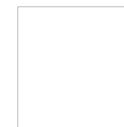


	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2 779	100.0%	5.3%	1 189	100.0%	4.7%	1 590	100.0%	5.8%	603	100.0%	3.4%
Sexe												
Femme	1 590	57.0%	5.0%	-	-	-	1 590	100.0%	5.0%	325	53.0%	3.0%
Homme	1 189	42.0%	4.0%	1 189	100.0%	4.0%	-	-	-	278	46.0%	3.0%
Age												
15 à 24 ans	330	11.0%	4.0%	159	13.0%	4.0%	171	10.0%	4.0%	111	18.0%	3.0%
25 à 34 ans	291	10.0%	3.0%	128	10.0%	3.0%	163	10.0%	4.0%	85	14.0%	2.0%
35 à 49 ans	672	24.0%	5.0%	296	24.0%	4.0%	376	23.0%	5.0%	205	34.0%	3.0%
50 à 59 ans	506	18.0%	5.0%	224	18.0%	5.0%	282	17.0%	6.0%	136	22.0%	3.0%
60 ans et plus	981	35.0%	6.0%	383	32.0%	5.0%	598	37.0%	6.0%	65	10.0%	4.0%
Individu												
Ménagères	1 399	50.0%	6.0%	-	-	-	1 399	88.0%	6.0%	264	43.0%	3.0%
Personne de référence	1 491	53.0%	5.0%	982	82.0%	4.0%	508	32.0%	6.0%	267	44.0%	3.0%
Responsable des achats	2 020	72.0%	5.0%	643	54.0%	4.0%	1 377	86.0%	6.0%	400	66.0%	3.0%
Pcs individu												
Affaires et cadres	148	5.0%	3.0%	80	6.0%	2.0%	68	4.0%	3.0%	121	20.0%	2.0%
Agriculteurs	14	0.0%	2.0%	11	0.0%	3.0%	2	0.0%	1.0%	-	-	-
Autres inactifs	479	17.0%	4.0%	160	13.0%	4.0%	320	20.0%	5.0%	107	17.0%	3.0%
Employés	561	20.0%	6.0%	109	9.0%	4.0%	452	28.0%	7.0%	95	15.0%	5.0%
Ouvriers	446	16.0%	6.0%	354	29.0%	7.0%	92	5.0%	6.0%	21	3.0%	4.0%
Petits patrons	33	1.0%	2.0%	18	1.0%	1.0%	15	0.0%	3.0%	24	4.0%	1.0%
Professions intermédiaires	299	10.0%	4.0%	135	11.0%	3.0%	165	10.0%	4.0%	222	36.0%	3.0%
Retraités	799	28.0%	6.0%	323	27.0%	5.0%	476	29.0%	7.0%	13	2.0%	7.0%
Pcs personne de référence												
Affaires et cadres	199	7.0%	2.0%	99	8.0%	2.0%	100	6.0%	2.0%	199	33.0%	2.0%
Agriculteurs	27	1.0%	3.0%	13	1.0%	3.0%	14	0.0%	3.0%	-	-	-
Autres inactifs	220	7.0%	5.0%	79	6.0%	4.0%	141	8.0%	6.0%	-	-	-
Employés	333	12.0%	6.0%	111	9.0%	4.0%	222	14.0%	7.0%	-	-	-
Ouvriers	675	24.0%	7.0%	360	30.0%	6.0%	315	19.0%	7.0%	-	-	-
Petits patrons	81	2.0%	3.0%	24	2.0%	1.0%	57	3.0%	4.0%	81	13.0%	3.0%
Professions intermédiaires	322	11.0%	4.0%	155	13.0%	3.0%	167	10.0%	4.0%	322	53.0%	4.0%
Retraités	921	33.0%	6.0%	349	29.0%	5.0%	572	36.0%	6.0%	-	-	-



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2 779	100.0%	5.3%	1 189	100.0%	4.7%	1 590	100.0%	5.8%	603	100.0%	3.4%
Taille du foyer												
1 personne	574	20.0%	5.0%	168	14.0%	4.0%	406	25.0%	7.0%	76	12.0%	3.0%
2 personnes	1 006	36.0%	5.0%	462	38.0%	5.0%	544	34.0%	5.0%	140	23.0%	3.0%
3 personnes	497	17.0%	5.0%	206	17.0%	4.0%	291	18.0%	6.0%	174	28.0%	4.0%
4 personnes	481	17.0%	5.0%	261	22.0%	5.0%	220	13.0%	4.0%	153	25.0%	3.0%
5 personnes et +	221	7.0%	3.0%	92	7.0%	3.0%	129	8.0%	4.0%	60	10.0%	2.0%
Présence d'enfants de moins de 15 ans												
Non	2 079	74.0%	5.0%	851	71.0%	4.0%	1 228	77.0%	6.0%	377	62.0%	3.0%
Oui	699	25.0%	4.0%	338	28.0%	4.0%	362	22.0%	4.0%	225	37.0%	3.0%
Habitat												
Agglo. + 100 000 hab	825	29.0%	5.0%	348	29.0%	4.0%	478	30.0%	5.0%	197	32.0%	3.0%
Agglo. 20 000 à 100 000 hab	424	15.0%	6.0%	212	17.0%	6.0%	212	13.0%	5.0%	54	8.0%	2.0%
Agglo. - 20 000 hab	537	19.0%	6.0%	229	19.0%	5.0%	308	19.0%	6.0%	118	19.0%	4.0%
Agglo. paris	318	11.0%	3.0%	111	9.0%	2.0%	206	13.0%	4.0%	80	13.0%	2.0%
Communes rurales	675	24.0%	5.0%	289	24.0%	5.0%	386	24.0%	6.0%	154	25.0%	4.0%

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2 779	100.0%	5.3%	1 189	100.0%	4.7%	1 590	100.0%	5.8%	603	100.0%	3.4%
Régions insee												
Alsace	57	2.0%	3.0%	29	2.0%	3.0%	28	1.0%	3.0%	15	2.0%	3.0%
Aquitaine	157	5.0%	5.0%	70	5.0%	5.0%	87	5.0%	5.0%	26	4.0%	2.0%
Auvergne	65	2.0%	5.0%	31	2.0%	5.0%	34	2.0%	5.0%	11	1.0%	3.0%
Basse normandie	57	2.0%	4.0%	31	2.0%	5.0%	26	1.0%	4.0%	16	2.0%	4.0%
Bourgogne	71	2.0%	5.0%	33	2.0%	5.0%	38	2.0%	5.0%	17	2.0%	4.0%
Bretagne	137	4.0%	5.0%	38	3.0%	2.0%	99	6.0%	7.0%	34	5.0%	4.0%
Centre	115	4.0%	5.0%	46	3.0%	4.0%	69	4.0%	6.0%	26	4.0%	4.0%
Champagne ardennes	81	2.0%	7.0%	30	2.0%	5.0%	51	3.0%	8.0%	18	2.0%	5.0%
Franche-comté	71	2.0%	7.0%	28	2.0%	5.0%	44	2.0%	8.0%	21	3.0%	7.0%
Haute normandie	115	4.0%	7.0%	55	4.0%	7.0%	59	3.0%	7.0%	19	3.0%	4.0%
Ile de france	362	13.0%	3.0%	138	11.0%	3.0%	224	14.0%	4.0%	98	16.0%	2.0%
Languedoc roussillon	98	3.0%	4.0%	32	2.0%	2.0%	66	4.0%	5.0%	9	1.0%	1.0%
Limousin	38	1.0%	6.0%	21	1.0%	7.0%	17	1.0%	5.0%	7	1.0%	4.0%
Lorraine	128	4.0%	6.0%	59	5.0%	6.0%	69	4.0%	7.0%	16	2.0%	3.0%
Midi pyrénées	133	4.0%	5.0%	61	5.0%	5.0%	72	4.0%	5.0%	32	5.0%	3.0%
Nord pas de calais	261	9.0%	8.0%	110	9.0%	7.0%	151	9.0%	9.0%	58	9.0%	6.0%
Pays de loire	158	5.0%	5.0%	63	5.0%	4.0%	95	6.0%	6.0%	42	7.0%	4.0%
Picardie	118	4.0%	7.0%	74	6.0%	9.0%	44	2.0%	5.0%	15	2.0%	3.0%
Poitou charentes	112	4.0%	7.0%	43	3.0%	6.0%	69	4.0%	8.0%	23	3.0%	5.0%
Provence alpes côte d'azur, corse	212	7.0%	4.0%	88	7.0%	4.0%	124	7.0%	5.0%	48	8.0%	3.0%
Rhône alpes	234	8.0%	4.0%	109	9.0%	4.0%	125	7.0%	4.0%	52	8.0%	2.0%
Habitudes de connection à internet												
1 à 2 fois par semaine	210	7.0%	7.0%	79	6.0%	6.0%	130	8.0%	7.0%	20	3.0%	4.0%
1 à 3 fois par mois	27	1.0%	7.0%	1	0.0%	0.0%	25	1.0%	11.0%	1	0.0%	1.0%
Moins souvent	5	0.0%	3.0%	2	0.0%	3.0%	3	0.0%	4.0%	-	-	-
Presque tous les jours	379	13.0%	6.0%	145	12.0%	5.0%	234	14.0%	7.0%	79	13.0%	6.0%
Tous les jours	2 158	77.0%	5.0%	961	80.0%	4.0%	1 197	75.0%	5.0%	504	83.0%	3.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2 779	100.0%	5.3%	1 189	100.0%	4.7%	1 590	100.0%	5.8%	603	100.0%	3.4%
Revenus du foyer												
65 000 euros et plus par an	107	3.0%	2.0%	59	5.0%	2.0%	48	3.0%	2.0%	70	11.0%	2.0%
De 12 000 à moins de 18 000 euros par an	352	12.0%	7.0%	127	10.0%	6.0%	226	14.0%	7.0%	33	5.0%	4.0%
De 18 000 à moins de 24 000 euros par an	468	16.0%	6.0%	173	14.0%	5.0%	295	18.0%	7.0%	55	9.0%	3.0%
De 24 000 à moins de 36 000 euros par an	811	29.0%	6.0%	370	31.0%	6.0%	442	27.0%	6.0%	136	22.0%	3.0%
De 36 000 à moins de 45 000 euros par an	341	12.0%	4.0%	171	14.0%	4.0%	170	10.0%	4.0%	94	15.0%	3.0%
De 45 000 à moins de 65 000 euros par an	334	12.0%	4.0%	163	13.0%	3.0%	171	10.0%	4.0%	134	22.0%	3.0%
De 9 000 à moins de 12 000 euros par an	124	4.0%	5.0%	36	3.0%	4.0%	89	5.0%	6.0%	11	1.0%	4.0%
Moins de 9 000 euros par an	60	2.0%	4.0%	19	1.0%	3.0%	41	2.0%	5.0%	6	1.0%	2.0%
Ne sait pas	72	2.0%	3.0%	31	2.0%	2.0%	41	2.0%	3.0%	39	6.0%	4.0%
Refus	108	3.0%	4.0%	39	3.0%	3.0%	69	4.0%	5.0%	24	3.0%	2.0%