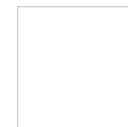
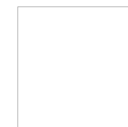


	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	3 551	100.0%	6.8%	1 329	100.0%	5.3%	2 223	100.0%	8.1%	982	100.0%	5.5%
Sexe												
Femme	2 223	62.0%	8.0%	-	-	-	2 223	100.0%	8.0%	593	60.0%	6.0%
Homme	1 329	37.0%	5.0%	1 329	100.0%	5.0%	-	-	-	389	39.0%	4.0%
Age												
15 à 24 ans	242	6.0%	3.0%	122	9.0%	3.0%	120	5.0%	3.0%	104	10.0%	3.0%
25 à 34 ans	212	6.0%	2.0%	79	5.0%	2.0%	133	6.0%	3.0%	89	9.0%	2.0%
35 à 49 ans	773	21.0%	6.0%	308	23.0%	4.0%	464	20.0%	7.0%	367	37.0%	5.0%
50 à 59 ans	585	16.0%	6.0%	204	15.0%	4.0%	381	17.0%	8.0%	259	26.0%	7.0%
60 ans et plus	1 740	49.0%	10.0%	616	46.0%	8.0%	1 124	50.0%	12.0%	163	16.0%	10.0%
Individu												
Ménagères	2 069	58.0%	8.0%	-	-	-	2 069	93.0%	8.0%	533	54.0%	7.0%
Personne de référence	1 834	51.0%	6.0%	1 163	87.0%	5.0%	671	30.0%	9.0%	422	42.0%	4.0%
Responsable des achats	2 699	76.0%	7.0%	686	51.0%	5.0%	2 013	90.0%	8.0%	707	72.0%	6.0%
Pcs individu												
Affaires et cadres	327	9.0%	6.0%	132	9.0%	4.0%	195	8.0%	9.0%	271	27.0%	6.0%
Agriculteurs	22	0.0%	4.0%	10	0.0%	3.0%	12	0.0%	6.0%	2	0.0%	6.0%
Autres inactifs	549	15.0%	5.0%	130	9.0%	3.0%	420	18.0%	6.0%	161	16.0%	4.0%
Employés	509	14.0%	5.0%	120	9.0%	5.0%	389	17.0%	6.0%	87	8.0%	4.0%
Ouvriers	261	7.0%	4.0%	213	16.0%	4.0%	48	2.0%	3.0%	17	1.0%	3.0%
Petits patrons	109	3.0%	6.0%	76	5.0%	6.0%	32	1.0%	7.0%	106	10.0%	7.0%
Professions intermédiaires	372	10.0%	5.0%	139	10.0%	3.0%	232	10.0%	6.0%	309	31.0%	5.0%
Retraités	1 402	39.0%	10.0%	508	38.0%	8.0%	894	40.0%	12.0%	29	3.0%	13.0%
Pcs personne de référence												
Affaires et cadres	443	12.0%	6.0%	152	11.0%	4.0%	291	13.0%	8.0%	443	45.0%	6.0%
Agriculteurs	30	0.0%	3.0%	11	0.0%	3.0%	18	0.0%	4.0%	-	-	-
Autres inactifs	176	5.0%	5.0%	60	4.0%	4.0%	116	5.0%	5.0%	-	-	-
Employés	358	10.0%	6.0%	111	8.0%	4.0%	247	11.0%	7.0%	-	-	-
Ouvriers	448	12.0%	4.0%	223	16.0%	4.0%	225	10.0%	5.0%	-	-	-
Petits patrons	163	4.0%	6.0%	81	6.0%	5.0%	82	3.0%	6.0%	163	16.0%	6.0%
Professions intermédiaires	376	10.0%	4.0%	156	11.0%	3.0%	220	9.0%	5.0%	376	38.0%	4.0%
Retraités	1 558	43.0%	10.0%	534	40.0%	8.0%	1 023	46.0%	12.0%	-	-	-



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	3 551	100.0%	6.8%	1 329	100.0%	5.3%	2 223	100.0%	8.1%	982	100.0%	5.5%
Taille du foyer												
1 personne	713	20.0%	7.0%	200	15.0%	4.0%	513	23.0%	9.0%	139	14.0%	5.0%
2 personnes	1 602	45.0%	8.0%	578	43.0%	6.0%	1 024	46.0%	10.0%	274	27.0%	6.0%
3 personnes	508	14.0%	5.0%	241	18.0%	5.0%	267	12.0%	5.0%	207	21.0%	5.0%
4 personnes	452	12.0%	4.0%	187	14.0%	4.0%	265	11.0%	5.0%	237	24.0%	5.0%
5 personnes et +	276	7.0%	4.0%	123	9.0%	4.0%	153	6.0%	5.0%	126	12.0%	4.0%
Présence d'enfants de moins de 15 ans												
Non	2 781	78.0%	7.0%	1 006	75.0%	5.0%	1 775	79.0%	9.0%	620	63.0%	6.0%
Oui	771	21.0%	4.0%	323	24.0%	4.0%	448	20.0%	5.0%	362	36.0%	4.0%
Habitat												
Agglo. + 100 000 hab	1 173	33.0%	7.0%	480	36.0%	6.0%	693	31.0%	8.0%	329	33.0%	5.0%
Agglo. 20 000 à 100 000 hab	520	14.0%	7.0%	187	14.0%	5.0%	332	15.0%	9.0%	117	11.0%	5.0%
Agglo. - 20 000 hab	562	15.0%	6.0%	205	15.0%	4.0%	356	16.0%	7.0%	135	13.0%	4.0%
Agglo. paris	652	18.0%	7.0%	232	17.0%	5.0%	420	18.0%	9.0%	242	24.0%	6.0%
Communes rurales	646	18.0%	5.0%	224	16.0%	3.0%	421	18.0%	6.0%	159	16.0%	4.0%

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	3 551	100.0%	6.8%	1 329	100.0%	5.3%	2 223	100.0%	8.1%	982	100.0%	5.5%
Régions insee												
Alsace	92	2.0%	5.0%	36	2.0%	4.0%	56	2.0%	7.0%	24	2.0%	5.0%
Aquitaine	233	6.0%	8.0%	91	6.0%	6.0%	142	6.0%	9.0%	61	6.0%	6.0%
Auvergne	86	2.0%	7.0%	26	2.0%	4.0%	60	2.0%	10.0%	23	2.0%	7.0%
Basse normandie	50	1.0%	4.0%	21	1.0%	3.0%	29	1.0%	4.0%	14	1.0%	3.0%
Bourgogne	86	2.0%	6.0%	26	1.0%	3.0%	61	2.0%	8.0%	27	2.0%	7.0%
Bretagne	184	5.0%	6.0%	79	6.0%	6.0%	104	4.0%	7.0%	42	4.0%	5.0%
Centre	136	3.0%	6.0%	53	4.0%	5.0%	83	3.0%	7.0%	39	3.0%	6.0%
Champagne ardennes	67	1.0%	6.0%	23	1.0%	4.0%	44	2.0%	7.0%	9	0.0%	3.0%
Franche-comté	66	1.0%	6.0%	28	2.0%	5.0%	38	1.0%	7.0%	21	2.0%	7.0%
Haute normandie	126	3.0%	8.0%	46	3.0%	6.0%	80	3.0%	10.0%	28	2.0%	6.0%
Ile de france	709	20.0%	7.0%	251	18.0%	5.0%	458	20.0%	9.0%	260	26.0%	5.0%
Languedoc roussillon	148	4.0%	6.0%	56	4.0%	5.0%	92	4.0%	7.0%	32	3.0%	4.0%
Limousin	52	1.0%	8.0%	18	1.0%	6.0%	33	1.0%	10.0%	7	0.0%	3.0%
Lorraine	103	2.0%	5.0%	39	2.0%	4.0%	64	2.0%	6.0%	15	1.0%	2.0%
Midi pyrénées	181	5.0%	7.0%	67	5.0%	5.0%	114	5.0%	8.0%	53	5.0%	6.0%
Nord pas de calais	158	4.0%	4.0%	67	5.0%	4.0%	92	4.0%	5.0%	50	5.0%	5.0%
Pays de loire	183	5.0%	6.0%	56	4.0%	3.0%	127	5.0%	8.0%	44	4.0%	4.0%
Picardie	79	2.0%	5.0%	23	1.0%	3.0%	56	2.0%	7.0%	29	3.0%	6.0%
Poitou charentes	88	2.0%	5.0%	22	1.0%	3.0%	66	3.0%	8.0%	12	1.0%	2.0%
Provence alpes côte d'azur, corse	384	10.0%	8.0%	160	12.0%	7.0%	224	10.0%	9.0%	84	8.0%	5.0%
Rhône alpes	340	9.0%	6.0%	141	10.0%	5.0%	199	9.0%	7.0%	108	11.0%	5.0%
Habitudes de connection à internet												
1 à 2 fois par semaine	189	5.0%	6.0%	64	4.0%	5.0%	126	5.0%	7.0%	30	3.0%	5.0%
1 à 3 fois par mois	49	1.0%	12.0%	24	1.0%	12.0%	25	1.0%	11.0%	11	1.0%	18.0%
Moins souvent	16	0.0%	14.0%	3	0.0%	7.0%	13	0.0%	17.0%	1	0.0%	6.0%
Presque tous les jours	477	13.0%	7.0%	173	13.0%	6.0%	303	13.0%	9.0%	71	7.0%	5.0%
Tous les jours	2 821	79.0%	6.0%	1 065	80.0%	5.0%	1 756	79.0%	8.0%	869	88.0%	5.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	3 551	100.0%	6.8%	1 329	100.0%	5.3%	2 223	100.0%	8.1%	982	100.0%	5.5%
Revenus du foyer												
65 000 euros et plus par an	402	11.0%	9.0%	175	13.0%	6.0%	227	10.0%	13.0%	232	23.0%	8.0%
De 12 000 à moins de 18 000 euros par an	312	8.0%	6.0%	117	8.0%	5.0%	195	8.0%	6.0%	36	3.0%	4.0%
De 18 000 à moins de 24 000 euros par an	386	10.0%	5.0%	98	7.0%	3.0%	288	12.0%	7.0%	79	8.0%	5.0%
De 24 000 à moins de 36 000 euros par an	813	22.0%	6.0%	275	20.0%	4.0%	538	24.0%	8.0%	160	16.0%	4.0%
De 36 000 à moins de 45 000 euros par an	514	14.0%	6.0%	206	15.0%	5.0%	309	13.0%	8.0%	144	14.0%	5.0%
De 45 000 à moins de 65 000 euros par an	610	17.0%	7.0%	258	19.0%	6.0%	352	15.0%	10.0%	209	21.0%	5.0%
De 9 000 à moins de 12 000 euros par an	101	2.0%	5.0%	47	3.0%	6.0%	54	2.0%	4.0%	6	0.0%	2.0%
Moins de 9 000 euros par an	80	2.0%	5.0%	41	3.0%	6.0%	39	1.0%	5.0%	12	1.0%	5.0%
Ne sait pas	80	2.0%	5.0%	31	2.0%	4.0%	49	2.0%	5.0%	25	2.0%	3.0%
Refus	253	7.0%	7.0%	81	6.0%	5.0%	172	7.0%	8.0%	79	8.0%	6.0%