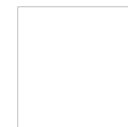
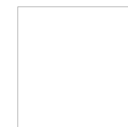


	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	758	100.0%	1.4%	189	100.0%	0.8%	569	100.0%	2.1%	256	100.0%	1.4%
<b>Sexe</b>												
<b>Femme</b>	569	75.0%	2.0%	-	-	-	569	100.0%	2.0%	159	62.0%	1.0%
<b>Homme</b>	189	25.0%	0.0%	189	100.0%	0.0%	-	-	-	97	38.0%	1.0%
<b>Age</b>												
<b>15 à 24 ans</b>	57	7.0%	0.0%	32	16.0%	0.0%	25	4.0%	0.0%	20	8.0%	0.0%
<b>25 à 34 ans</b>	110	14.0%	1.0%	22	11.0%	0.0%	87	15.0%	2.0%	33	12.0%	1.0%
<b>35 à 49 ans</b>	164	21.0%	1.0%	46	24.0%	0.0%	118	20.0%	1.0%	88	34.0%	1.0%
<b>50 à 59 ans</b>	175	23.0%	2.0%	47	24.0%	1.0%	128	22.0%	2.0%	99	38.0%	2.0%
<b>60 ans et plus</b>	253	33.0%	1.0%	43	22.0%	0.0%	210	37.0%	2.0%	17	6.0%	1.0%
<b>Individu</b>												
<b>Ménagères</b>	529	69.0%	2.0%	-	-	-	529	93.0%	2.0%	154	60.0%	2.0%
<b>Personne de référence</b>	276	36.0%	1.0%	142	74.0%	0.0%	135	23.0%	1.0%	100	38.0%	1.0%
<b>Responsable des achats</b>	619	81.0%	1.0%	95	50.0%	0.0%	524	92.0%	2.0%	195	76.0%	1.0%
<b>Pcs individu</b>												
<b>Affaires et cadres</b>	78	10.0%	1.0%	33	17.0%	1.0%	45	7.0%	2.0%	70	27.0%	1.0%
<b>Agriculteurs</b>	12	1.0%	2.0%	3	1.0%	0.0%	10	1.0%	4.0%	-	-	-
<b>Autres inactifs</b>	156	20.0%	1.0%	23	12.0%	0.0%	132	23.0%	2.0%	42	16.0%	1.0%
<b>Employés</b>	128	16.0%	1.0%	17	9.0%	0.0%	110	19.0%	1.0%	21	8.0%	1.0%
<b>Ouvriers</b>	52	6.0%	0.0%	20	10.0%	0.0%	32	5.0%	2.0%	6	2.0%	1.0%
<b>Petits patrons</b>	24	3.0%	1.0%	14	7.0%	1.0%	10	1.0%	2.0%	18	7.0%	1.0%
<b>Professions intermédiaires</b>	114	15.0%	1.0%	42	22.0%	1.0%	73	12.0%	2.0%	93	36.0%	1.0%
<b>Retraités</b>	194	25.0%	1.0%	37	19.0%	0.0%	157	27.0%	2.0%	6	2.0%	3.0%
<b>Pcs personne de référence</b>												
<b>Affaires et cadres</b>	128	16.0%	1.0%	40	21.0%	1.0%	88	15.0%	2.0%	128	49.0%	1.0%
<b>Agriculteurs</b>	16	2.0%	2.0%	3	1.0%	0.0%	13	2.0%	3.0%	-	-	-
<b>Autres inactifs</b>	76	10.0%	2.0%	14	7.0%	0.0%	62	10.0%	2.0%	-	-	-
<b>Employés</b>	65	8.0%	1.0%	9	5.0%	0.0%	56	9.0%	1.0%	-	-	-
<b>Ouvriers</b>	109	14.0%	1.0%	17	9.0%	0.0%	91	16.0%	2.0%	-	-	-
<b>Petits patrons</b>	26	3.0%	1.0%	10	5.0%	0.0%	17	2.0%	1.0%	26	10.0%	1.0%
<b>Professions intermédiaires</b>	103	13.0%	1.0%	48	25.0%	1.0%	54	9.0%	1.0%	103	40.0%	1.0%
<b>Retraités</b>	236	31.0%	1.0%	48	25.0%	0.0%	188	33.0%	2.0%	-	-	-



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	758	100.0%	1.4%	189	100.0%	0.8%	569	100.0%	2.1%	256	100.0%	1.4%
<b>Taille du foyer</b>												
<b>1 personne</b>	122	16.0%	1.0%	31	16.0%	0.0%	91	16.0%	1.0%	29	11.0%	1.0%
<b>2 personnes</b>	330	43.0%	1.0%	82	43.0%	0.0%	248	43.0%	2.0%	81	31.0%	1.0%
<b>3 personnes</b>	140	18.0%	1.0%	29	15.0%	0.0%	111	19.0%	2.0%	64	24.0%	1.0%
<b>4 personnes</b>	93	12.0%	1.0%	35	18.0%	0.0%	58	10.0%	1.0%	56	21.0%	1.0%
<b>5 personnes et +</b>	72	9.0%	1.0%	13	6.0%	0.0%	59	10.0%	2.0%	27	10.0%	1.0%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Non</b>	546	72.0%	1.0%	143	75.0%	0.0%	403	70.0%	2.0%	168	65.0%	1.0%
<b>Oui</b>	212	27.0%	1.0%	46	24.0%	0.0%	166	29.0%	2.0%	88	34.0%	1.0%
<b>Habitat</b>												
<b>Agglo. + 100 000 hab</b>	208	27.0%	1.0%	48	25.0%	0.0%	160	28.0%	2.0%	84	32.0%	1.0%
<b>Agglo. 20 000 à 100 000 hab</b>	104	13.0%	1.0%	27	14.0%	0.0%	78	13.0%	2.0%	39	15.0%	1.0%
<b>Agglo. - 20 000 hab</b>	138	18.0%	1.0%	31	16.0%	0.0%	107	18.0%	2.0%	49	19.0%	1.0%
<b>Agglo. paris</b>	112	14.0%	1.0%	34	17.0%	0.0%	78	13.0%	1.0%	42	16.0%	1.0%
<b>Communes rurales</b>	196	25.0%	1.0%	50	26.0%	0.0%	146	25.0%	2.0%	41	16.0%	1.0%

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	758	100.0%	1.4%	189	100.0%	0.8%	569	100.0%	2.1%	256	100.0%	1.4%
<b>Régions insee</b>												
Alsace	18	2.0%	1.0%	2	1.0%	0.0%	16	2.0%	2.0%	2	0.0%	0.0%
Aquitaine	47	6.0%	1.0%	22	11.0%	1.0%	25	4.0%	1.0%	22	8.0%	2.0%
Auvergne	20	2.0%	1.0%	4	2.0%	0.0%	15	2.0%	2.0%	5	1.0%	1.0%
Basse normandie	24	3.0%	2.0%	10	5.0%	1.0%	14	2.0%	2.0%	0	0.0%	0.0%
Bourgogne	19	2.0%	1.0%	2	0.0%	0.0%	17	3.0%	2.0%	3	1.0%	0.0%
Bretagne	35	4.0%	1.0%	10	5.0%	0.0%	25	4.0%	1.0%	12	4.0%	1.0%
Centre	30	3.0%	1.0%	17	9.0%	1.0%	12	2.0%	1.0%	14	5.0%	2.0%
Champagne ardennes	18	2.0%	1.0%	1	0.0%	0.0%	17	3.0%	3.0%	4	1.0%	1.0%
Franche-comté	14	1.0%	1.0%	3	1.0%	0.0%	11	1.0%	2.0%	5	2.0%	1.0%
Haute normandie	6	0.0%	0.0%	4	2.0%	0.0%	2	0.0%	0.0%	2	0.0%	0.0%
Ile de france	121	15.0%	1.0%	37	19.0%	0.0%	83	14.0%	1.0%	46	17.0%	1.0%
Languedoc roussillon	33	4.0%	1.0%	9	4.0%	0.0%	24	4.0%	2.0%	10	4.0%	1.0%
Limousin	10	1.0%	1.0%	4	2.0%	1.0%	6	1.0%	1.0%	5	1.0%	2.0%
Lorraine	24	3.0%	1.0%	3	1.0%	0.0%	21	3.0%	2.0%	7	2.0%	1.0%
Midi pyrénées	41	5.0%	1.0%	4	2.0%	0.0%	37	6.0%	2.0%	17	6.0%	2.0%
Nord pas de calais	64	8.0%	2.0%	7	3.0%	0.0%	57	10.0%	3.0%	16	6.0%	1.0%
Pays de loire	60	7.0%	2.0%	16	8.0%	1.0%	43	7.0%	2.0%	11	4.0%	1.0%
Picardie	27	3.0%	1.0%	7	3.0%	0.0%	20	3.0%	2.0%	6	2.0%	1.0%
Poitou charentes	33	4.0%	2.0%	9	4.0%	1.0%	24	4.0%	3.0%	14	5.0%	3.0%
Provence alpes côte d'azur, corse	44	5.0%	1.0%	8	4.0%	0.0%	36	6.0%	1.0%	22	8.0%	1.0%
Rhône alpes	70	9.0%	1.0%	10	5.0%	0.0%	60	10.0%	2.0%	34	13.0%	1.0%
<b>Habitudes de connection à internet</b>												
1 à 2 fois par semaine	36	4.0%	1.0%	12	6.0%	1.0%	25	4.0%	1.0%	8	3.0%	1.0%
1 à 3 fois par mois	8	1.0%	2.0%	6	3.0%	3.0%	2	0.0%	0.0%	-	-	-
Moins souvent	-	-	-	-	-	-	-	-	-	-	-	-
Presque tous les jours	69	9.0%	1.0%	16	8.0%	0.0%	53	9.0%	1.0%	12	4.0%	0.0%
Tous les jours	645	85.0%	1.0%	156	82.0%	0.0%	489	86.0%	2.0%	237	92.0%	1.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	758	100.0%	1.4%	189	100.0%	0.8%	569	100.0%	2.1%	256	100.0%	1.4%
<b>Revenus du foyer</b>												
<b>65 000 euros et plus par an</b>	88	11.0%	2.0%	29	15.0%	1.0%	59	10.0%	3.0%	66	25.0%	2.0%
<b>De 12 000 à moins de 18 000 euros par an</b>	62	8.0%	1.0%	14	7.0%	0.0%	48	8.0%	1.0%	9	3.0%	1.0%
<b>De 18 000 à moins de 24 000 euros par an</b>	105	13.0%	1.0%	26	13.0%	0.0%	79	13.0%	1.0%	23	9.0%	1.0%
<b>De 24 000 à moins de 36 000 euros par an</b>	192	25.0%	1.0%	27	14.0%	0.0%	164	28.0%	2.0%	38	15.0%	1.0%
<b>De 36 000 à moins de 45 000 euros par an</b>	84	11.0%	1.0%	27	14.0%	0.0%	57	10.0%	1.0%	35	13.0%	1.0%
<b>De 45 000 à moins de 65 000 euros par an</b>	125	16.0%	1.0%	41	21.0%	1.0%	84	14.0%	2.0%	65	25.0%	1.0%
<b>De 9 000 à moins de 12 000 euros par an</b>	24	3.0%	1.0%	13	6.0%	1.0%	12	2.0%	0.0%	-	-	-
<b>Moins de 9 000 euros par an</b>	31	4.0%	2.0%	-	-	-	31	5.0%	4.0%	-	-	-
<b>Ne sait pas</b>	17	2.0%	0.0%	11	5.0%	1.0%	6	1.0%	0.0%	13	5.0%	1.0%
<b>Refus</b>	29	3.0%	1.0%	2	1.0%	0.0%	27	4.0%	2.0%	7	2.0%	0.0%