

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 585	100.0%	3.0%	925	100.0%	3.7%	659	100.0%	2.4%	671	100.0%	3.8%
Sexe												
Femme	659	41.0%	2.0%	-	-	-	659	100.0%	2.0%	277	41.0%	3.0%
Homme	925	58.0%	3.0%	925	100.0%	3.0%	-	-	-	394	58.0%	4.0%
Age												
15 à 24 ans	136	8.0%	1.0%	69	7.0%	1.0%	67	10.0%	1.0%	55	8.0%	1.0%
25 à 34 ans	151	9.0%	2.0%	77	8.0%	2.0%	73	11.0%	1.0%	88	13.0%	2.0%
35 à 49 ans	444	28.0%	3.0%	288	31.0%	4.0%	156	23.0%	2.0%	292	43.0%	4.0%
50 à 59 ans	317	20.0%	3.0%	178	19.0%	4.0%	138	21.0%	3.0%	159	23.0%	4.0%
60 ans et plus	537	33.0%	3.0%	313	33.0%	4.0%	225	34.0%	2.0%	77	11.0%	4.0%
Individu												
Ménagères	598	37.0%	2.0%	-	-	-	598	90.0%	2.0%	240	35.0%	3.0%
Personne de référence	1 000	63.0%	3.0%	839	90.0%	4.0%	161	24.0%	2.0%	401	59.0%	4.0%
Responsable des achats	1 147	72.0%	3.0%	577	62.0%	4.0%	570	86.0%	2.0%	468	69.0%	4.0%
Pcs individu												
Affaires et cadres	283	17.0%	5.0%	174	18.0%	6.0%	109	16.0%	5.0%	260	38.0%	5.0%
Agriculteurs	5	0.0%	1.0%	4	0.0%	1.0%	1	0.0%	0.0%	-	-	-
Autres inactifs	253	16.0%	2.0%	96	10.0%	2.0%	157	23.0%	2.0%	82	12.0%	2.0%
Employés	211	13.0%	2.0%	99	10.0%	4.0%	112	17.0%	1.0%	45	6.0%	2.0%
Ouvriers	106	6.0%	1.0%	91	9.0%	1.0%	15	2.0%	1.0%	9	1.0%	1.0%
Petits patrons	85	5.0%	5.0%	73	7.0%	6.0%	12	1.0%	2.0%	81	12.0%	5.0%
Professions intermédiaires	217	13.0%	2.0%	136	14.0%	3.0%	81	12.0%	2.0%	188	28.0%	3.0%
Retraités	425	26.0%	3.0%	252	27.0%	4.0%	172	26.0%	2.0%	7	1.0%	3.0%
Pcs personne de référence												
Affaires et cadres	328	20.0%	4.0%	182	19.0%	5.0%	146	22.0%	4.0%	328	48.0%	4.0%
Agriculteurs	12	0.0%	1.0%	5	0.0%	1.0%	7	1.0%	1.0%	-	-	-
Autres inactifs	121	7.0%	3.0%	74	8.0%	4.0%	47	7.0%	2.0%	-	-	-
Employés	156	9.0%	2.0%	92	9.0%	3.0%	65	9.0%	2.0%	-	-	-
Ouvriers	157	9.0%	1.0%	99	10.0%	1.0%	58	8.0%	1.0%	-	-	-
Petits patrons	121	7.0%	4.0%	74	8.0%	5.0%	47	7.0%	3.0%	121	18.0%	4.0%
Professions intermédiaires	222	14.0%	2.0%	138	14.0%	3.0%	84	12.0%	2.0%	222	33.0%	2.0%
Retraités	467	29.0%	3.0%	262	28.0%	4.0%	205	31.0%	2.0%	-	-	-



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 585	100.0%	3.0%	925	100.0%	3.7%	659	100.0%	2.4%	671	100.0%	3.8%
Taille du foyer												
1 personne	287	18.0%	2.0%	183	19.0%	4.0%	104	15.0%	1.0%	89	13.0%	3.0%
2 personnes	616	38.0%	3.0%	350	37.0%	4.0%	266	40.0%	2.0%	181	26.0%	4.0%
3 personnes	245	15.0%	2.0%	123	13.0%	2.0%	122	18.0%	2.0%	125	18.0%	3.0%
4 personnes	259	16.0%	2.0%	165	17.0%	3.0%	94	14.0%	2.0%	168	25.0%	3.0%
5 personnes et +	177	11.0%	3.0%	105	11.0%	4.0%	72	10.0%	2.0%	109	16.0%	4.0%
Présence d'enfants de moins de 15 ans												
Non	1 125	71.0%	3.0%	660	71.0%	3.0%	465	70.0%	2.0%	397	59.0%	3.0%
Oui	460	29.0%	2.0%	265	28.0%	3.0%	194	29.0%	2.0%	274	40.0%	3.0%
Habitat												
Agglo. + 100 000 hab	573	36.0%	3.0%	338	36.0%	4.0%	236	35.0%	2.0%	236	35.0%	4.0%
Agglo. 20 000 à 100 000 hab	219	13.0%	3.0%	131	14.0%	4.0%	88	13.0%	2.0%	79	11.0%	3.0%
Agglo. - 20 000 hab	211	13.0%	2.0%	127	13.0%	2.0%	84	12.0%	1.0%	73	10.0%	2.0%
Agglo. paris	342	21.0%	3.0%	203	21.0%	4.0%	139	21.0%	3.0%	194	28.0%	4.0%
Communes rurales	240	15.0%	2.0%	127	13.0%	2.0%	113	17.0%	1.0%	89	13.0%	2.0%

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 585	100.0%	3.0%	925	100.0%	3.7%	659	100.0%	2.4%	671	100.0%	3.8%
Régions insee												
Alsace	52	3.0%	3.0%	32	3.0%	4.0%	19	2.0%	2.0%	29	4.0%	6.0%
Aquitaine	79	5.0%	2.0%	55	6.0%	4.0%	24	3.0%	1.0%	32	4.0%	3.0%
Auvergne	26	1.0%	2.0%	16	1.0%	3.0%	10	1.0%	1.0%	7	1.0%	2.0%
Basse normandie	28	1.0%	2.0%	10	1.0%	1.0%	18	2.0%	2.0%	11	1.0%	3.0%
Bourgogne	39	2.0%	2.0%	25	2.0%	3.0%	14	2.0%	2.0%	15	2.0%	3.0%
Bretagne	61	3.0%	2.0%	41	4.0%	3.0%	20	3.0%	1.0%	20	3.0%	2.0%
Centre	45	2.0%	2.0%	20	2.0%	2.0%	25	3.0%	2.0%	19	2.0%	3.0%
Champagne ardennes	39	2.0%	3.0%	29	3.0%	5.0%	10	1.0%	1.0%	9	1.0%	2.0%
Franche-comté	27	1.0%	2.0%	16	1.0%	3.0%	11	1.0%	2.0%	13	1.0%	4.0%
Haute normandie	51	3.0%	3.0%	34	3.0%	4.0%	18	2.0%	2.0%	14	2.0%	3.0%
Ile de france	371	23.0%	3.0%	220	23.0%	4.0%	151	23.0%	3.0%	199	29.0%	4.0%
Languedoc roussillon	52	3.0%	2.0%	33	3.0%	3.0%	19	2.0%	1.0%	26	3.0%	3.0%
Limousin	22	1.0%	3.0%	10	1.0%	3.0%	12	1.0%	3.0%	3	0.0%	1.0%
Lorraine	55	3.0%	2.0%	34	3.0%	3.0%	20	3.0%	2.0%	13	1.0%	2.0%
Midi pyrénées	62	3.0%	2.0%	27	2.0%	2.0%	35	5.0%	2.0%	29	4.0%	3.0%
Nord pas de calais	81	5.0%	2.0%	41	4.0%	2.0%	40	6.0%	2.0%	27	4.0%	2.0%
Pays de loire	72	4.0%	2.0%	39	4.0%	2.0%	33	5.0%	2.0%	16	2.0%	1.0%
Picardie	46	2.0%	2.0%	27	2.0%	3.0%	19	2.0%	2.0%	16	2.0%	3.0%
Poitou charentes	38	2.0%	2.0%	16	1.0%	2.0%	22	3.0%	2.0%	15	2.0%	3.0%
Provence alpes côte d'azur, corse	176	11.0%	4.0%	110	11.0%	5.0%	67	10.0%	2.0%	74	11.0%	5.0%
Rhône alpes	162	10.0%	3.0%	90	9.0%	3.0%	72	10.0%	2.0%	83	12.0%	4.0%
Habitudes de connection à internet												
1 à 2 fois par semaine	55	3.0%	1.0%	34	3.0%	2.0%	21	3.0%	1.0%	12	1.0%	2.0%
1 à 3 fois par mois	10	0.0%	2.0%	9	1.0%	5.0%	1	0.0%	0.0%	1	0.0%	1.0%
Moins souvent	1	0.0%	0.0%	1	0.0%	1.0%	-	-	-	-	-	-
Presque tous les jours	145	9.0%	2.0%	79	8.0%	2.0%	66	10.0%	2.0%	53	7.0%	4.0%
Tous les jours	1 375	86.0%	3.0%	803	86.0%	3.0%	571	86.0%	2.0%	605	90.0%	3.0%



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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 585	100.0%	3.0%	925	100.0%	3.7%	659	100.0%	2.4%	671	100.0%	3.8%
Revenus du foyer												
65 000 euros et plus par an	300	18.0%	7.0%	197	21.0%	7.0%	103	15.0%	6.0%	223	33.0%	7.0%
De 12 000 à moins de 18 000 euros par an	93	5.0%	1.0%	44	4.0%	2.0%	49	7.0%	1.0%	10	1.0%	1.0%
De 18 000 à moins de 24 000 euros par an	163	10.0%	2.0%	96	10.0%	3.0%	66	10.0%	1.0%	35	5.0%	2.0%
De 24 000 à moins de 36 000 euros par an	280	17.0%	2.0%	145	15.0%	2.0%	135	20.0%	2.0%	93	13.0%	2.0%
De 36 000 à moins de 45 000 euros par an	208	13.0%	2.0%	114	12.0%	2.0%	94	14.0%	2.0%	67	10.0%	2.0%
De 45 000 à moins de 65 000 euros par an	348	21.0%	4.0%	237	25.0%	5.0%	111	16.0%	3.0%	197	29.0%	4.0%
De 9 000 à moins de 12 000 euros par an	60	3.0%	2.0%	35	3.0%	4.0%	26	3.0%	1.0%	0	0.0%	0.0%
Moins de 9 000 euros par an	22	1.0%	1.0%	16	1.0%	2.0%	6	0.0%	0.0%	1	0.0%	0.0%
Ne sait pas	35	2.0%	1.0%	20	2.0%	1.0%	15	2.0%	1.0%	15	2.0%	1.0%
Refus	77	4.0%	3.0%	23	2.0%	2.0%	54	8.0%	4.0%	28	4.0%	3.0%