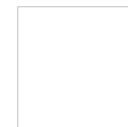


	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	1 030	100.0%	2.0%	456	100.0%	1.8%	574	100.0%	2.1%	228	100.0%	1.3%
<b>Sexe</b>												
<b>Femme</b>	574	55.0%	2.0%	-	-	-	574	100.0%	2.0%	123	54.0%	1.0%
<b>Homme</b>	456	44.0%	1.0%	456	100.0%	1.0%	-	-	-	104	45.0%	1.0%
<b>Age</b>												
<b>15 à 24 ans</b>	197	19.0%	2.0%	96	21.0%	2.0%	101	17.0%	2.0%	79	34.0%	2.0%
<b>25 à 34 ans</b>	198	19.0%	2.0%	76	16.0%	2.0%	121	21.0%	3.0%	48	21.0%	1.0%
<b>35 à 49 ans</b>	233	22.0%	1.0%	114	25.0%	1.0%	119	20.0%	1.0%	58	25.0%	0.0%
<b>50 à 59 ans</b>	114	11.0%	1.0%	55	12.0%	1.0%	59	10.0%	1.0%	28	12.0%	0.0%
<b>60 ans et plus</b>	288	28.0%	1.0%	114	25.0%	1.0%	174	30.0%	2.0%	14	6.0%	0.0%
<b>Individu</b>												
<b>Ménagères</b>	451	43.0%	1.0%	-	-	-	451	78.0%	1.0%	83	36.0%	1.0%
<b>Personne de référence</b>	481	46.0%	1.0%	344	75.0%	1.0%	137	23.0%	1.0%	86	37.0%	1.0%
<b>Responsable des achats</b>	687	66.0%	1.0%	219	48.0%	1.0%	468	81.0%	2.0%	118	51.0%	1.0%
<b>Pcs individu</b>												
<b>Affaires et cadres</b>	37	3.0%	0.0%	18	3.0%	0.0%	19	3.0%	0.0%	31	13.0%	0.0%
<b>Agriculteurs</b>	13	1.0%	2.0%	7	1.0%	2.0%	7	1.0%	3.0%	-	-	-
<b>Autres inactifs</b>	232	22.0%	2.0%	90	19.0%	2.0%	142	24.0%	2.0%	70	30.0%	2.0%
<b>Employés</b>	210	20.0%	2.0%	54	11.0%	2.0%	156	27.0%	2.0%	19	8.0%	1.0%
<b>Ouvriers</b>	178	17.0%	2.0%	138	30.0%	2.0%	39	6.0%	3.0%	18	7.0%	4.0%
<b>Petits patrons</b>	28	2.0%	1.0%	14	3.0%	1.0%	14	2.0%	3.0%	24	10.0%	1.0%
<b>Professions intermédiaires</b>	100	9.0%	1.0%	48	10.0%	1.0%	51	8.0%	1.0%	67	29.0%	1.0%
<b>Retraités</b>	233	22.0%	1.0%	87	19.0%	1.0%	145	25.0%	2.0%	-	-	-
<b>Pcs personne de référence</b>												
<b>Affaires et cadres</b>	52	5.0%	0.0%	36	7.0%	1.0%	16	2.0%	0.0%	52	22.0%	0.0%
<b>Agriculteurs</b>	18	1.0%	2.0%	7	1.0%	1.0%	12	2.0%	2.0%	-	-	-
<b>Autres inactifs</b>	97	9.0%	2.0%	51	11.0%	3.0%	46	8.0%	2.0%	-	-	-
<b>Employés</b>	136	13.0%	2.0%	56	12.0%	2.0%	79	13.0%	2.0%	-	-	-
<b>Ouvriers</b>	270	26.0%	2.0%	136	29.0%	2.0%	134	23.0%	3.0%	-	-	-
<b>Petits patrons</b>	41	4.0%	1.0%	17	3.0%	1.0%	25	4.0%	2.0%	41	18.0%	1.0%
<b>Professions intermédiaires</b>	135	13.0%	1.0%	52	11.0%	1.0%	83	14.0%	2.0%	135	59.0%	1.0%
<b>Retraités</b>	281	27.0%	1.0%	101	22.0%	1.0%	180	31.0%	2.0%	-	-	-



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	1 030	100.0%	2.0%	456	100.0%	1.8%	574	100.0%	2.1%	228	100.0%	1.3%
<b>Taille du foyer</b>												
<b>1 personne</b>	132	12.0%	1.0%	47	10.0%	1.0%	84	14.0%	1.0%	29	12.0%	1.0%
<b>2 personnes</b>	339	32.0%	1.0%	163	35.0%	1.0%	177	30.0%	1.0%	41	17.0%	1.0%
<b>3 personnes</b>	241	23.0%	2.0%	109	23.0%	2.0%	132	23.0%	2.0%	49	21.0%	1.0%
<b>4 personnes</b>	168	16.0%	1.0%	75	16.0%	1.0%	93	16.0%	2.0%	56	24.0%	1.0%
<b>5 personnes et +</b>	150	14.0%	2.0%	62	13.0%	2.0%	88	15.0%	2.0%	54	23.0%	2.0%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Non</b>	670	65.0%	1.0%	312	68.0%	1.0%	358	62.0%	1.0%	137	60.0%	1.0%
<b>Oui</b>	360	35.0%	2.0%	144	31.0%	2.0%	216	37.0%	2.0%	91	39.0%	1.0%
<b>Habitat</b>												
<b>Agglo. + 100 000 hab</b>	306	29.0%	1.0%	163	35.0%	2.0%	142	24.0%	1.0%	87	38.0%	1.0%
<b>Agglo. 20 000 à 100 000 hab</b>	146	14.0%	2.0%	59	12.0%	1.0%	87	15.0%	2.0%	26	11.0%	1.0%
<b>Agglo. - 20 000 hab</b>	177	17.0%	2.0%	84	18.0%	1.0%	93	16.0%	2.0%	41	18.0%	1.0%
<b>Agglo. paris</b>	126	12.0%	1.0%	34	7.0%	0.0%	91	15.0%	2.0%	23	10.0%	0.0%
<b>Communes rurales</b>	276	26.0%	2.0%	116	25.0%	2.0%	160	27.0%	2.0%	51	22.0%	1.0%

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	1 030	100.0%	2.0%	456	100.0%	1.8%	574	100.0%	2.1%	228	100.0%	1.3%
<b>Régions insee</b>												
Alsace	17	1.0%	1.0%	13	2.0%	1.0%	4	0.0%	0.0%	3	1.0%	0.0%
Aquitaine	50	4.0%	1.0%	29	6.0%	2.0%	21	3.0%	1.0%	11	4.0%	1.0%
Auvergne	20	1.0%	1.0%	6	1.0%	1.0%	14	2.0%	2.0%	4	1.0%	1.0%
Basse normandie	38	3.0%	3.0%	18	3.0%	3.0%	21	3.0%	3.0%	6	2.0%	1.0%
Bourgogne	34	3.0%	2.0%	20	4.0%	3.0%	15	2.0%	2.0%	4	1.0%	1.0%
Bretagne	77	7.0%	2.0%	34	7.0%	2.0%	44	7.0%	3.0%	20	8.0%	2.0%
Centre	40	3.0%	2.0%	17	3.0%	1.0%	23	4.0%	2.0%	6	2.0%	0.0%
Champagne ardennes	20	1.0%	1.0%	10	2.0%	1.0%	10	1.0%	1.0%	4	1.0%	1.0%
Franche-comté	30	2.0%	3.0%	13	2.0%	2.0%	17	3.0%	3.0%	4	1.0%	1.0%
Haute normandie	42	4.0%	2.0%	16	3.0%	2.0%	26	4.0%	3.0%	7	3.0%	1.0%
Ile de france	153	14.0%	1.0%	40	8.0%	0.0%	112	19.0%	2.0%	28	12.0%	0.0%
Languedoc roussillon	37	3.0%	1.0%	18	3.0%	1.0%	19	3.0%	1.0%	18	7.0%	2.0%
Limousin	21	2.0%	3.0%	11	2.0%	3.0%	10	1.0%	3.0%	2	0.0%	1.0%
Lorraine	45	4.0%	2.0%	24	5.0%	2.0%	21	3.0%	2.0%	3	1.0%	0.0%
Midi pyrénées	26	2.0%	1.0%	9	2.0%	0.0%	17	2.0%	1.0%	5	2.0%	0.0%
Nord pas de calais	83	8.0%	2.0%	46	10.0%	3.0%	37	6.0%	2.0%	32	14.0%	3.0%
Pays de loire	60	5.0%	2.0%	33	7.0%	2.0%	27	4.0%	1.0%	15	6.0%	1.0%
Picardie	37	3.0%	2.0%	29	6.0%	3.0%	8	1.0%	0.0%	10	4.0%	2.0%
Poitou charentes	41	3.0%	2.0%	18	3.0%	2.0%	23	3.0%	2.0%	7	3.0%	1.0%
Provence alpes côte d'azur, corse	76	7.0%	1.0%	28	6.0%	1.0%	48	8.0%	2.0%	20	8.0%	1.0%
Rhône alpes	83	8.0%	1.0%	25	5.0%	1.0%	58	10.0%	2.0%	19	8.0%	1.0%
<b>Habitudes de connection à internet</b>												
1 à 2 fois par semaine	48	4.0%	1.0%	24	5.0%	1.0%	24	4.0%	1.0%	2	0.0%	0.0%
1 à 3 fois par mois	12	1.0%	3.0%	8	1.0%	4.0%	4	0.0%	1.0%	-	-	-
Moins souvent	5	0.0%	4.0%	4	0.0%	9.0%	1	0.0%	1.0%	-	-	-
Presque tous les jours	145	14.0%	2.0%	31	6.0%	1.0%	114	19.0%	3.0%	20	8.0%	1.0%
Tous les jours	821	79.0%	1.0%	390	85.0%	1.0%	431	75.0%	2.0%	206	90.0%	1.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	1 030	100.0%	2.0%	456	100.0%	1.8%	574	100.0%	2.1%	228	100.0%	1.3%
<b>Revenus du foyer</b>												
<b>65 000 euros et plus par an</b>	39	3.0%	0.0%	28	6.0%	1.0%	11	1.0%	0.0%	21	9.0%	0.0%
<b>De 12 000 à moins de 18 000 euros par an</b>	157	15.0%	3.0%	62	13.0%	3.0%	95	16.0%	3.0%	8	3.0%	1.0%
<b>De 18 000 à moins de 24 000 euros par an</b>	127	12.0%	1.0%	59	12.0%	2.0%	68	11.0%	1.0%	27	11.0%	1.0%
<b>De 24 000 à moins de 36 000 euros par an</b>	252	24.0%	2.0%	99	21.0%	1.0%	153	26.0%	2.0%	48	21.0%	1.0%
<b>De 36 000 à moins de 45 000 euros par an</b>	132	12.0%	1.0%	58	12.0%	1.0%	75	13.0%	2.0%	44	19.0%	1.0%
<b>De 45 000 à moins de 65 000 euros par an</b>	105	10.0%	1.0%	65	14.0%	1.0%	40	6.0%	1.0%	29	12.0%	0.0%
<b>De 9 000 à moins de 12 000 euros par an</b>	62	6.0%	3.0%	29	6.0%	3.0%	33	5.0%	2.0%	3	1.0%	1.0%
<b>Moins de 9 000 euros par an</b>	26	2.0%	1.0%	10	2.0%	1.0%	16	2.0%	2.0%	5	2.0%	2.0%
<b>Ne sait pas</b>	37	3.0%	2.0%	12	2.0%	1.0%	24	4.0%	2.0%	19	8.0%	2.0%
<b>Refus</b>	94	9.0%	2.0%	35	7.0%	2.0%	59	10.0%	2.0%	24	10.0%	1.0%