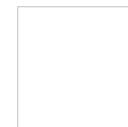




	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	916	100.0%	1.7%	434	100.0%	1.7%	482	100.0%	1.8%	240	100.0%	1.3%
<b>Sexe</b>												
<b>Femme</b>	482	52.0%	1.0%	-	-	-	482	100.0%	1.0%	115	47.0%	1.0%
<b>Homme</b>	434	47.0%	1.0%	434	100.0%	1.0%	-	-	-	125	52.0%	1.0%
<b>Age</b>												
<b>15 à 24 ans</b>	25	2.0%	0.0%	12	2.0%	0.0%	13	2.0%	0.0%	8	3.0%	0.0%
<b>25 à 34 ans</b>	34	3.0%	0.0%	28	6.0%	0.0%	7	1.0%	0.0%	13	5.0%	0.0%
<b>35 à 49 ans</b>	330	36.0%	2.0%	182	42.0%	2.0%	148	30.0%	2.0%	138	57.0%	2.0%
<b>50 à 59 ans</b>	178	19.0%	2.0%	71	16.0%	1.0%	107	22.0%	2.0%	58	24.0%	1.0%
<b>60 ans et plus</b>	349	38.0%	2.0%	141	32.0%	1.0%	208	43.0%	2.0%	23	9.0%	1.0%
<b>Individu</b>												
<b>Ménagères</b>	461	50.0%	2.0%	-	-	-	461	95.0%	2.0%	109	45.0%	1.0%
<b>Personne de référence</b>	557	60.0%	2.0%	399	92.0%	1.0%	157	32.0%	2.0%	141	58.0%	1.0%
<b>Responsable des achats</b>	731	79.0%	2.0%	285	65.0%	2.0%	446	92.0%	1.0%	179	74.0%	1.0%
<b>Pcs individu</b>												
<b>Affaires et cadres</b>	56	6.0%	1.0%	30	6.0%	1.0%	26	5.0%	1.0%	44	18.0%	1.0%
<b>Agriculteurs</b>	3	0.0%	0.0%	1	0.0%	0.0%	2	0.0%	1.0%	-	-	-
<b>Autres inactifs</b>	81	8.0%	0.0%	17	3.0%	0.0%	64	13.0%	1.0%	27	11.0%	0.0%
<b>Employés</b>	184	20.0%	2.0%	53	12.0%	2.0%	131	27.0%	2.0%	28	11.0%	1.0%
<b>Ouvriers</b>	147	16.0%	2.0%	127	29.0%	2.0%	20	4.0%	1.0%	7	3.0%	1.0%
<b>Petits patrons</b>	34	3.0%	2.0%	22	5.0%	1.0%	12	2.0%	2.0%	29	12.0%	2.0%
<b>Professions intermédiaires</b>	125	13.0%	1.0%	71	16.0%	1.0%	55	11.0%	1.0%	105	43.0%	1.0%
<b>Retraités</b>	285	31.0%	2.0%	114	26.0%	1.0%	172	35.0%	2.0%	1	0.0%	0.0%
<b>Pcs personne de référence</b>												
<b>Affaires et cadres</b>	84	9.0%	1.0%	34	7.0%	1.0%	51	10.0%	1.0%	84	35.0%	1.0%
<b>Agriculteurs</b>	4	0.0%	0.0%	1	0.0%	0.0%	3	0.0%	0.0%	-	-	-
<b>Autres inactifs</b>	27	2.0%	0.0%	16	3.0%	1.0%	11	2.0%	0.0%	-	-	-
<b>Employés</b>	136	14.0%	2.0%	55	12.0%	2.0%	81	16.0%	2.0%	-	-	-
<b>Ouvriers</b>	183	20.0%	1.0%	119	27.0%	2.0%	64	13.0%	1.0%	-	-	-
<b>Petits patrons</b>	32	3.0%	1.0%	21	4.0%	1.0%	11	2.0%	0.0%	32	13.0%	1.0%
<b>Professions intermédiaires</b>	124	13.0%	1.0%	70	16.0%	1.0%	53	11.0%	1.0%	124	51.0%	1.0%
<b>Retraités</b>	326	35.0%	2.0%	118	27.0%	1.0%	208	43.0%	2.0%	-	-	-



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	916	100.0%	1.7%	434	100.0%	1.7%	482	100.0%	1.8%	240	100.0%	1.3%
<b>Taille du foyer</b>												
<b>1 personne</b>	193	21.0%	2.0%	69	16.0%	1.0%	124	25.0%	2.0%	31	12.0%	1.0%
<b>2 personnes</b>	369	40.0%	2.0%	187	43.0%	2.0%	182	37.0%	1.0%	64	26.0%	1.0%
<b>3 personnes</b>	133	14.0%	1.0%	51	11.0%	1.0%	82	17.0%	1.0%	49	20.0%	1.0%
<b>4 personnes</b>	126	13.0%	1.0%	72	16.0%	1.0%	53	11.0%	1.0%	60	24.0%	1.0%
<b>5 personnes et +</b>	95	10.0%	1.0%	54	12.0%	2.0%	41	8.0%	1.0%	36	15.0%	1.0%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Non</b>	674	73.0%	1.0%	307	70.0%	1.0%	366	75.0%	1.0%	126	52.0%	1.0%
<b>Oui</b>	242	26.0%	1.0%	126	29.0%	1.0%	116	24.0%	1.0%	115	47.0%	1.0%
<b>Habitat</b>												
<b>Agglo. + 100 000 hab</b>	250	27.0%	1.0%	138	31.0%	1.0%	113	23.0%	1.0%	50	20.0%	0.0%
<b>Agglo. 20 000 à 100 000 hab</b>	136	14.0%	2.0%	79	18.0%	2.0%	57	11.0%	1.0%	29	12.0%	1.0%
<b>Agglo. - 20 000 hab</b>	183	20.0%	2.0%	76	17.0%	1.0%	107	22.0%	2.0%	51	21.0%	1.0%
<b>Agglo. paris</b>	92	10.0%	1.0%	40	9.0%	0.0%	52	10.0%	1.0%	47	19.0%	1.0%
<b>Communes rurales</b>	255	27.0%	2.0%	101	23.0%	1.0%	154	31.0%	2.0%	64	26.0%	1.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	916	100.0%	1.7%	434	100.0%	1.7%	482	100.0%	1.8%	240	100.0%	1.3%
<b>Régions insee</b>												
Alsace	30	3.0%	1.0%	10	2.0%	1.0%	20	4.0%	2.0%	2	0.0%	0.0%
Aquitaine	36	3.0%	1.0%	22	5.0%	1.0%	14	2.0%	1.0%	11	4.0%	1.0%
Auvergne	14	1.0%	1.0%	2	0.0%	0.0%	12	2.0%	1.0%	2	0.0%	0.0%
Basse normandie	22	2.0%	1.0%	8	1.0%	1.0%	15	3.0%	2.0%	7	2.0%	1.0%
Bourgogne	35	3.0%	2.0%	11	2.0%	1.0%	24	5.0%	3.0%	7	2.0%	1.0%
Bretagne	34	3.0%	1.0%	15	3.0%	1.0%	18	3.0%	1.0%	16	6.0%	2.0%
Centre	26	2.0%	1.0%	8	1.0%	0.0%	18	3.0%	1.0%	10	4.0%	1.0%
Champagne ardennes	14	1.0%	1.0%	7	1.0%	1.0%	8	1.0%	1.0%	5	2.0%	1.0%
Franche-comté	22	2.0%	2.0%	13	3.0%	2.0%	9	1.0%	1.0%	1	0.0%	0.0%
Haute normandie	32	3.0%	2.0%	23	5.0%	3.0%	10	2.0%	1.0%	3	1.0%	0.0%
Ile de france	108	11.0%	1.0%	48	11.0%	1.0%	60	12.0%	1.0%	52	21.0%	1.0%
Languedoc roussillon	64	6.0%	2.0%	41	9.0%	3.0%	22	4.0%	1.0%	15	6.0%	2.0%
Limousin	12	1.0%	2.0%	3	0.0%	1.0%	9	1.0%	2.0%	2	1.0%	1.0%
Lorraine	78	8.0%	4.0%	39	9.0%	4.0%	39	8.0%	3.0%	13	5.0%	2.0%
Midi pyrénées	27	2.0%	1.0%	9	2.0%	0.0%	17	3.0%	1.0%	15	6.0%	1.0%
Nord pas de calais	31	3.0%	1.0%	21	4.0%	1.0%	10	2.0%	0.0%	16	6.0%	1.0%
Pays de loire	58	6.0%	1.0%	23	5.0%	1.0%	35	7.0%	2.0%	3	1.0%	0.0%
Picardie	46	5.0%	3.0%	25	5.0%	3.0%	22	4.0%	2.0%	5	2.0%	1.0%
Poitou charentes	26	2.0%	1.0%	12	2.0%	1.0%	14	2.0%	1.0%	10	4.0%	2.0%
Provence alpes côte d'azur, corse	83	9.0%	1.0%	38	8.0%	1.0%	45	9.0%	1.0%	17	7.0%	1.0%
Rhône alpes	117	12.0%	2.0%	56	12.0%	2.0%	61	12.0%	2.0%	31	12.0%	1.0%
<b>Habitudes de connection à internet</b>												
1 à 2 fois par semaine	64	7.0%	2.0%	16	3.0%	1.0%	48	10.0%	2.0%	5	2.0%	1.0%
1 à 3 fois par mois	6	0.0%	1.0%	4	1.0%	2.0%	2	0.0%	1.0%	-	-	-
Moins souvent	2	0.0%	2.0%	1	0.0%	3.0%	1	0.0%	1.0%	-	-	-
Presque tous les jours	108	11.0%	1.0%	40	9.0%	1.0%	67	14.0%	2.0%	10	4.0%	0.0%
Tous les jours	736	80.0%	1.0%	372	85.0%	1.0%	363	75.0%	1.0%	225	93.0%	1.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	916	100.0%	1.7%	434	100.0%	1.7%	482	100.0%	1.8%	240	100.0%	1.3%
<b>Revenus du foyer</b>												
<b>65 000 euros et plus par an</b>	34	3.0%	0.0%	16	3.0%	0.0%	18	3.0%	1.0%	20	8.0%	0.0%
<b>De 12 000 à moins de 18 000 euros par an</b>	114	12.0%	2.0%	41	9.0%	2.0%	73	15.0%	2.0%	13	5.0%	1.0%
<b>De 18 000 à moins de 24 000 euros par an</b>	113	12.0%	1.0%	41	9.0%	1.0%	72	15.0%	1.0%	21	8.0%	1.0%
<b>De 24 000 à moins de 36 000 euros par an</b>	291	31.0%	2.0%	136	31.0%	2.0%	155	32.0%	2.0%	59	24.0%	1.0%
<b>De 36 000 à moins de 45 000 euros par an</b>	121	13.0%	1.0%	54	12.0%	1.0%	67	13.0%	1.0%	41	17.0%	1.0%
<b>De 45 000 à moins de 65 000 euros par an</b>	132	14.0%	1.0%	88	20.0%	2.0%	45	9.0%	1.0%	67	27.0%	1.0%
<b>De 9 000 à moins de 12 000 euros par an</b>	29	3.0%	1.0%	18	4.0%	2.0%	11	2.0%	0.0%	1	0.0%	0.0%
<b>Moins de 9 000 euros par an</b>	15	1.0%	1.0%	10	2.0%	1.0%	5	1.0%	0.0%	4	1.0%	1.0%
<b>Ne sait pas</b>	16	1.0%	1.0%	7	1.0%	1.0%	9	1.0%	1.0%	6	2.0%	1.0%
<b>Refus</b>	51	5.0%	1.0%	24	5.0%	1.0%	27	5.0%	1.0%	9	3.0%	0.0%