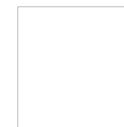


	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 741	100.0%	3.3%	187	100.0%	0.7%	1 554	100.0%	5.7%	594	100.0%	3.3%
Sexe												
Femme	1 554	89.0%	5.0%	-	-	-	1 554	100.0%	5.0%	533	89.0%	6.0%
Homme	187	10.0%	0.0%	187	100.0%	0.0%	-	-	-	60	10.0%	0.0%
Age												
15 à 24 ans	104	6.0%	1.0%	12	6.0%	0.0%	92	5.0%	2.0%	44	7.0%	1.0%
25 à 34 ans	140	8.0%	1.0%	11	5.0%	0.0%	130	8.0%	3.0%	52	8.0%	1.0%
35 à 49 ans	400	23.0%	3.0%	45	24.0%	0.0%	355	22.0%	5.0%	239	40.0%	3.0%
50 à 59 ans	435	25.0%	5.0%	55	29.0%	1.0%	380	24.0%	8.0%	197	33.0%	5.0%
60 ans et plus	661	38.0%	4.0%	64	34.0%	0.0%	597	38.0%	6.0%	62	10.0%	3.0%
Individu												
Ménagères	1 468	84.0%	6.0%	-	-	-	1 468	94.0%	6.0%	497	83.0%	7.0%
Personne de référence	671	38.0%	2.0%	174	93.0%	0.0%	497	32.0%	6.0%	145	24.0%	1.0%
Responsable des achats	1 514	87.0%	4.0%	111	59.0%	0.0%	1 403	90.0%	6.0%	510	85.0%	4.0%
Pcs individu												
Affaires et cadres	146	8.0%	2.0%	8	4.0%	0.0%	138	8.0%	6.0%	121	20.0%	2.0%
Agriculteurs	12	0.0%	2.0%	0	0.0%	0.0%	12	0.0%	6.0%	1	0.0%	2.0%
Autres inactifs	339	19.0%	3.0%	33	17.0%	0.0%	306	19.0%	4.0%	107	18.0%	3.0%
Employés	373	21.0%	4.0%	14	7.0%	0.0%	359	23.0%	5.0%	113	19.0%	6.0%
Ouvriers	84	4.0%	1.0%	31	16.0%	0.0%	52	3.0%	3.0%	10	1.0%	2.0%
Petits patrons	42	2.0%	2.0%	14	7.0%	1.0%	28	1.0%	6.0%	37	6.0%	2.0%
Professions intermédiaires	248	14.0%	3.0%	33	17.0%	0.0%	215	13.0%	5.0%	194	32.0%	3.0%
Retraités	496	28.0%	3.0%	53	28.0%	0.0%	443	28.0%	6.0%	10	1.0%	5.0%
Pcs personne de référence												
Affaires et cadres	241	13.0%	3.0%	11	6.0%	0.0%	230	14.0%	6.0%	241	40.0%	3.0%
Agriculteurs	27	1.0%	3.0%	0	0.0%	0.0%	27	1.0%	6.0%	-	-	-
Autres inactifs	123	7.0%	3.0%	26	13.0%	1.0%	97	6.0%	4.0%	-	-	-
Employés	206	11.0%	3.0%	18	9.0%	0.0%	189	12.0%	6.0%	-	-	-
Ouvriers	196	11.0%	2.0%	30	16.0%	0.0%	166	10.0%	3.0%	-	-	-
Petits patrons	92	5.0%	3.0%	16	8.0%	1.0%	76	4.0%	5.0%	92	15.0%	3.0%
Professions intermédiaires	260	15.0%	3.0%	33	17.0%	0.0%	228	14.0%	5.0%	260	43.0%	3.0%
Retraités	595	34.0%	4.0%	53	28.0%	0.0%	542	34.0%	6.0%	-	-	-



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 741	100.0%	3.3%	187	100.0%	0.7%	1 554	100.0%	5.7%	594	100.0%	3.3%
Taille du foyer												
1 personne	418	24.0%	4.0%	22	12.0%	0.0%	395	25.0%	7.0%	56	9.0%	2.0%
2 personnes	687	39.0%	3.0%	96	51.0%	1.0%	591	38.0%	6.0%	178	30.0%	4.0%
3 personnes	246	14.0%	2.0%	31	16.0%	0.0%	215	13.0%	4.0%	118	19.0%	3.0%
4 personnes	213	12.0%	2.0%	26	13.0%	0.0%	188	12.0%	4.0%	138	23.0%	3.0%
5 personnes et +	177	10.0%	3.0%	12	6.0%	0.0%	165	10.0%	5.0%	104	17.0%	3.0%
Présence d'enfants de moins de 15 ans												
Non	1 302	74.0%	3.0%	138	73.0%	0.0%	1 164	74.0%	6.0%	357	60.0%	3.0%
Oui	439	25.0%	2.0%	49	26.0%	0.0%	390	25.0%	4.0%	236	39.0%	3.0%
Habitat												
Agglo. + 100 000 hab	573	32.0%	3.0%	56	29.0%	0.0%	517	33.0%	6.0%	191	32.0%	3.0%
Agglo. 20 000 à 100 000 hab	288	16.0%	4.0%	46	24.0%	1.0%	242	15.0%	6.0%	105	17.0%	5.0%
Agglo. - 20 000 hab	286	16.0%	3.0%	32	17.0%	0.0%	253	16.0%	5.0%	82	13.0%	3.0%
Agglo. paris	238	13.0%	2.0%	25	13.0%	0.0%	212	13.0%	4.0%	112	18.0%	2.0%
Communes rurales	357	20.0%	3.0%	28	14.0%	0.0%	329	21.0%	5.0%	104	17.0%	3.0%

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 741	100.0%	3.3%	187	100.0%	0.7%	1 554	100.0%	5.7%	594	100.0%	3.3%
Régions insee												
Alsace	50	2.0%	3.0%	1	0.0%	0.0%	49	3.0%	6.0%	22	3.0%	4.0%
Aquitaine	81	4.0%	2.0%	10	5.0%	0.0%	72	4.0%	4.0%	37	6.0%	4.0%
Auvergne	37	2.0%	3.0%	9	5.0%	1.0%	28	1.0%	4.0%	17	2.0%	5.0%
Basse normandie	31	1.0%	2.0%	1	0.0%	0.0%	30	1.0%	4.0%	18	3.0%	5.0%
Bourgogne	61	3.0%	4.0%	18	9.0%	2.0%	42	2.0%	5.0%	14	2.0%	3.0%
Bretagne	96	5.0%	3.0%	20	10.0%	1.0%	76	4.0%	5.0%	32	5.0%	3.0%
Centre	80	4.0%	3.0%	12	6.0%	1.0%	68	4.0%	6.0%	18	3.0%	3.0%
Champagne ardennes	52	3.0%	4.0%	9	4.0%	1.0%	43	2.0%	7.0%	12	2.0%	3.0%
Franche-comté	29	1.0%	3.0%	1	0.0%	0.0%	28	1.0%	5.0%	6	1.0%	2.0%
Haute normandie	56	3.0%	3.0%	8	4.0%	1.0%	47	3.0%	6.0%	10	1.0%	2.0%
Ile de france	271	15.0%	2.0%	27	14.0%	0.0%	245	15.0%	4.0%	126	21.0%	2.0%
Languedoc roussillon	69	4.0%	3.0%	6	3.0%	0.0%	64	4.0%	5.0%	14	2.0%	1.0%
Limousin	30	1.0%	4.0%	3	1.0%	1.0%	26	1.0%	8.0%	4	0.0%	2.0%
Lorraine	53	3.0%	2.0%	4	2.0%	0.0%	49	3.0%	5.0%	17	2.0%	3.0%
Midi pyrénées	106	6.0%	4.0%	5	2.0%	0.0%	101	6.0%	7.0%	42	7.0%	4.0%
Nord pas de calais	82	4.0%	2.0%	6	3.0%	0.0%	75	4.0%	4.0%	32	5.0%	3.0%
Pays de loire	100	5.0%	3.0%	2	0.0%	0.0%	98	6.0%	6.0%	26	4.0%	2.0%
Picardie	44	2.0%	2.0%	11	6.0%	1.0%	33	2.0%	4.0%	15	2.0%	3.0%
Poitou charentes	62	3.0%	4.0%	8	4.0%	1.0%	54	3.0%	6.0%	21	3.0%	5.0%
Provence alpes côte d'azur, corse	155	8.0%	3.0%	10	5.0%	0.0%	145	9.0%	6.0%	48	8.0%	3.0%
Rhône alpes	197	11.0%	3.0%	17	9.0%	0.0%	180	11.0%	6.0%	62	10.0%	3.0%
Habitudes de connection à internet												
1 à 2 fois par semaine	113	6.0%	3.0%	8	4.0%	0.0%	105	6.0%	6.0%	26	4.0%	5.0%
1 à 3 fois par mois	5	0.0%	1.0%	-	-	-	5	0.0%	2.0%	1	0.0%	2.0%
Moins souvent	3	0.0%	2.0%	-	-	-	3	0.0%	4.0%	1	0.0%	6.0%
Presque tous les jours	255	14.0%	4.0%	43	22.0%	1.0%	213	13.0%	6.0%	64	10.0%	4.0%
Tous les jours	1 364	78.0%	3.0%	136	72.0%	0.0%	1 228	79.0%	5.0%	502	84.0%	3.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 741	100.0%	3.3%	187	100.0%	0.7%	1 554	100.0%	5.7%	594	100.0%	3.3%
Revenus du foyer												
65 000 euros et plus par an	130	7.0%	3.0%	15	7.0%	0.0%	115	7.0%	6.0%	99	16.0%	3.0%
De 12 000 à moins de 18 000 euros par an	147	8.0%	3.0%	1	0.0%	0.0%	146	9.0%	5.0%	18	3.0%	2.0%
De 18 000 à moins de 24 000 euros par an	257	14.0%	3.0%	35	18.0%	1.0%	222	14.0%	5.0%	72	12.0%	4.0%
De 24 000 à moins de 36 000 euros par an	454	26.0%	3.0%	47	24.0%	0.0%	407	26.0%	6.0%	109	18.0%	3.0%
De 36 000 à moins de 45 000 euros par an	218	12.0%	2.0%	31	16.0%	0.0%	186	12.0%	5.0%	102	17.0%	3.0%
De 45 000 à moins de 65 000 euros par an	249	14.0%	3.0%	25	13.0%	0.0%	224	14.0%	6.0%	139	23.0%	3.0%
De 9 000 à moins de 12 000 euros par an	93	5.0%	4.0%	9	4.0%	1.0%	84	5.0%	6.0%	9	1.0%	3.0%
Moins de 9 000 euros par an	63	3.0%	4.0%	11	5.0%	1.0%	52	3.0%	7.0%	2	0.0%	0.0%
Ne sait pas	56	3.0%	2.0%	4	1.0%	0.0%	53	3.0%	4.0%	28	4.0%	2.0%
Refus	76	4.0%	3.0%	10	5.0%	1.0%	66	4.0%	5.0%	17	2.0%	2.0%