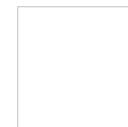


	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 818	100.0%	3.5%	270	100.0%	1.1%	1 548	100.0%	5.7%	437	100.0%	2.4%
Sexe												
Femme	1 548	85.0%	5.0%	-	-	-	1 548	100.0%	5.0%	342	78.0%	3.0%
Homme	270	14.0%	1.0%	270	100.0%	1.0%	-	-	-	94	21.0%	1.0%
Age												
15 à 24 ans	89	4.0%	1.0%	18	6.0%	0.0%	71	4.0%	1.0%	21	4.0%	0.0%
25 à 34 ans	161	8.0%	2.0%	31	11.0%	0.0%	130	8.0%	3.0%	47	10.0%	1.0%
35 à 49 ans	428	23.0%	3.0%	76	28.0%	1.0%	352	22.0%	5.0%	195	44.0%	3.0%
50 à 59 ans	441	24.0%	5.0%	66	24.0%	1.0%	375	24.0%	8.0%	126	28.0%	3.0%
60 ans et plus	699	38.0%	4.0%	78	29.0%	1.0%	621	40.0%	7.0%	47	10.0%	3.0%
Individu												
Ménagères	1 472	81.0%	6.0%	-	-	-	1 472	95.0%	6.0%	325	74.0%	4.0%
Personne de référence	676	37.0%	2.0%	232	86.0%	1.0%	444	28.0%	6.0%	139	31.0%	1.0%
Responsable des achats	1 591	87.0%	4.0%	161	59.0%	1.0%	1 430	92.0%	6.0%	362	82.0%	3.0%
Pcs individu												
Affaires et cadres	84	4.0%	1.0%	24	9.0%	0.0%	59	3.0%	2.0%	70	16.0%	1.0%
Agriculteurs	17	0.0%	3.0%	2	0.0%	0.0%	15	1.0%	7.0%	3	0.0%	8.0%
Autres inactifs	291	16.0%	2.0%	33	12.0%	0.0%	258	16.0%	4.0%	50	11.0%	1.0%
Employés	414	22.0%	4.0%	38	14.0%	1.0%	376	24.0%	6.0%	96	21.0%	5.0%
Ouvriers	167	9.0%	2.0%	56	20.0%	1.0%	111	7.0%	8.0%	6	1.0%	1.0%
Petits patrons	45	2.0%	2.0%	16	5.0%	1.0%	29	1.0%	6.0%	29	6.0%	2.0%
Professions intermédiaires	229	12.0%	3.0%	41	15.0%	1.0%	188	12.0%	5.0%	163	37.0%	2.0%
Retraités	572	31.0%	4.0%	59	21.0%	1.0%	513	33.0%	7.0%	20	4.0%	8.0%
Pcs personne de référence												
Affaires et cadres	149	8.0%	2.0%	26	9.0%	0.0%	123	7.0%	3.0%	149	34.0%	2.0%
Agriculteurs	26	1.0%	3.0%	2	0.0%	0.0%	24	1.0%	5.0%	-	-	-
Autres inactifs	118	6.0%	3.0%	24	8.0%	1.0%	94	6.0%	4.0%	-	-	-
Employés	233	12.0%	4.0%	27	9.0%	1.0%	207	13.0%	6.0%	-	-	-
Ouvriers	322	17.0%	3.0%	58	21.0%	1.0%	264	17.0%	5.0%	-	-	-
Petits patrons	71	3.0%	2.0%	20	7.0%	1.0%	51	3.0%	4.0%	71	16.0%	2.0%
Professions intermédiaires	217	11.0%	2.0%	49	18.0%	1.0%	168	10.0%	4.0%	217	49.0%	2.0%
Retraités	683	37.0%	4.0%	66	24.0%	1.0%	617	39.0%	7.0%	-	-	-



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 818	100.0%	3.5%	270	100.0%	1.1%	1 548	100.0%	5.7%	437	100.0%	2.4%
Taille du foyer												
1 personne	344	18.0%	3.0%	46	16.0%	1.0%	298	19.0%	5.0%	43	9.0%	1.0%
2 personnes	829	45.0%	4.0%	109	40.0%	1.0%	720	46.0%	7.0%	109	25.0%	2.0%
3 personnes	245	13.0%	2.0%	40	14.0%	0.0%	205	13.0%	4.0%	91	20.0%	2.0%
4 personnes	264	14.0%	2.0%	63	23.0%	1.0%	201	13.0%	4.0%	143	32.0%	3.0%
5 personnes et +	136	7.0%	2.0%	12	4.0%	0.0%	124	8.0%	4.0%	51	11.0%	1.0%
Présence d'enfants de moins de 15 ans												
Non	1 352	74.0%	3.0%	195	72.0%	1.0%	1 156	74.0%	6.0%	256	58.0%	2.0%
Oui	467	25.0%	3.0%	74	27.0%	1.0%	392	25.0%	4.0%	180	41.0%	2.0%
Habitat												
Agglo. + 100 000 hab	528	29.0%	3.0%	71	26.0%	0.0%	457	29.0%	5.0%	117	26.0%	2.0%
Agglo. 20 000 à 100 000 hab	236	13.0%	3.0%	33	12.0%	1.0%	204	13.0%	5.0%	56	12.0%	2.0%
Agglo. - 20 000 hab	414	22.0%	4.0%	63	23.0%	1.0%	351	22.0%	7.0%	93	21.0%	3.0%
Agglo. paris	174	9.0%	2.0%	34	12.0%	0.0%	140	9.0%	3.0%	67	15.0%	1.0%
Communes rurales	466	25.0%	3.0%	69	25.0%	1.0%	397	25.0%	6.0%	103	23.0%	3.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 818	100.0%	3.5%	270	100.0%	1.1%	1 548	100.0%	5.7%	437	100.0%	2.4%
Régions insee												
Alsace	96	5.0%	6.0%	20	7.0%	2.0%	76	4.0%	9.0%	17	3.0%	3.0%
Aquitaine	80	4.0%	2.0%	18	6.0%	1.0%	62	4.0%	4.0%	22	5.0%	2.0%
Auvergne	58	3.0%	5.0%	5	2.0%	1.0%	53	3.0%	8.0%	19	4.0%	6.0%
Basse normandie	71	3.0%	5.0%	5	1.0%	0.0%	66	4.0%	10.0%	19	4.0%	5.0%
Bourgogne	57	3.0%	4.0%	15	5.0%	2.0%	42	2.0%	5.0%	12	2.0%	3.0%
Bretagne	81	4.0%	3.0%	13	4.0%	1.0%	68	4.0%	4.0%	16	3.0%	2.0%
Centre	86	4.0%	4.0%	14	5.0%	1.0%	72	4.0%	6.0%	17	3.0%	2.0%
Champagne ardennes	45	2.0%	4.0%	14	5.0%	2.0%	31	2.0%	5.0%	6	1.0%	1.0%
Franche-comté	38	2.0%	4.0%	2	0.0%	0.0%	36	2.0%	7.0%	10	2.0%	3.0%
Haute normandie	75	4.0%	5.0%	7	2.0%	1.0%	68	4.0%	8.0%	29	6.0%	6.0%
Ile de france	213	11.0%	2.0%	43	16.0%	0.0%	170	11.0%	3.0%	78	17.0%	1.0%
Languedoc roussillon	70	3.0%	3.0%	9	3.0%	0.0%	61	3.0%	5.0%	11	2.0%	1.0%
Limousin	25	1.0%	4.0%	4	1.0%	1.0%	20	1.0%	6.0%	5	1.0%	3.0%
Lorraine	109	6.0%	5.0%	16	5.0%	1.0%	93	6.0%	9.0%	13	2.0%	2.0%
Midi pyrénées	102	5.0%	4.0%	10	3.0%	0.0%	92	6.0%	7.0%	27	6.0%	3.0%
Nord pas de calais	118	6.0%	3.0%	11	4.0%	0.0%	107	6.0%	6.0%	25	5.0%	2.0%
Pays de loire	108	6.0%	3.0%	18	6.0%	1.0%	91	5.0%	5.0%	16	3.0%	1.0%
Picardie	60	3.0%	3.0%	12	4.0%	1.0%	49	3.0%	6.0%	20	4.0%	4.0%
Poitou charentes	53	2.0%	3.0%	2	0.0%	0.0%	51	3.0%	6.0%	3	0.0%	0.0%
Provence alpes côte d'azur, corse	159	8.0%	3.0%	17	6.0%	0.0%	142	9.0%	6.0%	41	9.0%	2.0%
Rhône alpes	113	6.0%	2.0%	14	5.0%	0.0%	99	6.0%	3.0%	30	6.0%	1.0%
Habitudes de connection à internet												
1 à 2 fois par semaine	177	9.0%	5.0%	24	8.0%	1.0%	154	9.0%	8.0%	22	5.0%	4.0%
1 à 3 fois par mois	19	1.0%	4.0%	2	0.0%	0.0%	18	1.0%	8.0%	1	0.0%	1.0%
Moins souvent	4	0.0%	3.0%	4	1.0%	9.0%	-	-	-	-	-	-
Presque tous les jours	259	14.0%	4.0%	35	12.0%	1.0%	224	14.0%	6.0%	55	12.0%	4.0%
Tous les jours	1 359	74.0%	3.0%	206	76.0%	1.0%	1 153	74.0%	5.0%	359	82.0%	2.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 818	100.0%	3.5%	270	100.0%	1.1%	1 548	100.0%	5.7%	437	100.0%	2.4%
Revenus du foyer												
65 000 euros et plus par an	72	4.0%	1.0%	16	5.0%	0.0%	56	3.0%	3.0%	50	11.0%	1.0%
De 12 000 à moins de 18 000 euros par an	203	11.0%	4.0%	32	12.0%	1.0%	171	11.0%	5.0%	21	4.0%	2.0%
De 18 000 à moins de 24 000 euros par an	312	17.0%	4.0%	46	17.0%	1.0%	266	17.0%	6.0%	36	8.0%	2.0%
De 24 000 à moins de 36 000 euros par an	528	29.0%	4.0%	80	29.0%	1.0%	448	29.0%	6.0%	115	26.0%	3.0%
De 36 000 à moins de 45 000 euros par an	277	15.0%	3.0%	42	15.0%	1.0%	235	15.0%	6.0%	86	19.0%	3.0%
De 45 000 à moins de 65 000 euros par an	184	10.0%	2.0%	33	12.0%	0.0%	151	9.0%	4.0%	83	18.0%	2.0%
De 9 000 à moins de 12 000 euros par an	75	4.0%	3.0%	4	1.0%	0.0%	71	4.0%	5.0%	3	0.0%	1.0%
Moins de 9 000 euros par an	39	2.0%	2.0%	4	1.0%	0.0%	35	2.0%	4.0%	3	0.0%	1.0%
Ne sait pas	14	0.0%	0.0%	6	2.0%	0.0%	9	0.0%	1.0%	5	1.0%	0.0%
Refus	113	6.0%	3.0%	5	2.0%	0.0%	108	7.0%	5.0%	36	8.0%	2.0%