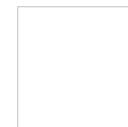


	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2 454	100.0%	4.7%	1 167	100.0%	4.6%	1 286	100.0%	4.7%	629	100.0%	3.5%
Sexe												
Femme	1 286	52.0%	4.0%	-	-	-	1 286	100.0%	4.0%	282	44.0%	3.0%
Homme	1 167	47.0%	4.0%	1 167	100.0%	4.0%	-	-	-	348	55.0%	3.0%
Age												
15 à 24 ans	217	8.0%	2.0%	99	8.0%	2.0%	119	9.0%	3.0%	64	10.0%	2.0%
25 à 34 ans	191	7.0%	2.0%	91	7.0%	2.0%	100	7.0%	2.0%	87	13.0%	2.0%
35 à 49 ans	530	21.0%	4.0%	268	22.0%	4.0%	262	20.0%	4.0%	225	35.0%	3.0%
50 à 59 ans	439	17.0%	5.0%	200	17.0%	4.0%	239	18.0%	5.0%	170	27.0%	4.0%
60 ans et plus	1 077	43.0%	6.0%	510	43.0%	7.0%	567	44.0%	6.0%	82	13.0%	5.0%
Individu												
Ménagères	1 163	47.0%	5.0%	-	-	-	1 163	90.0%	5.0%	243	38.0%	3.0%
Personne de référence	1 370	55.0%	4.0%	1 053	90.0%	5.0%	317	24.0%	4.0%	371	58.0%	4.0%
Responsable des achats	1 747	71.0%	4.0%	599	51.0%	4.0%	1 147	89.0%	5.0%	414	65.0%	3.0%
Pcs individu												
Affaires et cadres	174	7.0%	3.0%	103	8.0%	3.0%	71	5.0%	3.0%	146	23.0%	3.0%
Agriculteurs	48	2.0%	9.0%	35	3.0%	10.0%	14	1.0%	7.0%	0	0.0%	1.0%
Autres inactifs	297	12.0%	3.0%	88	7.0%	2.0%	209	16.0%	3.0%	59	9.0%	1.0%
Employés	356	14.0%	4.0%	69	5.0%	3.0%	287	22.0%	4.0%	71	11.0%	4.0%
Ouvriers	263	10.0%	4.0%	188	16.0%	3.0%	75	5.0%	5.0%	17	2.0%	3.0%
Petits patrons	61	2.0%	3.0%	48	4.0%	3.0%	14	1.0%	3.0%	53	8.0%	3.0%
Professions intermédiaires	334	13.0%	4.0%	183	15.0%	4.0%	152	11.0%	4.0%	271	43.0%	4.0%
Retraités	920	37.0%	7.0%	454	38.0%	7.0%	466	36.0%	6.0%	13	2.0%	5.0%
Pcs personne de référence												
Affaires et cadres	221	9.0%	3.0%	118	10.0%	3.0%	103	8.0%	2.0%	221	35.0%	3.0%
Agriculteurs	69	2.0%	8.0%	37	3.0%	10.0%	33	2.0%	7.0%	-	-	-
Autres inactifs	109	4.0%	3.0%	37	3.0%	2.0%	72	5.0%	3.0%	-	-	-
Employés	203	8.0%	3.0%	72	6.0%	3.0%	131	10.0%	4.0%	-	-	-
Ouvriers	412	16.0%	4.0%	206	17.0%	4.0%	205	16.0%	4.0%	-	-	-
Petits patrons	88	3.0%	3.0%	51	4.0%	3.0%	37	2.0%	3.0%	88	14.0%	3.0%
Professions intermédiaires	321	13.0%	4.0%	179	15.0%	4.0%	142	11.0%	3.0%	321	51.0%	4.0%
Retraités	1 031	42.0%	6.0%	467	40.0%	7.0%	564	43.0%	6.0%	-	-	-

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2 454	100.0%	4.7%	1 167	100.0%	4.6%	1 286	100.0%	4.7%	629	100.0%	3.5%
Taille du foyer												
1 personne	434	17.0%	4.0%	193	16.0%	4.0%	241	18.0%	4.0%	76	12.0%	3.0%
2 personnes	1 099	44.0%	6.0%	521	44.0%	5.0%	577	44.0%	6.0%	159	25.0%	3.0%
3 personnes	347	14.0%	3.0%	165	14.0%	3.0%	183	14.0%	4.0%	132	20.0%	3.0%
4 personnes	351	14.0%	3.0%	186	15.0%	3.0%	165	12.0%	3.0%	157	24.0%	3.0%
5 personnes et +	223	9.0%	4.0%	103	8.0%	4.0%	120	9.0%	4.0%	106	16.0%	4.0%
Présence d'enfants de moins de 15 ans												
Non	1 869	76.0%	5.0%	906	77.0%	5.0%	963	74.0%	5.0%	361	57.0%	3.0%
Oui	585	23.0%	3.0%	261	22.0%	3.0%	324	25.0%	3.0%	268	42.0%	3.0%
Habitat												
Agglo. + 100 000 hab	568	23.0%	3.0%	283	24.0%	3.0%	285	22.0%	3.0%	171	27.0%	3.0%
Agglo. 20 000 à 100 000 hab	392	16.0%	5.0%	168	14.0%	5.0%	224	17.0%	6.0%	95	15.0%	4.0%
Agglo. - 20 000 hab	665	27.0%	7.0%	314	26.0%	7.0%	351	27.0%	7.0%	164	26.0%	6.0%
Agglo. paris	52	2.0%	0.0%	33	2.0%	0.0%	19	1.0%	0.0%	27	4.0%	0.0%
Communes rurales	777	31.0%	6.0%	369	31.0%	6.0%	408	31.0%	6.0%	172	27.0%	5.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2 454	100.0%	4.7%	1 167	100.0%	4.6%	1 286	100.0%	4.7%	629	100.0%	3.5%
Régions insee												
Alsace	0	0.0%	0.0%	0	0.0%	0.0%	-	-	-	-	-	-
Aquitaine	7	0.0%	0.0%	6	0.0%	0.0%	1	0.0%	0.0%	3	0.0%	0.0%
Auvergne	2	0.0%	0.0%	2	0.0%	0.0%	1	0.0%	0.0%	0	0.0%	0.0%
Basse normandie	348	14.0%	28.0%	142	12.0%	24.0%	206	16.0%	32.0%	95	15.0%	26.0%
Bourgogne	0	0.0%	0.0%	-	-	-	0	0.0%	0.0%	0	0.0%	0.0%
Bretagne	1 014	41.0%	37.0%	477	40.0%	36.0%	537	41.0%	38.0%	236	37.0%	30.0%
Centre	17	0.0%	0.0%	10	0.0%	1.0%	7	0.0%	0.0%	11	1.0%	1.0%
Champagne ardennes	1	0.0%	0.0%	1	0.0%	0.0%	0	0.0%	0.0%	-	-	-
Franche-comté	-	-	-	-	-	-	-	-	-	-	-	-
Haute normandie	23	0.0%	1.0%	8	0.0%	1.0%	15	1.0%	1.0%	6	1.0%	1.0%
Ile de france	58	2.0%	0.0%	35	3.0%	0.0%	23	1.0%	0.0%	31	4.0%	0.0%
Languedoc roussillon	2	0.0%	0.0%	2	0.0%	0.0%	1	0.0%	0.0%	2	0.0%	0.0%
Limousin	1	0.0%	0.0%	1	0.0%	0.0%	-	-	-	0	0.0%	0.0%
Lorraine	2	0.0%	0.0%	2	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Midi pyrénées	1	0.0%	0.0%	0	0.0%	0.0%	1	0.0%	0.0%	0	0.0%	0.0%
Nord pas de calais	2	0.0%	0.0%	1	0.0%	0.0%	1	0.0%	0.0%	1	0.0%	0.0%
Pays de loire	952	38.0%	31.0%	470	40.0%	32.0%	482	37.0%	30.0%	234	37.0%	26.0%
Picardie	5	0.0%	0.0%	2	0.0%	0.0%	2	0.0%	0.0%	2	0.0%	0.0%
Poitou charentes	16	0.0%	1.0%	9	0.0%	1.0%	7	0.0%	0.0%	6	0.0%	1.0%
Provence alpes côte d'azur, corse	1	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Rhône alpes	2	0.0%	0.0%	0	0.0%	0.0%	1	0.0%	0.0%	0	0.0%	0.0%
Habitudes de connection à internet												
1 à 2 fois par semaine	156	6.0%	5.0%	55	4.0%	4.0%	101	7.0%	5.0%	22	3.0%	4.0%
1 à 3 fois par mois	21	0.0%	5.0%	15	1.0%	8.0%	5	0.0%	2.0%	6	0.0%	9.0%
Moins souvent	1	0.0%	0.0%	0	0.0%	1.0%	0	0.0%	0.0%	1	0.0%	2.0%
Presque tous les jours	300	12.0%	4.0%	97	8.0%	3.0%	203	15.0%	6.0%	45	7.0%	3.0%
Tous les jours	1 977	80.0%	4.0%	1 000	85.0%	4.0%	977	75.0%	4.0%	556	88.0%	3.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2 454	100.0%	4.7%	1 167	100.0%	4.6%	1 286	100.0%	4.7%	629	100.0%	3.5%
Revenus du foyer												
65 000 euros et plus par an	150	6.0%	3.0%	104	8.0%	4.0%	46	3.0%	2.0%	79	12.0%	2.0%
De 12 000 à moins de 18 000 euros par an	210	8.0%	4.0%	90	7.0%	4.0%	120	9.0%	4.0%	19	3.0%	2.0%
De 18 000 à moins de 24 000 euros par an	398	16.0%	5.0%	163	13.0%	5.0%	235	18.0%	6.0%	49	7.0%	3.0%
De 24 000 à moins de 36 000 euros par an	603	24.0%	4.0%	269	23.0%	4.0%	334	26.0%	5.0%	119	19.0%	3.0%
De 36 000 à moins de 45 000 euros par an	413	16.0%	5.0%	212	18.0%	5.0%	201	15.0%	5.0%	144	22.0%	5.0%
De 45 000 à moins de 65 000 euros par an	391	15.0%	5.0%	210	17.0%	4.0%	181	14.0%	5.0%	171	27.0%	4.0%
De 9 000 à moins de 12 000 euros par an	83	3.0%	4.0%	40	3.0%	5.0%	43	3.0%	3.0%	3	0.0%	1.0%
Moins de 9 000 euros par an	29	1.0%	2.0%	14	1.0%	2.0%	16	1.0%	2.0%	5	0.0%	2.0%
Ne sait pas	39	1.0%	2.0%	20	1.0%	2.0%	20	1.0%	2.0%	13	2.0%	1.0%
Refus	137	5.0%	3.0%	47	4.0%	3.0%	90	7.0%	4.0%	27	4.0%	2.0%