	23	4.0%	3.0%	3	1.0%	0.0%
Franche-comté	15	2.0%	1.0%	3	1.0%	0.0%	12	2.0%	2.0%	4	2.0%	1.0%
Haute normandie	29	3.0%	1.0%	8	4.0%	1.0%	21	3.0%	2.0%	4	2.0%	1.0%
Ile de france	82	10.0%	0.0%	22	10.0%	0.0%	61	11.0%	1.0%	30	13.0%	0.0%
Languedoc roussillon	27	3.0%	1.0%	5	2.0%	0.0%	22	4.0%	1.0%	8	3.0%	1.0%
Limousin	13	1.0%	2.0%	7	3.0%	2.0%	6	1.0%	1.0%	6	2.0%	3.0%
Lorraine	24	3.0%	1.0%	6	2.0%	0.0%	18	3.0%	1.0%	6	2.0%	1.0%
Midi pyrénées	38	5.0%	1.0%	5	2.0%	0.0%	33	6.0%	2.0%	9	4.0%	1.0%
Nord pas de calais	35	4.0%	1.0%	13	6.0%	0.0%	22	4.0%	1.0%	19	8.0%	2.0%
Pays de loire	29	3.0%	1.0%	10	4.0%	0.0%	19	3.0%	1.0%	12	5.0%	1.0%
Picardie	13	1.0%	0.0%	4	1.0%	0.0%	10	1.0%	1.0%	7	3.0%	1.0%
Poitou charentes	16	2.0%	1.0%	5	2.0%	0.0%	12	2.0%	1.0%	10	4.0%	2.0%
Provence alpes côte d'azur, corse	94	12.0%	2.0%	37	17.0%	1.0%	57	10.0%	2.0%	25	11.0%	1.0%
Rhône alpes	72	9.0%	1.0%	28	13.0%	1.0%	45	8.0%	1.0%	15	7.0%	0.0%
Habitudes de connection à internet												
1 à 2 fois par semaine	67	8.0%	2.0%	9	4.0%	0.0%	58	10.0%	3.0%	12	5.0%	2.0%
1 à 3 fois par mois	1	0.0%	0.0%	1	0.0%	0.0%	-	-	-	1	0.0%	1.0%
Moins souvent	2	0.0%	1.0%	-	-	-	2	0.0%	2.0%	-	-	-
Presque tous les jours	82	10.0%	1.0%	18	8.0%	0.0%	63	11.0%	2.0%	16	7.0%	1.0%
Tous les jours	605	79.0%	1.0%	184	86.0%	0.0%	421	77.0%	1.0%	190	87.0%	1.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	757	100.0%	1.4%	212	100.0%	0.8%	545	100.0%	2.0%	219	100.0%	1.2%
Revenus du foyer												
65 000 euros et plus par an	38	5.0%	0.0%	9	4.0%	0.0%	29	5.0%	1.0%	27	12.0%	0.0%
De 12 000 à moins de 18 000 euros par an	86	11.0%	1.0%	37	17.0%	1.0%	49	9.0%	1.0%	15	6.0%	2.0%
De 18 000 à moins de 24 000 euros par an	113	14.0%	1.0%	28	13.0%	0.0%	85	15.0%	2.0%	24	10.0%	1.0%
De 24 000 à moins de 36 000 euros par an	198	26.0%	1.0%	55	26.0%	0.0%	142	26.0%	2.0%	34	15.0%	1.0%
De 36 000 à moins de 45 000 euros par an	96	12.0%	1.0%	37	17.0%	0.0%	59	10.0%	1.0%	44	20.0%	1.0%
De 45 000 à moins de 65 000 euros par an	94	12.0%	1.0%	27	12.0%	0.0%	67	12.0%	1.0%	48	22.0%	1.0%
De 9 000 à moins de 12 000 euros par an	44	5.0%	2.0%	-	-	-	44	8.0%	3.0%	-	-	-
Moins de 9 000 euros par an	34	4.0%	2.0%	9	4.0%	1.0%	25	4.0%	3.0%	7	3.0%	3.0%
Ne sait pas	18	2.0%	0.0%	7	3.0%	0.0%	10	1.0%	0.0%	8	3.0%	0.0%
Refus	37	4.0%	1.0%	3	1.0%	0.0%	34	6.0%	2.0%	11	5.0%	1.0%