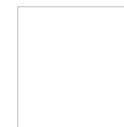


	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2 141	100.0%	4.1%	1 129	100.0%	4.5%	1 012	100.0%	3.7%	901	100.0%	5.1%
Sexe												
Femme	1 012	47.0%	3.0%	-	-	-	1 012	100.0%	3.0%	379	42.0%	4.0%
Homme	1 129	52.0%	4.0%	1 129	100.0%	4.0%	-	-	-	522	57.0%	5.0%
Age												
15 à 24 ans	599	28.0%	8.0%	305	27.0%	8.0%	294	29.0%	8.0%	301	33.0%	9.0%
25 à 34 ans	303	14.0%	4.0%	164	14.0%	4.0%	139	13.0%	3.0%	123	13.0%	3.0%
35 à 49 ans	400	18.0%	3.0%	218	19.0%	3.0%	182	17.0%	2.0%	222	24.0%	3.0%
50 à 59 ans	223	10.0%	2.0%	105	9.0%	2.0%	117	11.0%	2.0%	132	14.0%	3.0%
60 ans et plus	617	28.0%	3.0%	337	29.0%	4.0%	280	27.0%	3.0%	124	13.0%	7.0%
Individu												
Ménagères	711	33.0%	3.0%	-	-	-	711	70.0%	3.0%	227	25.0%	3.0%
Personne de référence	1 057	49.0%	3.0%	802	71.0%	3.0%	255	25.0%	3.0%	393	43.0%	4.0%
Responsable des achats	1 287	60.0%	3.0%	565	50.0%	4.0%	722	71.0%	3.0%	452	50.0%	4.0%
Pcs individu												
Affaires et cadres	314	14.0%	6.0%	197	17.0%	6.0%	117	11.0%	5.0%	275	30.0%	6.0%
Agriculteurs	21	1.0%	4.0%	13	1.0%	4.0%	7	0.0%	3.0%	1	0.0%	3.0%
Autres inactifs	655	30.0%	6.0%	263	23.0%	7.0%	392	38.0%	6.0%	269	29.0%	8.0%
Employés	245	11.0%	2.0%	94	8.0%	4.0%	151	14.0%	2.0%	57	6.0%	3.0%
Ouvriers	164	7.0%	2.0%	131	11.0%	2.0%	32	3.0%	2.0%	25	2.0%	5.0%
Petits patrons	75	3.0%	4.0%	65	5.0%	5.0%	10	0.0%	2.0%	70	7.0%	4.0%
Professions intermédiaires	226	10.0%	3.0%	124	10.0%	3.0%	103	10.0%	2.0%	195	21.0%	3.0%
Retraités	442	20.0%	3.0%	242	21.0%	4.0%	200	19.0%	2.0%	9	1.0%	4.0%
Pcs personne de référence												
Affaires et cadres	447	20.0%	6.0%	262	23.0%	7.0%	185	18.0%	5.0%	447	49.0%	6.0%
Agriculteurs	29	1.0%	3.0%	14	1.0%	3.0%	15	1.0%	3.0%	-	-	-
Autres inactifs	173	8.0%	4.0%	64	5.0%	4.0%	108	10.0%	5.0%	-	-	-
Employés	227	10.0%	4.0%	79	7.0%	3.0%	148	14.0%	4.0%	-	-	-
Ouvriers	262	12.0%	2.0%	158	14.0%	3.0%	104	10.0%	2.0%	-	-	-
Petits patrons	123	5.0%	4.0%	88	7.0%	6.0%	36	3.0%	2.0%	123	13.0%	4.0%
Professions intermédiaires	331	15.0%	4.0%	172	15.0%	4.0%	159	15.0%	4.0%	331	36.0%	4.0%
Retraités	550	25.0%	3.0%	293	25.0%	4.0%	257	25.0%	3.0%	-	-	-

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2 141	100.0%	4.1%	1 129	100.0%	4.5%	1 012	100.0%	3.7%	901	100.0%	5.1%
Taille du foyer												
1 personne	403	18.0%	4.0%	217	19.0%	5.0%	186	18.0%	3.0%	104	11.0%	4.0%
2 personnes	660	30.0%	3.0%	320	28.0%	3.0%	339	33.0%	3.0%	217	24.0%	5.0%
3 personnes	368	17.0%	3.0%	175	15.0%	3.0%	193	19.0%	4.0%	191	21.0%	4.0%
4 personnes	454	21.0%	4.0%	283	25.0%	6.0%	170	16.0%	3.0%	253	28.0%	5.0%
5 personnes et +	257	12.0%	4.0%	134	11.0%	5.0%	124	12.0%	4.0%	136	15.0%	5.0%
Présence d'enfants de moins de 15 ans												
Non	1 567	73.0%	4.0%	820	72.0%	4.0%	746	73.0%	4.0%	613	68.0%	5.0%
Oui	575	26.0%	3.0%	309	27.0%	4.0%	266	26.0%	3.0%	288	32.0%	3.0%
Habitat												
Agglo. + 100 000 hab	714	33.0%	4.0%	391	34.0%	5.0%	323	32.0%	4.0%	295	32.0%	5.0%
Agglo. 20 000 à 100 000 hab	236	11.0%	3.0%	137	12.0%	4.0%	100	9.0%	2.0%	92	10.0%	4.0%
Agglo. - 20 000 hab	284	13.0%	3.0%	152	13.0%	3.0%	132	13.0%	2.0%	113	12.0%	4.0%
Agglo. paris	598	27.0%	6.0%	305	27.0%	7.0%	293	28.0%	6.0%	291	32.0%	7.0%
Communes rurales	309	14.0%	2.0%	145	12.0%	2.0%	164	16.0%	2.0%	110	12.0%	3.0%

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2 141	100.0%	4.1%	1 129	100.0%	4.5%	1 012	100.0%	3.7%	901	100.0%	5.1%
Régions insee												
Alsace	51	2.0%	3.0%	20	1.0%	2.0%	31	3.0%	3.0%	17	1.0%	3.0%
Aquitaine	92	4.0%	3.0%	47	4.0%	3.0%	46	4.0%	3.0%	34	3.0%	3.0%
Auvergne	44	2.0%	3.0%	20	1.0%	3.0%	24	2.0%	4.0%	16	1.0%	5.0%
Basse normandie	29	1.0%	2.0%	11	1.0%	1.0%	18	1.0%	2.0%	8	0.0%	2.0%
Bourgogne	28	1.0%	2.0%	16	1.0%	2.0%	12	1.0%	1.0%	15	1.0%	4.0%
Bretagne	78	3.0%	2.0%	35	3.0%	2.0%	43	4.0%	3.0%	25	2.0%	3.0%
Centre	78	3.0%	3.0%	46	4.0%	4.0%	31	3.0%	2.0%	29	3.0%	4.0%
Champagne ardennes	31	1.0%	2.0%	19	1.0%	3.0%	12	1.0%	2.0%	11	1.0%	3.0%
Franche-comté	29	1.0%	3.0%	16	1.0%	3.0%	14	1.0%	2.0%	14	1.0%	5.0%
Haute normandie	44	2.0%	3.0%	32	2.0%	4.0%	12	1.0%	1.0%	17	1.0%	3.0%
Ile de france	661	30.0%	6.0%	334	29.0%	7.0%	327	32.0%	6.0%	312	34.0%	7.0%
Languedoc roussillon	83	3.0%	3.0%	59	5.0%	5.0%	24	2.0%	1.0%	26	2.0%	3.0%
Limousin	17	0.0%	2.0%	12	1.0%	4.0%	5	0.0%	1.0%	5	0.0%	3.0%
Lorraine	81	3.0%	4.0%	47	4.0%	5.0%	34	3.0%	3.0%	24	2.0%	4.0%
Midi pyrénées	85	4.0%	3.0%	33	3.0%	2.0%	52	5.0%	4.0%	39	4.0%	4.0%
Nord pas de calais	85	4.0%	2.0%	43	3.0%	2.0%	41	4.0%	2.0%	46	5.0%	4.0%
Pays de loire	88	4.0%	2.0%	38	3.0%	2.0%	50	5.0%	3.0%	50	5.0%	5.0%
Picardie	29	1.0%	1.0%	19	1.0%	2.0%	11	1.0%	1.0%	14	1.0%	3.0%
Poitou charentes	63	2.0%	4.0%	30	2.0%	4.0%	33	3.0%	4.0%	20	2.0%	4.0%
Provence alpes côte d'azur, corse	233	10.0%	5.0%	141	12.0%	6.0%	92	9.0%	4.0%	89	9.0%	5.0%
Rhône alpes	211	9.0%	4.0%	111	9.0%	4.0%	100	9.0%	3.0%	90	10.0%	4.0%
Habitudes de connection à internet												
1 à 2 fois par semaine	60	2.0%	2.0%	28	2.0%	2.0%	32	3.0%	1.0%	10	1.0%	1.0%
1 à 3 fois par mois	6	0.0%	1.0%	5	0.0%	2.0%	1	0.0%	0.0%	1	0.0%	1.0%
Moins souvent	1	0.0%	1.0%	-	-	-	1	0.0%	1.0%	-	-	-
Presque tous les jours	218	10.0%	3.0%	108	9.0%	3.0%	109	10.0%	3.0%	57	6.0%	4.0%
Tous les jours	1 857	86.0%	4.0%	989	87.0%	4.0%	868	85.0%	4.0%	834	92.0%	5.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2 141	100.0%	4.1%	1 129	100.0%	4.5%	1 012	100.0%	3.7%	901	100.0%	5.1%
Revenus du foyer												
65 000 euros et plus par an	387	18.0%	9.0%	240	21.0%	9.0%	146	14.0%	8.0%	259	28.0%	9.0%
De 12 000 à moins de 18 000 euros par an	140	6.0%	2.0%	57	5.0%	2.0%	83	8.0%	2.0%	26	2.0%	3.0%
De 18 000 à moins de 24 000 euros par an	199	9.0%	2.0%	81	7.0%	2.0%	118	11.0%	3.0%	70	7.0%	4.0%
De 24 000 à moins de 36 000 euros par an	380	17.0%	3.0%	209	18.0%	3.0%	171	16.0%	2.0%	135	15.0%	3.0%
De 36 000 à moins de 45 000 euros par an	231	10.0%	3.0%	121	10.0%	3.0%	110	10.0%	2.0%	112	12.0%	3.0%
De 45 000 à moins de 65 000 euros par an	369	17.0%	4.0%	214	19.0%	5.0%	155	15.0%	4.0%	165	18.0%	4.0%
De 9 000 à moins de 12 000 euros par an	100	4.0%	5.0%	33	2.0%	4.0%	67	6.0%	5.0%	10	1.0%	4.0%
Moins de 9 000 euros par an	67	3.0%	4.0%	34	3.0%	5.0%	33	3.0%	4.0%	3	0.0%	1.0%
Ne sait pas	94	4.0%	6.0%	49	4.0%	6.0%	45	4.0%	5.0%	44	4.0%	6.0%
Refus	174	8.0%	4.0%	92	8.0%	6.0%	82	8.0%	4.0%	78	8.0%	5.0%