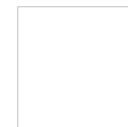


	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	1 641	100.0%	3.1%	661	100.0%	2.6%	980	100.0%	3.6%	382	100.0%	2.1%
<b>Sexe</b>												
<b>Femme</b>	980	59.0%	3.0%	-	-	-	980	100.0%	3.0%	240	62.0%	2.0%
<b>Homme</b>	661	40.0%	2.0%	661	100.0%	2.0%	-	-	-	142	37.0%	1.0%
<b>Age</b>												
<b>15 à 24 ans</b>	63	3.0%	0.0%	23	3.0%	0.0%	40	4.0%	1.0%	16	4.0%	0.0%
<b>25 à 34 ans</b>	209	12.0%	2.0%	77	11.0%	2.0%	132	13.0%	3.0%	59	15.0%	1.0%
<b>35 à 49 ans</b>	400	24.0%	3.0%	141	21.0%	2.0%	259	26.0%	4.0%	124	32.0%	2.0%
<b>50 à 59 ans</b>	369	22.0%	4.0%	129	19.0%	3.0%	239	24.0%	5.0%	110	28.0%	3.0%
<b>60 ans et plus</b>	601	36.0%	3.0%	292	44.0%	4.0%	309	31.0%	3.0%	73	19.0%	4.0%
<b>Individu</b>												
<b>Ménagères</b>	935	57.0%	4.0%	-	-	-	935	95.0%	4.0%	232	60.0%	3.0%
<b>Personne de référence</b>	819	49.0%	2.0%	587	88.0%	2.0%	232	23.0%	3.0%	189	49.0%	2.0%
<b>Responsable des achats</b>	1 241	75.0%	3.0%	324	48.0%	2.0%	918	93.0%	4.0%	309	80.0%	2.0%
<b>Pcs individu</b>												
<b>Affaires et cadres</b>	101	6.0%	2.0%	40	6.0%	1.0%	61	6.0%	2.0%	78	20.0%	1.0%
<b>Agriculteurs</b>	42	2.0%	8.0%	24	3.0%	7.0%	19	1.0%	9.0%	2	0.0%	4.0%
<b>Autres inactifs</b>	187	11.0%	1.0%	47	7.0%	1.0%	140	14.0%	2.0%	33	8.0%	1.0%
<b>Employés</b>	362	22.0%	4.0%	38	5.0%	1.0%	323	33.0%	5.0%	51	13.0%	2.0%
<b>Ouvriers</b>	216	13.0%	3.0%	159	24.0%	3.0%	56	5.0%	4.0%	5	1.0%	1.0%
<b>Petits patrons</b>	31	1.0%	1.0%	16	2.0%	1.0%	16	1.0%	3.0%	27	7.0%	1.0%
<b>Professions intermédiaires</b>	200	12.0%	2.0%	85	12.0%	2.0%	114	11.0%	3.0%	168	44.0%	2.0%
<b>Retraités</b>	502	30.0%	3.0%	252	38.0%	4.0%	250	25.0%	3.0%	19	4.0%	8.0%
<b>Pcs personne de référence</b>												
<b>Affaires et cadres</b>	126	7.0%	1.0%	41	6.0%	1.0%	86	8.0%	2.0%	126	33.0%	1.0%
<b>Agriculteurs</b>	69	4.0%	8.0%	23	3.0%	6.0%	46	4.0%	11.0%	-	-	-
<b>Autres inactifs</b>	90	5.0%	2.0%	28	4.0%	1.0%	62	6.0%	3.0%	-	-	-
<b>Employés</b>	144	8.0%	2.0%	39	5.0%	1.0%	105	10.0%	3.0%	-	-	-
<b>Ouvriers</b>	390	23.0%	4.0%	160	24.0%	3.0%	230	23.0%	5.0%	-	-	-
<b>Petits patrons</b>	45	2.0%	1.0%	16	2.0%	1.0%	30	3.0%	2.0%	45	11.0%	1.0%
<b>Professions intermédiaires</b>	210	12.0%	2.0%	86	13.0%	2.0%	124	12.0%	3.0%	210	55.0%	2.0%
<b>Retraités</b>	567	34.0%	3.0%	270	40.0%	4.0%	297	30.0%	3.0%	-	-	-



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	1 641	100.0%	3.1%	661	100.0%	2.6%	980	100.0%	3.6%	382	100.0%	2.1%
<b>Taille du foyer</b>												
<b>1 personne</b>	259	15.0%	2.0%	93	14.0%	2.0%	166	17.0%	3.0%	42	11.0%	1.0%
<b>2 personnes</b>	668	40.0%	3.0%	312	47.0%	3.0%	356	36.0%	3.0%	124	32.0%	2.0%
<b>3 personnes</b>	267	16.0%	2.0%	102	15.0%	2.0%	164	16.0%	3.0%	96	25.0%	2.0%
<b>4 personnes</b>	256	15.0%	2.0%	88	13.0%	1.0%	168	17.0%	3.0%	80	21.0%	1.0%
<b>5 personnes et +</b>	192	11.0%	3.0%	66	10.0%	2.0%	125	12.0%	4.0%	40	10.0%	1.0%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Non</b>	1 139	69.0%	3.0%	506	76.0%	2.0%	632	64.0%	3.0%	225	59.0%	2.0%
<b>Oui</b>	503	30.0%	3.0%	155	23.0%	2.0%	348	35.0%	4.0%	157	41.0%	2.0%
<b>Habitat</b>												
<b>Agglo. + 100 000 hab</b>	381	23.0%	2.0%	170	25.0%	2.0%	211	21.0%	2.0%	110	28.0%	2.0%
<b>Agglo. 20 000 à 100 000 hab</b>	228	13.0%	3.0%	95	14.0%	2.0%	133	13.0%	3.0%	51	13.0%	2.0%
<b>Agglo. - 20 000 hab</b>	386	23.0%	4.0%	180	27.0%	4.0%	206	21.0%	4.0%	92	24.0%	3.0%
<b>Agglo. paris</b>	112	6.0%	1.0%	35	5.0%	0.0%	77	7.0%	1.0%	37	9.0%	0.0%
<b>Communes rurales</b>	533	32.0%	4.0%	181	27.0%	3.0%	352	36.0%	5.0%	93	24.0%	2.0%

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	1 641	100.0%	3.1%	661	100.0%	2.6%	980	100.0%	3.6%	382	100.0%	2.1%
<b>Régions insee</b>												
Alsace	13	0.0%	0.0%	6	0.0%	0.0%	7	0.0%	0.0%	4	1.0%	0.0%
Aquitaine	71	4.0%	2.0%	27	4.0%	2.0%	43	4.0%	3.0%	14	3.0%	1.0%
Auvergne	61	3.0%	5.0%	26	3.0%	4.0%	35	3.0%	5.0%	9	2.0%	3.0%
Basse normandie	30	1.0%	2.0%	16	2.0%	2.0%	14	1.0%	2.0%	10	2.0%	2.0%
Bourgogne	59	3.0%	4.0%	21	3.0%	3.0%	37	3.0%	5.0%	12	3.0%	3.0%
Bretagne	109	6.0%	4.0%	38	5.0%	2.0%	71	7.0%	5.0%	19	4.0%	2.0%
Centre	87	5.0%	4.0%	31	4.0%	3.0%	56	5.0%	5.0%	22	5.0%	3.0%
Champagne ardennes	63	3.0%	5.0%	24	3.0%	4.0%	39	4.0%	6.0%	10	2.0%	3.0%
Franche-comté	29	1.0%	3.0%	12	1.0%	2.0%	17	1.0%	3.0%	5	1.0%	1.0%
Haute normandie	52	3.0%	3.0%	23	3.0%	3.0%	29	2.0%	3.0%	16	4.0%	3.0%
Ile de france	141	8.0%	1.0%	48	7.0%	1.0%	93	9.0%	1.0%	42	10.0%	0.0%
Languedoc roussillon	63	3.0%	2.0%	16	2.0%	1.0%	48	4.0%	3.0%	19	4.0%	2.0%
Limousin	24	1.0%	3.0%	5	0.0%	1.0%	19	1.0%	5.0%	2	0.0%	1.0%
Lorraine	41	2.0%	2.0%	20	3.0%	2.0%	22	2.0%	2.0%	17	4.0%	3.0%
Midi pyrénées	106	6.0%	4.0%	44	6.0%	3.0%	61	6.0%	4.0%	33	8.0%	3.0%
Nord pas de calais	79	4.0%	2.0%	34	5.0%	2.0%	45	4.0%	2.0%	12	3.0%	1.0%
Pays de loire	120	7.0%	4.0%	50	7.0%	3.0%	70	7.0%	4.0%	17	4.0%	1.0%
Picardie	56	3.0%	3.0%	28	4.0%	3.0%	29	2.0%	3.0%	7	1.0%	1.0%
Poitou charentes	72	4.0%	4.0%	33	5.0%	4.0%	39	4.0%	5.0%	14	3.0%	3.0%
Provence alpes côte d'azur, corse	138	8.0%	3.0%	70	10.0%	3.0%	68	7.0%	3.0%	41	10.0%	2.0%
Rhône alpes	228	13.0%	4.0%	90	13.0%	3.0%	138	14.0%	5.0%	58	15.0%	2.0%
<b>Habitudes de connection à internet</b>												
1 à 2 fois par semaine	119	7.0%	4.0%	34	5.0%	2.0%	86	8.0%	4.0%	21	5.0%	4.0%
1 à 3 fois par mois	19	1.0%	4.0%	2	0.0%	1.0%	17	1.0%	7.0%	-	-	-
Moins souvent	2	0.0%	1.0%	-	-	-	2	0.0%	2.0%	1	0.0%	3.0%
Presque tous les jours	219	13.0%	3.0%	84	12.0%	3.0%	135	13.0%	4.0%	30	7.0%	2.0%
Tous les jours	1 281	78.0%	3.0%	541	81.0%	2.0%	740	75.0%	3.0%	330	86.0%	2.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	1 641	100.0%	3.1%	661	100.0%	2.6%	980	100.0%	3.6%	382	100.0%	2.1%
<b>Revenus du foyer</b>												
<b>65 000 euros et plus par an</b>	99	6.0%	2.0%	48	7.0%	1.0%	51	5.0%	3.0%	58	15.0%	2.0%
<b>De 12 000 à moins de 18 000 euros par an</b>	121	7.0%	2.0%	46	6.0%	2.0%	75	7.0%	2.0%	9	2.0%	1.0%
<b>De 18 000 à moins de 24 000 euros par an</b>	236	14.0%	3.0%	88	13.0%	3.0%	148	15.0%	3.0%	31	8.0%	2.0%
<b>De 24 000 à moins de 36 000 euros par an</b>	427	26.0%	3.0%	172	26.0%	3.0%	255	26.0%	3.0%	81	21.0%	2.0%
<b>De 36 000 à moins de 45 000 euros par an</b>	289	17.0%	3.0%	116	17.0%	3.0%	173	17.0%	4.0%	83	21.0%	2.0%
<b>De 45 000 à moins de 65 000 euros par an</b>	215	13.0%	2.0%	99	15.0%	2.0%	116	11.0%	3.0%	78	20.0%	2.0%
<b>De 9 000 à moins de 12 000 euros par an</b>	74	4.0%	3.0%	20	3.0%	2.0%	54	5.0%	4.0%	3	0.0%	1.0%
<b>Moins de 9 000 euros par an</b>	57	3.0%	4.0%	18	2.0%	2.0%	39	4.0%	5.0%	4	1.0%	2.0%
<b>Ne sait pas</b>	25	1.0%	1.0%	13	2.0%	1.0%	12	1.0%	1.0%	6	1.0%	0.0%
<b>Refus</b>	98	6.0%	2.0%	42	6.0%	2.0%	57	5.0%	2.0%	30	7.0%	2.0%