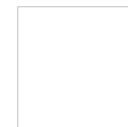


	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 434	100.0%	2.7%	450	100.0%	1.8%	985	100.0%	3.6%	306	100.0%	1.7%
Sexe												
Femme	985	68.0%	3.0%	-	-	-	985	100.0%	3.0%	200	65.0%	2.0%
Homme	450	31.0%	1.0%	450	100.0%	1.0%	-	-	-	107	34.0%	1.0%
Age												
15 à 24 ans	52	3.0%	0.0%	20	4.0%	0.0%	32	3.0%	0.0%	22	7.0%	0.0%
25 à 34 ans	74	5.0%	1.0%	27	6.0%	0.0%	47	4.0%	1.0%	41	13.0%	1.0%
35 à 49 ans	243	17.0%	1.0%	111	24.0%	1.0%	132	13.0%	2.0%	97	31.0%	1.0%
50 à 59 ans	290	20.0%	3.0%	96	21.0%	2.0%	194	19.0%	4.0%	104	33.0%	2.0%
60 ans et plus	776	54.0%	4.0%	196	43.0%	2.0%	580	58.0%	6.0%	42	13.0%	2.0%
Individu												
Ménagères	933	65.0%	4.0%	-	-	-	933	94.0%	4.0%	186	60.0%	2.0%
Personne de référence	713	49.0%	2.0%	415	92.0%	2.0%	298	30.0%	4.0%	142	46.0%	1.0%
Responsable des achats	1 186	82.0%	3.0%	264	58.0%	2.0%	922	93.0%	4.0%	228	74.0%	2.0%
Pcs individu												
Affaires et cadres	74	5.0%	1.0%	23	5.0%	0.0%	51	5.0%	2.0%	59	19.0%	1.0%
Agriculteurs	19	1.0%	3.0%	6	1.0%	2.0%	12	1.0%	6.0%	2	0.0%	6.0%
Autres inactifs	220	15.0%	2.0%	57	12.0%	1.0%	163	16.0%	2.0%	47	15.0%	1.0%
Employés	217	15.0%	2.0%	45	9.0%	2.0%	172	17.0%	2.0%	38	12.0%	2.0%
Ouvriers	111	7.0%	1.0%	73	16.0%	1.0%	39	3.0%	3.0%	3	1.0%	0.0%
Petits patrons	39	2.0%	2.0%	22	4.0%	1.0%	17	1.0%	3.0%	32	10.0%	2.0%
Professions intermédiaires	140	9.0%	1.0%	54	12.0%	1.0%	86	8.0%	2.0%	113	36.0%	1.0%
Retraités	615	42.0%	4.0%	170	37.0%	2.0%	445	45.0%	6.0%	14	4.0%	6.0%
Pcs personne de référence												
Affaires et cadres	97	6.0%	1.0%	24	5.0%	0.0%	73	7.0%	2.0%	97	31.0%	1.0%
Agriculteurs	28	2.0%	3.0%	6	1.0%	1.0%	22	2.0%	5.0%	-	-	-
Autres inactifs	89	6.0%	2.0%	42	9.0%	2.0%	47	4.0%	2.0%	-	-	-
Employés	123	8.0%	2.0%	53	11.0%	2.0%	70	7.0%	2.0%	-	-	-
Ouvriers	197	13.0%	2.0%	69	15.0%	1.0%	128	13.0%	2.0%	-	-	-
Petits patrons	61	4.0%	2.0%	26	5.0%	1.0%	35	3.0%	2.0%	61	20.0%	2.0%
Professions intermédiaires	149	10.0%	1.0%	57	12.0%	1.0%	92	9.0%	2.0%	149	48.0%	1.0%
Retraités	691	48.0%	4.0%	172	38.0%	2.0%	519	52.0%	6.0%	-	-	-



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 434	100.0%	2.7%	450	100.0%	1.8%	985	100.0%	3.6%	306	100.0%	1.7%
Taille du foyer												
1 personne	314	21.0%	3.0%	49	10.0%	1.0%	266	27.0%	4.0%	45	14.0%	1.0%
2 personnes	704	49.0%	3.0%	211	47.0%	2.0%	493	50.0%	5.0%	104	33.0%	2.0%
3 personnes	168	11.0%	1.0%	91	20.0%	1.0%	76	7.0%	1.0%	50	16.0%	1.0%
4 personnes	145	10.0%	1.0%	53	11.0%	1.0%	92	9.0%	2.0%	64	20.0%	1.0%
5 personnes et +	103	7.0%	1.0%	45	9.0%	1.0%	58	5.0%	1.0%	44	14.0%	1.0%
Présence d'enfants de moins de 15 ans												
Non	1 175	82.0%	3.0%	328	73.0%	1.0%	847	86.0%	4.0%	183	59.0%	1.0%
Oui	259	18.0%	1.0%	121	27.0%	1.0%	137	14.0%	1.0%	123	40.0%	1.0%
Habitat												
Agglo. + 100 000 hab	337	23.0%	2.0%	108	23.0%	1.0%	230	23.0%	2.0%	62	20.0%	1.0%
Agglo. 20 000 à 100 000 hab	192	13.0%	2.0%	60	13.0%	1.0%	133	13.0%	3.0%	54	17.0%	2.0%
Agglo. - 20 000 hab	311	21.0%	3.0%	92	20.0%	2.0%	219	22.0%	4.0%	58	18.0%	2.0%
Agglo. paris	129	9.0%	1.0%	39	8.0%	0.0%	90	9.0%	2.0%	35	11.0%	0.0%
Communes rurales	464	32.0%	3.0%	151	33.0%	2.0%	313	31.0%	5.0%	97	31.0%	2.0%

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 434	100.0%	2.7%	450	100.0%	1.8%	985	100.0%	3.6%	306	100.0%	1.7%
Régions insee												
Alsace	28	2.0%	1.0%	10	2.0%	1.0%	18	1.0%	2.0%	9	3.0%	2.0%
Aquitaine	94	6.0%	3.0%	44	9.0%	3.0%	50	5.0%	3.0%	21	6.0%	2.0%
Auvergne	49	3.0%	4.0%	11	2.0%	2.0%	38	3.0%	6.0%	13	4.0%	4.0%
Basse normandie	40	2.0%	3.0%	12	2.0%	2.0%	28	2.0%	4.0%	10	3.0%	2.0%
Bourgogne	68	4.0%	5.0%	17	3.0%	2.0%	51	5.0%	7.0%	13	4.0%	3.0%
Bretagne	136	9.0%	5.0%	27	6.0%	2.0%	110	11.0%	7.0%	27	8.0%	3.0%
Centre	66	4.0%	3.0%	24	5.0%	2.0%	42	4.0%	4.0%	19	6.0%	3.0%
Champagne ardennes	36	2.0%	3.0%	10	2.0%	1.0%	26	2.0%	4.0%	4	1.0%	1.0%
Franche-comté	28	2.0%	2.0%	9	1.0%	1.0%	19	2.0%	3.0%	4	1.0%	1.0%
Haute normandie	34	2.0%	2.0%	10	2.0%	1.0%	24	2.0%	3.0%	6	1.0%	1.0%
Ile de france	178	12.0%	1.0%	52	11.0%	1.0%	127	12.0%	2.0%	38	12.0%	0.0%
Languedoc roussillon	47	3.0%	2.0%	19	4.0%	1.0%	28	2.0%	2.0%	4	1.0%	0.0%
Limousin	33	2.0%	5.0%	8	1.0%	2.0%	25	2.0%	7.0%	10	3.0%	5.0%
Lorraine	54	3.0%	2.0%	14	3.0%	1.0%	40	4.0%	4.0%	8	2.0%	1.0%
Midi pyrénées	93	6.0%	3.0%	30	6.0%	2.0%	63	6.0%	4.0%	20	6.0%	2.0%
Nord pas de calais	78	5.0%	2.0%	42	9.0%	2.0%	36	3.0%	2.0%	19	6.0%	1.0%
Pays de loire	88	6.0%	2.0%	33	7.0%	2.0%	55	5.0%	3.0%	20	6.0%	2.0%
Picardie	56	3.0%	3.0%	18	4.0%	2.0%	37	3.0%	4.0%	16	5.0%	3.0%
Poitou charentes	47	3.0%	3.0%	15	3.0%	2.0%	32	3.0%	4.0%	11	3.0%	2.0%
Provence alpes côte d'azur, corse	69	4.0%	1.0%	20	4.0%	0.0%	49	5.0%	2.0%	8	2.0%	0.0%
Rhône alpes	111	7.0%	2.0%	25	5.0%	1.0%	86	8.0%	3.0%	25	8.0%	1.0%
Habitudes de connection à internet												
1 à 2 fois par semaine	126	8.0%	4.0%	20	4.0%	1.0%	105	10.0%	6.0%	22	7.0%	4.0%
1 à 3 fois par mois	15	1.0%	3.0%	7	1.0%	3.0%	8	0.0%	3.0%	1	0.0%	1.0%
Moins souvent	8	0.0%	7.0%	-	-	-	8	0.0%	10.0%	2	0.0%	9.0%
Presque tous les jours	201	14.0%	3.0%	44	9.0%	1.0%	157	16.0%	4.0%	39	12.0%	2.0%
Tous les jours	1 085	75.0%	2.0%	379	84.0%	1.0%	706	71.0%	3.0%	243	79.0%	1.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 434	100.0%	2.7%	450	100.0%	1.8%	985	100.0%	3.6%	306	100.0%	1.7%
Revenus du foyer												
65 000 euros et plus par an	81	5.0%	1.0%	39	8.0%	1.0%	42	4.0%	2.0%	46	15.0%	1.0%
De 12 000 à moins de 18 000 euros par an	163	11.0%	3.0%	44	9.0%	2.0%	120	12.0%	4.0%	15	4.0%	1.0%
De 18 000 à moins de 24 000 euros par an	209	14.0%	3.0%	59	13.0%	2.0%	150	15.0%	3.0%	35	11.0%	2.0%
De 24 000 à moins de 36 000 euros par an	394	27.0%	3.0%	113	25.0%	2.0%	282	28.0%	4.0%	57	18.0%	1.0%
De 36 000 à moins de 45 000 euros par an	197	13.0%	2.0%	77	17.0%	2.0%	120	12.0%	3.0%	51	16.0%	1.0%
De 45 000 à moins de 65 000 euros par an	195	13.0%	2.0%	68	15.0%	1.0%	127	12.0%	3.0%	69	22.0%	1.0%
De 9 000 à moins de 12 000 euros par an	64	4.0%	3.0%	21	4.0%	2.0%	43	4.0%	3.0%	3	1.0%	1.0%
Moins de 9 000 euros par an	21	1.0%	1.0%	7	1.0%	1.0%	14	1.0%	1.0%	-	-	-
Ne sait pas	9	0.0%	0.0%	1	0.0%	0.0%	8	0.0%	0.0%	5	1.0%	0.0%
Refus	101	7.0%	2.0%	21	4.0%	1.0%	80	8.0%	3.0%	25	8.0%	1.0%