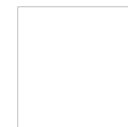


	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 195	100.0%	2.3%	677	100.0%	2.7%	517	100.0%	1.9%	421	100.0%	2.4%
Sexe												
Femme	517	43.0%	1.0%	-	-	-	517	100.0%	1.0%	145	34.0%	1.0%
Homme	677	56.0%	2.0%	677	100.0%	2.0%	-	-	-	276	65.0%	3.0%
Age												
15 à 24 ans	70	5.0%	0.0%	37	5.0%	1.0%	34	6.0%	0.0%	38	9.0%	1.0%
25 à 34 ans	104	8.0%	1.0%	50	7.0%	1.0%	54	10.0%	1.0%	48	11.0%	1.0%
35 à 49 ans	212	17.0%	1.0%	141	20.0%	2.0%	71	13.0%	1.0%	123	29.0%	2.0%
50 à 59 ans	210	17.0%	2.0%	119	17.0%	2.0%	91	17.0%	2.0%	117	27.0%	3.0%
60 ans et plus	598	50.0%	3.0%	330	48.0%	4.0%	268	51.0%	3.0%	94	22.0%	5.0%
Individu												
Ménagères	460	38.0%	2.0%	-	-	-	460	88.0%	2.0%	125	29.0%	1.0%
Personne de référence	750	62.0%	2.0%	610	90.0%	3.0%	140	27.0%	1.0%	272	64.0%	3.0%
Responsable des achats	843	70.0%	2.0%	386	56.0%	3.0%	457	88.0%	2.0%	261	62.0%	2.0%
Pcs individu												
Affaires et cadres	158	13.0%	3.0%	115	17.0%	3.0%	42	8.0%	2.0%	139	32.0%	3.0%
Agriculteurs	3	0.0%	0.0%	3	0.0%	1.0%	-	-	-	-	-	-
Autres inactifs	121	10.0%	1.0%	45	6.0%	1.0%	76	14.0%	1.0%	54	12.0%	1.0%
Employés	141	11.0%	1.0%	52	7.0%	2.0%	89	17.0%	1.0%	28	6.0%	1.0%
Ouvriers	89	7.0%	1.0%	72	10.0%	1.0%	18	3.0%	1.0%	1	0.0%	0.0%
Petits patrons	47	3.0%	2.0%	39	5.0%	3.0%	7	1.0%	1.0%	44	10.0%	3.0%
Professions intermédiaires	167	14.0%	2.0%	104	15.0%	2.0%	63	12.0%	1.0%	151	35.0%	2.0%
Retraités	468	39.0%	3.0%	247	36.0%	4.0%	222	42.0%	3.0%	3	0.0%	1.0%
Pcs personne de référence												
Affaires et cadres	182	15.0%	2.0%	116	17.0%	3.0%	66	12.0%	1.0%	182	43.0%	2.0%
Agriculteurs	11	0.0%	1.0%	3	0.0%	1.0%	7	1.0%	1.0%	-	-	-
Autres inactifs	46	3.0%	1.0%	13	2.0%	0.0%	32	6.0%	1.0%	-	-	-
Employés	89	7.0%	1.0%	47	7.0%	2.0%	42	8.0%	1.0%	-	-	-
Ouvriers	123	10.0%	1.0%	77	11.0%	1.0%	46	8.0%	1.0%	-	-	-
Petits patrons	52	4.0%	1.0%	42	6.0%	3.0%	10	2.0%	0.0%	52	12.0%	1.0%
Professions intermédiaires	186	15.0%	2.0%	118	17.0%	2.0%	68	13.0%	1.0%	186	44.0%	2.0%
Retraités	506	42.0%	3.0%	260	38.0%	4.0%	246	47.0%	2.0%	-	-	-



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 195	100.0%	2.3%	677	100.0%	2.7%	517	100.0%	1.9%	421	100.0%	2.4%
Taille du foyer												
1 personne	233	19.0%	2.0%	121	17.0%	2.0%	112	21.0%	2.0%	59	14.0%	2.0%
2 personnes	579	48.0%	3.0%	334	49.0%	3.0%	245	47.0%	2.0%	138	32.0%	3.0%
3 personnes	145	12.0%	1.0%	97	14.0%	2.0%	49	9.0%	1.0%	97	23.0%	2.0%
4 personnes	176	14.0%	1.0%	95	14.0%	2.0%	81	15.0%	1.0%	97	23.0%	2.0%
5 personnes et +	61	5.0%	1.0%	30	4.0%	1.0%	31	6.0%	1.0%	29	6.0%	1.0%
Présence d'enfants de moins de 15 ans												
Non	984	82.0%	2.0%	547	80.0%	3.0%	437	84.0%	2.0%	297	70.0%	2.0%
Oui	211	17.0%	1.0%	130	19.0%	1.0%	80	15.0%	1.0%	124	29.0%	1.0%
Habitat												
Agglo. + 100 000 hab	381	31.0%	2.0%	217	32.0%	2.0%	164	31.0%	2.0%	121	28.0%	2.0%
Agglo. 20 000 à 100 000 hab	170	14.0%	2.0%	104	15.0%	3.0%	66	12.0%	1.0%	71	16.0%	3.0%
Agglo. - 20 000 hab	200	16.0%	2.0%	122	18.0%	2.0%	78	15.0%	1.0%	60	14.0%	2.0%
Agglo. paris	224	18.0%	2.0%	128	19.0%	3.0%	96	18.0%	2.0%	103	24.0%	2.0%
Communes rurales	219	18.0%	1.0%	106	15.0%	1.0%	113	21.0%	1.0%	66	15.0%	1.0%

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 195	100.0%	2.3%	677	100.0%	2.7%	517	100.0%	1.9%	421	100.0%	2.4%
Régions insee												
Alsace	35	2.0%	2.0%	24	3.0%	3.0%	11	2.0%	1.0%	6	1.0%	1.0%
Aquitaine	56	4.0%	2.0%	40	6.0%	3.0%	15	3.0%	1.0%	10	2.0%	1.0%
Auvergne	19	1.0%	1.0%	12	1.0%	2.0%	7	1.0%	1.0%	2	0.0%	0.0%
Basse normandie	27	2.0%	2.0%	13	2.0%	2.0%	14	2.0%	2.0%	13	3.0%	3.0%
Bourgogne	39	3.0%	2.0%	21	3.0%	3.0%	17	3.0%	2.0%	6	1.0%	1.0%
Bretagne	66	5.0%	2.0%	25	3.0%	1.0%	41	8.0%	3.0%	22	5.0%	2.0%
Centre	64	5.0%	3.0%	37	5.0%	3.0%	27	5.0%	2.0%	23	5.0%	3.0%
Champagne ardennes	25	2.0%	2.0%	12	1.0%	2.0%	13	2.0%	2.0%	5	1.0%	1.0%
Franche-comté	22	1.0%	2.0%	18	2.0%	3.0%	4	0.0%	0.0%	5	1.0%	1.0%
Haute normandie	24	2.0%	1.0%	11	1.0%	1.0%	13	2.0%	1.0%	13	3.0%	3.0%
Ile de france	245	20.0%	2.0%	140	20.0%	3.0%	105	20.0%	2.0%	114	27.0%	2.0%
Languedoc roussillon	55	4.0%	2.0%	34	5.0%	3.0%	21	4.0%	1.0%	21	4.0%	2.0%
Limousin	21	1.0%	3.0%	9	1.0%	2.0%	12	2.0%	3.0%	6	1.0%	3.0%
Lorraine	38	3.0%	2.0%	15	2.0%	1.0%	23	4.0%	2.0%	7	1.0%	1.0%
Midi pyrénées	82	6.0%	3.0%	49	7.0%	4.0%	33	6.0%	2.0%	27	6.0%	3.0%
Nord pas de calais	40	3.0%	1.0%	21	3.0%	1.0%	19	3.0%	1.0%	15	3.0%	1.0%
Pays de loire	55	4.0%	1.0%	37	5.0%	2.0%	18	3.0%	1.0%	9	2.0%	1.0%
Picardie	14	1.0%	0.0%	6	0.0%	0.0%	7	1.0%	0.0%	5	1.0%	1.0%
Poitou charentes	46	3.0%	3.0%	37	5.0%	5.0%	9	1.0%	1.0%	18	4.0%	4.0%
Provence alpes côte d'azur, corse	107	9.0%	2.0%	58	8.0%	2.0%	49	9.0%	2.0%	43	10.0%	2.0%
Rhône alpes	115	9.0%	2.0%	57	8.0%	2.0%	58	11.0%	2.0%	51	12.0%	2.0%
Habitudes de connection à internet												
1 à 2 fois par semaine	46	3.0%	1.0%	19	2.0%	1.0%	27	5.0%	1.0%	4	0.0%	0.0%
1 à 3 fois par mois	6	0.0%	1.0%	5	0.0%	3.0%	1	0.0%	0.0%	1	0.0%	2.0%
Moins souvent	3	0.0%	2.0%	2	0.0%	4.0%	1	0.0%	0.0%	-	-	-
Presque tous les jours	135	11.0%	2.0%	62	9.0%	2.0%	74	14.0%	2.0%	18	4.0%	1.0%
Tous les jours	1 004	84.0%	2.0%	589	87.0%	2.0%	415	80.0%	1.0%	398	94.0%	2.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 195	100.0%	2.3%	677	100.0%	2.7%	517	100.0%	1.9%	421	100.0%	2.4%
Revenus du foyer												
65 000 euros et plus par an	121	10.0%	2.0%	88	13.0%	3.0%	33	6.0%	2.0%	69	16.0%	2.0%
De 12 000 à moins de 18 000 euros par an	50	4.0%	1.0%	22	3.0%	1.0%	27	5.0%	0.0%	9	2.0%	1.0%
De 18 000 à moins de 24 000 euros par an	125	10.0%	1.0%	65	9.0%	2.0%	61	11.0%	1.0%	22	5.0%	1.0%
De 24 000 à moins de 36 000 euros par an	283	23.0%	2.0%	133	19.0%	2.0%	149	28.0%	2.0%	80	19.0%	2.0%
De 36 000 à moins de 45 000 euros par an	220	18.0%	2.0%	123	18.0%	3.0%	98	18.0%	2.0%	86	20.0%	2.0%
De 45 000 à moins de 65 000 euros par an	243	20.0%	3.0%	169	24.0%	3.0%	75	14.0%	2.0%	114	27.0%	2.0%
De 9 000 à moins de 12 000 euros par an	44	3.0%	2.0%	21	3.0%	2.0%	23	4.0%	1.0%	5	1.0%	2.0%
Moins de 9 000 euros par an	18	1.0%	1.0%	10	1.0%	1.0%	8	1.0%	1.0%	7	1.0%	3.0%
Ne sait pas	44	3.0%	1.0%	16	2.0%	1.0%	28	5.0%	2.0%	11	2.0%	1.0%
Refus	47	3.0%	2.0%	31	4.0%	3.0%	16	3.0%	1.0%	18	4.0%	2.0%