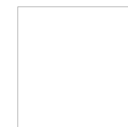


	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 654	100.0%	3.2%	151	100.0%	0.6%	1 503	100.0%	5.5%	525	100.0%	2.9%
Sexe												
Femme	1 503	90.0%	5.0%	-	-	-	1 503	100.0%	5.0%	472	89.0%	5.0%
Homme	151	9.0%	0.0%	151	100.0%	0.0%	-	-	-	53	10.0%	0.0%
Age												
15 à 24 ans	81	4.0%	1.0%	7	4.0%	0.0%	74	4.0%	2.0%	34	6.0%	1.0%
25 à 34 ans	162	9.0%	2.0%	9	5.0%	0.0%	154	10.0%	3.0%	72	13.0%	2.0%
35 à 49 ans	405	24.0%	3.0%	39	26.0%	0.0%	366	24.0%	5.0%	229	43.0%	3.0%
50 à 59 ans	371	22.0%	4.0%	30	19.0%	0.0%	341	22.0%	7.0%	145	27.0%	4.0%
60 ans et plus	634	38.0%	3.0%	66	43.0%	0.0%	568	37.0%	6.0%	46	8.0%	2.0%
Individu												
Ménagères	1 405	84.0%	6.0%	-	-	-	1 405	93.0%	6.0%	444	84.0%	6.0%
Personne de référence	608	36.0%	2.0%	143	94.0%	0.0%	465	30.0%	6.0%	135	25.0%	1.0%
Responsable des achats	1 453	87.0%	4.0%	89	58.0%	0.0%	1 364	90.0%	6.0%	447	85.0%	4.0%
Pcs individu												
Affaires et cadres	149	9.0%	3.0%	14	9.0%	0.0%	135	9.0%	6.0%	125	23.0%	2.0%
Agriculteurs	29	1.0%	5.0%	1	0.0%	0.0%	28	1.0%	14.0%	1	0.0%	3.0%
Autres inactifs	270	16.0%	2.0%	3	2.0%	0.0%	266	17.0%	4.0%	79	15.0%	2.0%
Employés	338	20.0%	3.0%	15	9.0%	0.0%	323	21.0%	5.0%	77	14.0%	4.0%
Ouvriers	91	5.0%	1.0%	26	17.0%	0.0%	64	4.0%	4.0%	10	1.0%	2.0%
Petits patrons	39	2.0%	2.0%	4	2.0%	0.0%	34	2.0%	8.0%	29	5.0%	1.0%
Professions intermédiaires	240	14.0%	3.0%	33	21.0%	0.0%	207	13.0%	5.0%	193	36.0%	3.0%
Retraités	499	30.0%	3.0%	54	35.0%	0.0%	445	29.0%	6.0%	11	2.0%	5.0%
Pcs personne de référence												
Affaires et cadres	226	13.0%	3.0%	17	11.0%	0.0%	208	13.0%	5.0%	226	43.0%	3.0%
Agriculteurs	44	2.0%	5.0%	1	0.0%	0.0%	43	2.0%	10.0%	-	-	-
Autres inactifs	77	4.0%	2.0%	1	0.0%	0.0%	76	5.0%	3.0%	-	-	-
Employés	189	11.0%	3.0%	20	12.0%	0.0%	169	11.0%	5.0%	-	-	-
Ouvriers	209	12.0%	2.0%	22	14.0%	0.0%	186	12.0%	4.0%	-	-	-
Petits patrons	64	3.0%	2.0%	4	2.0%	0.0%	59	4.0%	4.0%	64	12.0%	2.0%
Professions intermédiaires	236	14.0%	2.0%	32	20.0%	0.0%	204	13.0%	5.0%	236	44.0%	2.0%
Retraités	611	36.0%	4.0%	54	35.0%	0.0%	557	37.0%	6.0%	-	-	-



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 654	100.0%	3.2%	151	100.0%	0.6%	1 503	100.0%	5.5%	525	100.0%	2.9%
Taille du foyer												
1 personne	375	22.0%	3.0%	12	8.0%	0.0%	363	24.0%	6.0%	58	11.0%	2.0%
2 personnes	622	37.0%	3.0%	76	50.0%	0.0%	545	36.0%	5.0%	131	25.0%	3.0%
3 personnes	214	12.0%	2.0%	20	13.0%	0.0%	194	12.0%	4.0%	100	19.0%	2.0%
4 personnes	260	15.0%	2.0%	24	15.0%	0.0%	236	15.0%	5.0%	138	26.0%	2.0%
5 personnes et +	183	11.0%	3.0%	19	12.0%	0.0%	165	11.0%	5.0%	98	18.0%	3.0%
Présence d'enfants de moins de 15 ans												
Non	1 164	70.0%	3.0%	103	68.0%	0.0%	1 061	70.0%	5.0%	259	49.0%	2.0%
Oui	490	29.0%	3.0%	48	31.0%	0.0%	442	29.0%	5.0%	267	50.0%	3.0%
Habitat												
Agglo. + 100 000 hab	487	29.0%	3.0%	36	23.0%	0.0%	451	30.0%	5.0%	151	28.0%	2.0%
Agglo. 20 000 à 100 000 hab	279	16.0%	4.0%	31	20.0%	0.0%	248	16.0%	6.0%	101	19.0%	4.0%
Agglo. - 20 000 hab	323	19.0%	3.0%	23	15.0%	0.0%	300	20.0%	6.0%	88	16.0%	3.0%
Agglo. paris	217	13.0%	2.0%	31	20.0%	0.0%	186	12.0%	4.0%	81	15.0%	2.0%
Communes rurales	349	21.0%	2.0%	30	19.0%	0.0%	319	21.0%	5.0%	106	20.0%	3.0%

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 654	100.0%	3.2%	151	100.0%	0.6%	1 503	100.0%	5.5%	525	100.0%	2.9%
Régions insee												
Alsace	50	3.0%	3.0%	1	0.0%	0.0%	49	3.0%	6.0%	15	2.0%	3.0%
Aquitaine	98	5.0%	3.0%	4	2.0%	0.0%	94	6.0%	6.0%	43	8.0%	4.0%
Auvergne	34	2.0%	2.0%	2	1.0%	0.0%	32	2.0%	5.0%	8	1.0%	2.0%
Basse normandie	36	2.0%	3.0%	2	1.0%	0.0%	34	2.0%	5.0%	13	2.0%	3.0%
Bourgogne	49	3.0%	3.0%	10	6.0%	1.0%	39	2.0%	5.0%	15	2.0%	4.0%
Bretagne	100	6.0%	3.0%	20	13.0%	1.0%	80	5.0%	5.0%	31	6.0%	4.0%
Centre	48	2.0%	2.0%	3	1.0%	0.0%	45	3.0%	4.0%	17	3.0%	2.0%
Champagne ardennes	34	2.0%	3.0%	7	4.0%	1.0%	27	1.0%	4.0%	6	1.0%	2.0%
Franche-comté	30	1.0%	3.0%	2	1.0%	0.0%	29	1.0%	5.0%	9	1.0%	3.0%
Haute normandie	58	3.0%	3.0%	3	2.0%	0.0%	55	3.0%	7.0%	9	1.0%	1.0%
Ile de france	273	16.0%	2.0%	39	25.0%	0.0%	234	15.0%	4.0%	95	18.0%	2.0%
Languedoc roussillon	67	4.0%	2.0%	7	4.0%	0.0%	60	4.0%	4.0%	18	3.0%	2.0%
Limousin	18	1.0%	3.0%	4	2.0%	1.0%	15	1.0%	4.0%	2	0.0%	1.0%
Lorraine	54	3.0%	2.0%	5	3.0%	0.0%	50	3.0%	5.0%	16	3.0%	3.0%
Midi pyrénées	72	4.0%	2.0%	3	1.0%	0.0%	69	4.0%	5.0%	28	5.0%	3.0%
Nord pas de calais	94	5.0%	2.0%	6	4.0%	0.0%	88	5.0%	5.0%	25	4.0%	2.0%
Pays de loire	119	7.0%	3.0%	5	3.0%	0.0%	114	7.0%	7.0%	29	5.0%	3.0%
Picardie	45	2.0%	2.0%	5	3.0%	0.0%	40	2.0%	5.0%	18	3.0%	4.0%
Poitou charentes	68	4.0%	4.0%	7	4.0%	0.0%	61	4.0%	7.0%	25	4.0%	6.0%
Provence alpes côte d'azur, corse	116	7.0%	2.0%	13	8.0%	0.0%	103	6.0%	4.0%	39	7.0%	2.0%
Rhône alpes	191	11.0%	3.0%	6	3.0%	0.0%	185	12.0%	6.0%	62	11.0%	3.0%
Habitudes de connection à internet												
1 à 2 fois par semaine	97	5.0%	3.0%	5	3.0%	0.0%	91	6.0%	5.0%	16	3.0%	3.0%
1 à 3 fois par mois	10	0.0%	2.0%	-	-	-	10	0.0%	4.0%	-	-	-
Moins souvent	7	0.0%	6.0%	4	2.0%	9.0%	4	0.0%	4.0%	2	0.0%	7.0%
Presque tous les jours	231	13.0%	3.0%	17	11.0%	0.0%	213	14.0%	6.0%	57	10.0%	4.0%
Tous les jours	1 310	79.0%	3.0%	125	82.0%	0.0%	1 185	78.0%	5.0%	450	85.0%	2.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 654	100.0%	3.2%	151	100.0%	0.6%	1 503	100.0%	5.5%	525	100.0%	2.9%
Revenus du foyer												
65 000 euros et plus par an	132	8.0%	3.0%	22	14.0%	0.0%	110	7.0%	6.0%	93	17.0%	3.0%
De 12 000 à moins de 18 000 euros par an	162	9.0%	3.0%	2	1.0%	0.0%	159	10.0%	5.0%	15	2.0%	1.0%
De 18 000 à moins de 24 000 euros par an	179	10.0%	2.0%	22	14.0%	0.0%	157	10.0%	4.0%	35	6.0%	2.0%
De 24 000 à moins de 36 000 euros par an	456	27.0%	3.0%	36	24.0%	0.0%	420	27.0%	6.0%	113	21.0%	3.0%
De 36 000 à moins de 45 000 euros par an	213	12.0%	2.0%	23	15.0%	0.0%	190	12.0%	5.0%	88	16.0%	3.0%
De 45 000 à moins de 65 000 euros par an	239	14.0%	3.0%	27	17.0%	0.0%	212	14.0%	6.0%	131	24.0%	3.0%
De 9 000 à moins de 12 000 euros par an	86	5.0%	4.0%	6	3.0%	0.0%	80	5.0%	6.0%	7	1.0%	2.0%
Moins de 9 000 euros par an	47	2.0%	3.0%	1	0.0%	0.0%	46	3.0%	6.0%	4	0.0%	1.0%
Ne sait pas	26	1.0%	1.0%	-	-	-	26	1.0%	3.0%	8	1.0%	1.0%
Refus	114	6.0%	3.0%	11	7.0%	0.0%	102	6.0%	5.0%	32	6.0%	2.0%