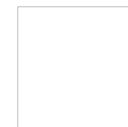
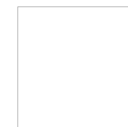


	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	1 624	100.0%	3.1%	794	100.0%	3.2%	830	100.0%	3.0%	362	100.0%	2.0%
<b>Sexe</b>												
<b>Femme</b>	830	51.0%	3.0%	-	-	-	830	100.0%	3.0%	165	45.0%	1.0%
<b>Homme</b>	794	48.0%	3.0%	794	100.0%	3.0%	-	-	-	197	54.0%	2.0%
<b>Age</b>												
<b>15 à 24 ans</b>	115	7.0%	1.0%	64	8.0%	1.0%	50	6.0%	1.0%	54	15.0%	1.0%
<b>25 à 34 ans</b>	161	9.0%	2.0%	75	9.0%	2.0%	86	10.0%	2.0%	35	9.0%	1.0%
<b>35 à 49 ans</b>	330	20.0%	2.0%	170	21.0%	2.0%	160	19.0%	2.0%	107	29.0%	1.0%
<b>50 à 59 ans</b>	278	17.0%	3.0%	156	19.0%	3.0%	122	14.0%	2.0%	105	29.0%	2.0%
<b>60 ans et plus</b>	741	45.0%	4.0%	329	41.0%	4.0%	412	49.0%	4.0%	61	16.0%	3.0%
<b>Individu</b>												
<b>Ménagères</b>	754	46.0%	3.0%	-	-	-	754	90.0%	3.0%	151	41.0%	2.0%
<b>Personne de référence</b>	890	54.0%	3.0%	685	86.0%	3.0%	205	24.0%	2.0%	172	47.0%	1.0%
<b>Responsable des achats</b>	1 194	73.0%	3.0%	440	55.0%	3.0%	753	90.0%	3.0%	239	66.0%	2.0%
<b>Pcs individu</b>												
<b>Affaires et cadres</b>	74	4.0%	1.0%	55	6.0%	1.0%	19	2.0%	0.0%	69	19.0%	1.0%
<b>Agriculteurs</b>	12	0.0%	2.0%	8	1.0%	2.0%	5	0.0%	2.0%	-	-	-
<b>Autres inactifs</b>	283	17.0%	2.0%	76	9.0%	2.0%	207	24.0%	3.0%	85	23.0%	2.0%
<b>Employés</b>	251	15.0%	2.0%	74	9.0%	3.0%	178	21.0%	2.0%	46	12.0%	2.0%
<b>Ouvriers</b>	235	14.0%	3.0%	193	24.0%	3.0%	42	5.0%	3.0%	-	-	-
<b>Petits patrons</b>	45	2.0%	2.0%	41	5.0%	3.0%	4	0.0%	1.0%	43	11.0%	2.0%
<b>Professions intermédiaires</b>	132	8.0%	1.0%	71	9.0%	1.0%	61	7.0%	1.0%	106	29.0%	1.0%
<b>Retraités</b>	592	36.0%	4.0%	277	34.0%	4.0%	315	38.0%	4.0%	14	3.0%	6.0%
<b>Pcs personne de référence</b>												
<b>Affaires et cadres</b>	131	8.0%	1.0%	72	9.0%	2.0%	59	7.0%	1.0%	131	36.0%	1.0%
<b>Agriculteurs</b>	15	0.0%	1.0%	8	1.0%	2.0%	7	0.0%	1.0%	-	-	-
<b>Autres inactifs</b>	73	4.0%	2.0%	21	2.0%	1.0%	52	6.0%	2.0%	-	-	-
<b>Employés</b>	145	8.0%	2.0%	70	8.0%	3.0%	74	9.0%	2.0%	-	-	-
<b>Ouvriers</b>	322	19.0%	3.0%	200	25.0%	3.0%	121	14.0%	2.0%	-	-	-
<b>Petits patrons</b>	69	4.0%	2.0%	46	5.0%	3.0%	23	2.0%	1.0%	69	19.0%	2.0%
<b>Professions intermédiaires</b>	162	10.0%	2.0%	79	9.0%	1.0%	83	10.0%	2.0%	162	44.0%	2.0%
<b>Retraités</b>	708	43.0%	4.0%	298	37.0%	4.0%	410	49.0%	4.0%	-	-	-



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	1 624	100.0%	3.1%	794	100.0%	3.2%	830	100.0%	3.0%	362	100.0%	2.0%
<b>Taille du foyer</b>												
<b>1 personne</b>	299	18.0%	3.0%	139	17.0%	3.0%	159	19.0%	2.0%	36	9.0%	1.0%
<b>2 personnes</b>	754	46.0%	4.0%	382	48.0%	4.0%	372	44.0%	3.0%	115	31.0%	2.0%
<b>3 personnes</b>	227	14.0%	2.0%	116	14.0%	2.0%	111	13.0%	2.0%	81	22.0%	2.0%
<b>4 personnes</b>	175	10.0%	1.0%	74	9.0%	1.0%	101	12.0%	2.0%	85	23.0%	1.0%
<b>5 personnes et +</b>	170	10.0%	3.0%	82	10.0%	3.0%	87	10.0%	2.0%	45	12.0%	1.0%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Non</b>	1 283	79.0%	3.0%	647	81.0%	3.0%	637	76.0%	3.0%	253	69.0%	2.0%
<b>Oui</b>	341	21.0%	2.0%	148	18.0%	2.0%	193	23.0%	2.0%	109	30.0%	1.0%
<b>Habitat</b>												
<b>Agglo. + 100 000 hab</b>	527	32.0%	3.0%	260	32.0%	3.0%	266	32.0%	3.0%	77	21.0%	1.0%
<b>Agglo. 20 000 à 100 000 hab</b>	204	12.0%	2.0%	100	12.0%	3.0%	104	12.0%	2.0%	47	12.0%	2.0%
<b>Agglo. - 20 000 hab</b>	302	18.0%	3.0%	139	17.0%	3.0%	163	19.0%	3.0%	78	21.0%	2.0%
<b>Agglo. paris</b>	307	18.0%	3.0%	144	18.0%	3.0%	163	19.0%	3.0%	96	26.0%	2.0%
<b>Communes rurales</b>	286	17.0%	2.0%	152	19.0%	2.0%	134	16.0%	2.0%	65	18.0%	2.0%

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	1 624	100.0%	3.1%	794	100.0%	3.2%	830	100.0%	3.0%	362	100.0%	2.0%
<b>Régions insee</b>												
Alsace	36	2.0%	2.0%	22	2.0%	3.0%	13	1.0%	1.0%	5	1.0%	1.0%
Aquitaine	103	6.0%	3.0%	62	7.0%	4.0%	41	4.0%	2.0%	23	6.0%	2.0%
Auvergne	24	1.0%	2.0%	13	1.0%	2.0%	11	1.0%	1.0%	3	0.0%	1.0%
Basse normandie	38	2.0%	3.0%	13	1.0%	2.0%	24	2.0%	3.0%	11	2.0%	2.0%
Bourgogne	49	3.0%	3.0%	29	3.0%	4.0%	20	2.0%	2.0%	6	1.0%	1.0%
Bretagne	66	4.0%	2.0%	22	2.0%	1.0%	44	5.0%	3.0%	12	3.0%	1.0%
Centre	50	3.0%	2.0%	19	2.0%	1.0%	31	3.0%	2.0%	7	2.0%	1.0%
Champagne ardennes	31	1.0%	2.0%	22	2.0%	4.0%	9	1.0%	1.0%	7	1.0%	2.0%
Franche-comté	30	1.0%	3.0%	10	1.0%	2.0%	20	2.0%	4.0%	8	2.0%	2.0%
Haute normandie	55	3.0%	3.0%	22	2.0%	3.0%	33	4.0%	4.0%	8	2.0%	1.0%
Ile de france	351	21.0%	3.0%	165	20.0%	3.0%	185	22.0%	3.0%	110	30.0%	2.0%
Languedoc roussillon	83	5.0%	3.0%	36	4.0%	3.0%	47	5.0%	3.0%	16	4.0%	2.0%
Limousin	17	1.0%	2.0%	11	1.0%	3.0%	6	0.0%	1.0%	8	2.0%	4.0%
Lorraine	61	3.0%	3.0%	32	4.0%	3.0%	29	3.0%	3.0%	7	2.0%	1.0%
Midi pyrénées	74	4.0%	3.0%	29	3.0%	2.0%	45	5.0%	3.0%	20	5.0%	2.0%
Nord pas de calais	107	6.0%	3.0%	49	6.0%	3.0%	59	7.0%	3.0%	25	6.0%	2.0%
Pays de loire	76	4.0%	2.0%	40	5.0%	2.0%	36	4.0%	2.0%	17	4.0%	1.0%
Picardie	53	3.0%	3.0%	30	3.0%	4.0%	23	2.0%	2.0%	13	3.0%	2.0%
Poitou charentes	31	1.0%	2.0%	19	2.0%	2.0%	13	1.0%	1.0%	8	2.0%	2.0%
Provence alpes côte d'azur, corse	135	8.0%	3.0%	73	9.0%	3.0%	62	7.0%	2.0%	18	4.0%	1.0%
Rhône alpes	155	9.0%	2.0%	76	9.0%	3.0%	78	9.0%	2.0%	30	8.0%	1.0%
<b>Habitudes de connection à internet</b>												
1 à 2 fois par semaine	83	5.0%	2.0%	27	3.0%	2.0%	56	6.0%	3.0%	12	3.0%	2.0%
1 à 3 fois par mois	18	1.0%	4.0%	7	0.0%	3.0%	11	1.0%	5.0%	-	-	-
Moins souvent	1	0.0%	0.0%	-	-	-	1	0.0%	0.0%	-	-	-
Presque tous les jours	216	13.0%	3.0%	93	11.0%	3.0%	123	14.0%	3.0%	27	7.0%	2.0%
Tous les jours	1 307	80.0%	3.0%	667	84.0%	3.0%	639	77.0%	2.0%	323	89.0%	2.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	1 624	100.0%	3.1%	794	100.0%	3.2%	830	100.0%	3.0%	362	100.0%	2.0%
<b>Revenus du foyer</b>												
<b>65 000 euros et plus par an</b>	170	10.0%	4.0%	116	14.0%	4.0%	54	6.0%	3.0%	73	20.0%	2.0%
<b>De 12 000 à moins de 18 000 euros par an</b>	133	8.0%	2.0%	63	7.0%	3.0%	70	8.0%	2.0%	11	3.0%	1.0%
<b>De 18 000 à moins de 24 000 euros par an</b>	193	11.0%	2.0%	72	9.0%	2.0%	120	14.0%	3.0%	28	7.0%	1.0%
<b>De 24 000 à moins de 36 000 euros par an</b>	377	23.0%	3.0%	144	18.0%	2.0%	233	28.0%	3.0%	64	17.0%	1.0%
<b>De 36 000 à moins de 45 000 euros par an</b>	246	15.0%	3.0%	145	18.0%	3.0%	101	12.0%	2.0%	58	16.0%	2.0%
<b>De 45 000 à moins de 65 000 euros par an</b>	207	12.0%	2.0%	120	15.0%	2.0%	86	10.0%	2.0%	59	16.0%	1.0%
<b>De 9 000 à moins de 12 000 euros par an</b>	92	5.0%	4.0%	29	3.0%	3.0%	63	7.0%	5.0%	1	0.0%	0.0%
<b>Moins de 9 000 euros par an</b>	49	3.0%	3.0%	35	4.0%	5.0%	14	1.0%	1.0%	13	3.0%	6.0%
<b>Ne sait pas</b>	51	3.0%	3.0%	26	3.0%	3.0%	25	3.0%	3.0%	12	3.0%	1.0%
<b>Refus</b>	108	6.0%	3.0%	44	5.0%	2.0%	64	7.0%	3.0%	43	11.0%	3.0%