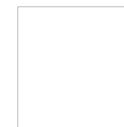
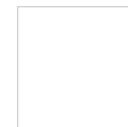


	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	290	100.0%	0.6%	151	100.0%	0.6%	139	100.0%	0.5%	68	100.0%	0.4%
Sexe												
Femme	139	48.0%	0.0%	-	-	-	139	100.0%	0.0%	30	44.0%	0.0%
Homme	151	52.0%	0.0%	151	100.0%	0.0%	-	-	-	38	55.0%	0.0%
Age												
15 à 24 ans	26	9.0%	0.0%	19	12.0%	0.0%	7	5.0%	0.0%	9	13.0%	0.0%
25 à 34 ans	48	16.0%	0.0%	21	14.0%	0.0%	27	19.0%	0.0%	11	15.0%	0.0%
35 à 49 ans	66	22.0%	0.0%	41	27.0%	0.0%	24	17.0%	0.0%	23	34.0%	0.0%
50 à 59 ans	54	18.0%	0.0%	29	19.0%	0.0%	25	17.0%	0.0%	18	26.0%	0.0%
60 ans et plus	96	33.0%	0.0%	40	26.0%	0.0%	56	40.0%	0.0%	7	10.0%	0.0%
Individu												
Ménagères	130	44.0%	0.0%	-	-	-	130	93.0%	0.0%	26	38.0%	0.0%
Personne de référence	169	58.0%	0.0%	134	88.0%	0.0%	35	25.0%	0.0%	37	55.0%	0.0%
Responsable des achats	210	72.0%	0.0%	83	55.0%	0.0%	127	91.0%	0.0%	51	74.0%	0.0%
Pcs individu												
Affaires et cadres	13	4.0%	0.0%	7	4.0%	0.0%	6	4.0%	0.0%	12	17.0%	0.0%
Agriculteurs	1	0.0%	0.0%	1	0.0%	0.0%	-	-	-	-	-	-
Autres inactifs	49	17.0%	0.0%	20	13.0%	0.0%	29	21.0%	0.0%	8	11.0%	0.0%
Employés	45	15.0%	0.0%	12	8.0%	0.0%	33	23.0%	0.0%	12	17.0%	0.0%
Ouvriers	66	22.0%	1.0%	48	31.0%	0.0%	18	12.0%	1.0%	1	1.0%	0.0%
Petits patrons	5	1.0%	0.0%	2	1.0%	0.0%	4	2.0%	0.0%	3	4.0%	0.0%
Professions intermédiaires	43	14.0%	0.0%	24	16.0%	0.0%	19	13.0%	0.0%	32	47.0%	0.0%
Retraités	68	23.0%	0.0%	37	24.0%	0.0%	31	22.0%	0.0%	1	1.0%	0.0%
Pcs personne de référence												
Affaires et cadres	19	6.0%	0.0%	9	5.0%	0.0%	11	7.0%	0.0%	19	28.0%	0.0%
Agriculteurs	6	2.0%	0.0%	1	0.0%	0.0%	5	3.0%	1.0%	-	-	-
Autres inactifs	19	6.0%	0.0%	9	6.0%	0.0%	9	6.0%	0.0%	-	-	-
Employés	28	9.0%	0.0%	17	11.0%	0.0%	11	7.0%	0.0%	-	-	-
Ouvriers	82	28.0%	0.0%	48	31.0%	0.0%	35	24.0%	0.0%	-	-	-
Petits patrons	5	1.0%	0.0%	2	1.0%	0.0%	4	2.0%	0.0%	5	7.0%	0.0%
Professions intermédiaires	43	14.0%	0.0%	27	18.0%	0.0%	16	11.0%	0.0%	43	63.0%	0.0%
Retraités	87	30.0%	0.0%	38	25.0%	0.0%	49	35.0%	0.0%	-	-	-



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	290	100.0%	0.6%	151	100.0%	0.6%	139	100.0%	0.5%	68	100.0%	0.4%
Taille du foyer												
1 personne	53	18.0%	0.0%	20	13.0%	0.0%	34	24.0%	0.0%	12	17.0%	0.0%
2 personnes	114	39.0%	0.0%	63	42.0%	0.0%	51	36.0%	0.0%	17	25.0%	0.0%
3 personnes	55	18.0%	0.0%	37	24.0%	0.0%	18	13.0%	0.0%	15	22.0%	0.0%
4 personnes	48	16.0%	0.0%	23	15.0%	0.0%	25	17.0%	0.0%	14	21.0%	0.0%
5 personnes et +	20	6.0%	0.0%	8	5.0%	0.0%	12	8.0%	0.0%	9	13.0%	0.0%
Présence d'enfants de moins de 15 ans												
Non	212	73.0%	0.0%	112	74.0%	0.0%	100	71.0%	0.0%	44	65.0%	0.0%
Oui	78	26.0%	0.0%	38	25.0%	0.0%	39	28.0%	0.0%	24	34.0%	0.0%
Habitat												
Agglo. + 100 000 hab	60	20.0%	0.0%	41	26.0%	0.0%	19	13.0%	0.0%	10	15.0%	0.0%
Agglo. 20 000 à 100 000 hab	44	15.0%	0.0%	21	13.0%	0.0%	23	16.0%	0.0%	13	18.0%	0.0%
Agglo. - 20 000 hab	63	21.0%	0.0%	34	22.0%	0.0%	29	20.0%	0.0%	15	21.0%	0.0%
Agglo. paris	9	3.0%	0.0%	3	1.0%	0.0%	6	4.0%	0.0%	2	3.0%	0.0%
Communes rurales	114	39.0%	1.0%	52	34.0%	0.0%	62	44.0%	1.0%	28	41.0%	0.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	290	100.0%	0.6%	151	100.0%	0.6%	139	100.0%	0.5%	68	100.0%	0.4%
Régions insee												
Alsace	-	-	-	-	-	-	-	-	-	-	-	-
Aquitaine	-	-	-	-	-	-	-	-	-	-	-	-
Auvergne	-	-	-	-	-	-	-	-	-	-	-	-
Basse normandie	-	-	-	-	-	-	-	-	-	-	-	-
Bourgogne	1	0.0%	0.0%	-	-	-	1	0.0%	0.0%	-	-	-
Bretagne	-	-	-	-	-	-	-	-	-	-	-	-
Centre	-	-	-	-	-	-	-	-	-	-	-	-
Champagne ardennes	-	-	-	-	-	-	-	-	-	-	-	-
Franche-comté	-	-	-	-	-	-	-	-	-	-	-	-
Haute normandie	5	1.0%	0.0%	2	1.0%	0.0%	4	2.0%	0.0%	2	3.0%	0.0%
Ile de france	9	3.0%	0.0%	3	1.0%	0.0%	6	4.0%	0.0%	2	3.0%	0.0%
Languedoc roussillon	-	-	-	-	-	-	-	-	-	-	-	-
Limousin	-	-	-	-	-	-	-	-	-	-	-	-
Lorraine	0	0.0%	0.0%	0	0.0%	0.0%	-	-	-	-	-	-
Midi pyrénées	0	0.0%	0.0%	0	0.0%	0.0%	-	-	-	0	0.0%	0.0%
Nord pas de calais	12	4.0%	0.0%	9	5.0%	0.0%	3	2.0%	0.0%	2	2.0%	0.0%
Pays de loire	-	-	-	-	-	-	-	-	-	-	-	-
Picardie	262	90.0%	17.0%	137	90.0%	18.0%	125	90.0%	15.0%	61	90.0%	13.0%
Poitou charentes	0	0.0%	0.0%	-	-	-	0	0.0%	0.0%	0	0.0%	0.0%
Provence alpes côte d'azur, corse	-	-	-	-	-	-	-	-	-	-	-	-
Rhône alpes	-	-	-	-	-	-	-	-	-	-	-	-
Habitudes de connection à internet												
1 à 2 fois par semaine	12	4.0%	0.0%	6	3.0%	0.0%	6	4.0%	0.0%	2	2.0%	0.0%
1 à 3 fois par mois	4	1.0%	0.0%	3	2.0%	1.0%	0	0.0%	0.0%	-	-	-
Moins souvent	2	0.0%	1.0%	-	-	-	2	1.0%	2.0%	2	2.0%	8.0%
Presque tous les jours	35	12.0%	0.0%	17	11.0%	0.0%	17	12.0%	0.0%	6	9.0%	0.0%
Tous les jours	238	82.0%	0.0%	125	82.0%	0.0%	113	81.0%	0.0%	58	85.0%	0.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	290	100.0%	0.6%	151	100.0%	0.6%	139	100.0%	0.5%	68	100.0%	0.4%
Revenus du foyer												
65 000 euros et plus par an	14	4.0%	0.0%	12	7.0%	0.0%	2	1.0%	0.0%	6	9.0%	0.0%
De 12 000 à moins de 18 000 euros par an	34	11.0%	0.0%	17	11.0%	0.0%	17	12.0%	0.0%	1	0.0%	0.0%
De 18 000 à moins de 24 000 euros par an	44	15.0%	0.0%	15	10.0%	0.0%	29	21.0%	0.0%	7	10.0%	0.0%
De 24 000 à moins de 36 000 euros par an	73	25.0%	0.0%	33	22.0%	0.0%	39	28.0%	0.0%	17	25.0%	0.0%
De 36 000 à moins de 45 000 euros par an	48	16.0%	0.0%	31	20.0%	0.0%	16	11.0%	0.0%	15	22.0%	0.0%
De 45 000 à moins de 65 000 euros par an	40	13.0%	0.0%	26	17.0%	0.0%	13	9.0%	0.0%	12	18.0%	0.0%
De 9 000 à moins de 12 000 euros par an	22	7.0%	1.0%	10	6.0%	1.0%	12	8.0%	1.0%	1	1.0%	0.0%
Moins de 9 000 euros par an	2	0.0%	0.0%	1	0.0%	0.0%	1	1.0%	0.0%	-	-	-
Ne sait pas	1	0.0%	0.0%	1	0.0%	0.0%	0	0.0%	0.0%	1	1.0%	0.0%
Refus	12	4.0%	0.0%	4	2.0%	0.0%	8	6.0%	0.0%	7	10.0%	0.0%