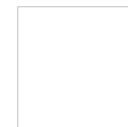


	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	1 048	100.0%	2.0%	495	100.0%	2.0%	553	100.0%	2.0%	222	100.0%	1.3%
<b>Sexe</b>												
<b>Femme</b>	553	52.0%	2.0%	-	-	-	553	100.0%	2.0%	113	50.0%	1.0%
<b>Homme</b>	495	47.0%	2.0%	495	100.0%	2.0%	-	-	-	109	49.0%	1.0%
<b>Age</b>												
<b>15 à 24 ans</b>	246	23.0%	3.0%	127	25.0%	3.0%	119	21.0%	3.0%	92	41.0%	2.0%
<b>25 à 34 ans</b>	171	16.0%	2.0%	76	15.0%	2.0%	96	17.0%	2.0%	43	19.0%	1.0%
<b>35 à 49 ans</b>	185	17.0%	1.0%	96	19.0%	1.0%	88	16.0%	1.0%	49	21.0%	0.0%
<b>50 à 59 ans</b>	119	11.0%	1.0%	65	13.0%	1.0%	53	9.0%	1.0%	32	14.0%	0.0%
<b>60 ans et plus</b>	327	31.0%	2.0%	131	26.0%	1.0%	197	35.0%	2.0%	7	3.0%	0.0%
<b>Individu</b>												
<b>Ménagères</b>	413	39.0%	1.0%	-	-	-	413	74.0%	1.0%	65	29.0%	0.0%
<b>Personne de référence</b>	478	45.0%	1.0%	359	72.0%	1.0%	119	21.0%	1.0%	71	31.0%	0.0%
<b>Responsable des achats</b>	688	65.0%	1.0%	241	48.0%	1.0%	447	80.0%	1.0%	97	43.0%	0.0%
<b>Pcs individu</b>												
<b>Affaires et cadres</b>	32	3.0%	0.0%	14	2.0%	0.0%	18	3.0%	0.0%	26	11.0%	0.0%
<b>Agriculteurs</b>	19	1.0%	3.0%	8	1.0%	2.0%	11	2.0%	5.0%	-	-	-
<b>Autres inactifs</b>	245	23.0%	2.0%	104	21.0%	2.0%	140	25.0%	2.0%	67	30.0%	2.0%
<b>Employés</b>	192	18.0%	2.0%	47	9.0%	2.0%	145	26.0%	2.0%	30	13.0%	1.0%
<b>Ouvriers</b>	179	17.0%	2.0%	141	28.0%	2.0%	38	6.0%	2.0%	19	8.0%	4.0%
<b>Petits patrons</b>	26	2.0%	1.0%	14	2.0%	1.0%	12	2.0%	2.0%	22	10.0%	1.0%
<b>Professions intermédiaires</b>	77	7.0%	1.0%	44	8.0%	1.0%	33	6.0%	0.0%	58	26.0%	1.0%
<b>Retraités</b>	278	26.0%	2.0%	122	24.0%	2.0%	156	28.0%	2.0%	-	-	-
<b>Pcs personne de référence</b>												
<b>Affaires et cadres</b>	62	5.0%	0.0%	33	6.0%	0.0%	28	5.0%	0.0%	62	27.0%	0.0%
<b>Agriculteurs</b>	20	1.0%	2.0%	8	1.0%	2.0%	12	2.0%	2.0%	-	-	-
<b>Autres inactifs</b>	87	8.0%	2.0%	52	10.0%	3.0%	36	6.0%	1.0%	-	-	-
<b>Employés</b>	127	12.0%	2.0%	51	10.0%	2.0%	76	13.0%	2.0%	-	-	-
<b>Ouvriers</b>	247	23.0%	2.0%	139	28.0%	2.0%	108	19.0%	2.0%	-	-	-
<b>Petits patrons</b>	39	3.0%	1.0%	17	3.0%	1.0%	22	4.0%	1.0%	39	17.0%	1.0%
<b>Professions intermédiaires</b>	122	11.0%	1.0%	59	11.0%	1.0%	63	11.0%	1.0%	122	54.0%	1.0%
<b>Retraités</b>	344	32.0%	2.0%	136	27.0%	2.0%	208	37.0%	2.0%	-	-	-



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	1 048	100.0%	2.0%	495	100.0%	2.0%	553	100.0%	2.0%	222	100.0%	1.3%
<b>Taille du foyer</b>												
<b>1 personne</b>	149	14.0%	1.0%	84	17.0%	2.0%	65	11.0%	1.0%	23	10.0%	1.0%
<b>2 personnes</b>	361	34.0%	2.0%	172	34.0%	1.0%	190	34.0%	2.0%	34	15.0%	0.0%
<b>3 personnes</b>	249	23.0%	2.0%	103	20.0%	2.0%	146	26.0%	3.0%	48	21.0%	1.0%
<b>4 personnes</b>	172	16.0%	1.0%	86	17.0%	1.0%	85	15.0%	1.0%	73	33.0%	1.0%
<b>5 personnes et +</b>	117	11.0%	2.0%	50	10.0%	1.0%	67	12.0%	2.0%	45	20.0%	1.0%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Non</b>	748	71.0%	2.0%	369	74.0%	2.0%	379	68.0%	2.0%	136	61.0%	1.0%
<b>Oui</b>	300	28.0%	1.0%	126	25.0%	1.0%	174	31.0%	2.0%	86	38.0%	1.0%
<b>Habitat</b>												
<b>Agglo. + 100 000 hab</b>	323	30.0%	2.0%	191	38.0%	2.0%	131	23.0%	1.0%	70	31.0%	1.0%
<b>Agglo. 20 000 à 100 000 hab</b>	137	13.0%	2.0%	63	12.0%	1.0%	74	13.0%	2.0%	26	11.0%	1.0%
<b>Agglo. - 20 000 hab</b>	166	15.0%	1.0%	72	14.0%	1.0%	94	16.0%	2.0%	38	16.0%	1.0%
<b>Agglo. paris</b>	118	11.0%	1.0%	38	7.0%	0.0%	80	14.0%	1.0%	21	9.0%	0.0%
<b>Communes rurales</b>	305	29.0%	2.0%	130	26.0%	2.0%	175	31.0%	2.0%	68	30.0%	2.0%

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	1 048	100.0%	2.0%	495	100.0%	2.0%	553	100.0%	2.0%	222	100.0%	1.3%
<b>Régions insee</b>												
Alsace	33	3.0%	2.0%	26	5.0%	3.0%	7	1.0%	0.0%	3	1.0%	0.0%
Aquitaine	32	3.0%	1.0%	24	4.0%	1.0%	8	1.0%	0.0%	7	3.0%	0.0%
Auvergne	19	1.0%	1.0%	9	1.0%	1.0%	9	1.0%	1.0%	1	0.0%	0.0%
Basse normandie	56	5.0%	4.0%	25	5.0%	4.0%	31	5.0%	4.0%	10	4.0%	2.0%
Bourgogne	33	3.0%	2.0%	19	3.0%	2.0%	14	2.0%	1.0%	2	1.0%	0.0%
Bretagne	96	9.0%	3.0%	40	8.0%	3.0%	56	10.0%	4.0%	16	7.0%	1.0%
Centre	48	4.0%	2.0%	28	5.0%	2.0%	20	3.0%	1.0%	8	3.0%	1.0%
Champagne ardennes	20	1.0%	1.0%	10	2.0%	2.0%	9	1.0%	1.0%	4	1.0%	1.0%
Franche-comté	36	3.0%	3.0%	15	3.0%	3.0%	22	3.0%	4.0%	8	3.0%	2.0%
Haute normandie	57	5.0%	3.0%	27	5.0%	3.0%	30	5.0%	3.0%	5	2.0%	1.0%
Ile de france	135	12.0%	1.0%	47	9.0%	1.0%	88	15.0%	1.0%	29	13.0%	0.0%
Languedoc roussillon	34	3.0%	1.0%	22	4.0%	2.0%	12	2.0%	1.0%	19	8.0%	2.0%
Limousin	25	2.0%	4.0%	10	2.0%	3.0%	14	2.0%	4.0%	3	1.0%	1.0%
Lorraine	42	4.0%	2.0%	27	5.0%	2.0%	15	2.0%	1.0%	4	1.0%	0.0%
Midi pyrénées	37	3.0%	1.0%	8	1.0%	0.0%	29	5.0%	2.0%	8	3.0%	0.0%
Nord pas de calais	55	5.0%	1.0%	19	3.0%	1.0%	36	6.0%	2.0%	33	14.0%	3.0%
Pays de loire	63	6.0%	2.0%	22	4.0%	1.0%	41	7.0%	2.0%	17	7.0%	1.0%
Picardie	40	3.0%	2.0%	30	6.0%	4.0%	10	1.0%	1.0%	4	2.0%	1.0%
Poitou charentes	37	3.0%	2.0%	18	3.0%	2.0%	19	3.0%	2.0%	3	1.0%	0.0%
Provence alpes côte d'azur, corse	76	7.0%	1.0%	34	6.0%	1.0%	42	7.0%	1.0%	12	5.0%	0.0%
Rhône alpes	76	7.0%	1.0%	34	6.0%	1.0%	42	7.0%	1.0%	27	12.0%	1.0%
<b>Habitudes de connection à internet</b>												
1 à 2 fois par semaine	48	4.0%	1.0%	27	5.0%	2.0%	20	3.0%	1.0%	7	3.0%	1.0%
1 à 3 fois par mois	17	1.0%	4.0%	13	2.0%	8.0%	4	0.0%	1.0%	-	-	-
Moins souvent	1	0.0%	0.0%	1	0.0%	1.0%	0	0.0%	0.0%	-	-	-
Presque tous les jours	173	16.0%	2.0%	64	13.0%	2.0%	108	19.0%	3.0%	22	9.0%	1.0%
Tous les jours	810	77.0%	1.0%	390	78.0%	1.0%	420	75.0%	1.0%	193	86.0%	1.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	1 048	100.0%	2.0%	495	100.0%	2.0%	553	100.0%	2.0%	222	100.0%	1.3%
<b>Revenus du foyer</b>												
<b>65 000 euros et plus par an</b>	47	4.0%	1.0%	28	5.0%	1.0%	20	3.0%	1.0%	34	15.0%	1.0%
<b>De 12 000 à moins de 18 000 euros par an</b>	135	12.0%	2.0%	49	9.0%	2.0%	87	15.0%	3.0%	8	3.0%	1.0%
<b>De 18 000 à moins de 24 000 euros par an</b>	150	14.0%	2.0%	47	9.0%	1.0%	103	18.0%	2.0%	26	11.0%	1.0%
<b>De 24 000 à moins de 36 000 euros par an</b>	283	27.0%	2.0%	147	29.0%	2.0%	136	24.0%	2.0%	38	17.0%	1.0%
<b>De 36 000 à moins de 45 000 euros par an</b>	128	12.0%	1.0%	74	15.0%	1.0%	54	9.0%	1.0%	38	17.0%	1.0%
<b>De 45 000 à moins de 65 000 euros par an</b>	119	11.0%	1.0%	67	13.0%	1.0%	52	9.0%	1.0%	38	16.0%	0.0%
<b>De 9 000 à moins de 12 000 euros par an</b>	45	4.0%	2.0%	30	6.0%	3.0%	15	2.0%	1.0%	1	0.0%	0.0%
<b>Moins de 9 000 euros par an</b>	23	2.0%	1.0%	9	1.0%	1.0%	14	2.0%	1.0%	5	2.0%	2.0%
<b>Ne sait pas</b>	61	5.0%	2.0%	29	5.0%	2.0%	32	5.0%	2.0%	23	10.0%	2.0%
<b>Refus</b>	56	5.0%	2.0%	15	3.0%	1.0%	40	7.0%	3.0%	12	5.0%	1.0%