

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 276	100.0%	2.4%	1 096	100.0%	4.4%	180	100.0%	0.7%	481	100.0%	2.7%
Sexe												
Femme	180	14.0%	0.0%	-	-	-	180	100.0%	0.0%	55	11.0%	0.0%
Homme	1 096	85.0%	4.0%	1 096	100.0%	4.0%	-	-	-	426	88.0%	4.0%
Age												
15 à 24 ans	111	8.0%	1.0%	100	9.0%	2.0%	11	6.0%	0.0%	60	12.0%	1.0%
25 à 34 ans	118	9.0%	1.0%	100	9.0%	2.0%	18	10.0%	0.0%	57	11.0%	1.0%
35 à 49 ans	360	28.0%	2.0%	330	30.0%	5.0%	30	16.0%	0.0%	165	34.0%	2.0%
50 à 59 ans	259	20.0%	3.0%	218	19.0%	5.0%	41	23.0%	0.0%	116	24.0%	3.0%
60 ans et plus	428	33.0%	2.0%	350	31.0%	4.0%	78	43.0%	0.0%	83	17.0%	5.0%
Individu												
Ménagères	158	12.0%	0.0%	-	-	-	158	87.0%	0.0%	52	10.0%	0.0%
Personne de référence	986	77.0%	3.0%	962	87.0%	4.0%	24	13.0%	0.0%	368	76.0%	4.0%
Responsable des achats	724	56.0%	2.0%	560	51.0%	4.0%	164	91.0%	0.0%	271	56.0%	2.0%
Pcs individu												
Affaires et cadres	143	11.0%	2.0%	128	11.0%	4.0%	15	8.0%	0.0%	140	29.0%	3.0%
Agriculteurs	9	0.0%	1.0%	8	0.0%	2.0%	1	0.0%	0.0%	1	0.0%	3.0%
Autres inactifs	158	12.0%	1.0%	122	11.0%	3.0%	36	20.0%	0.0%	39	8.0%	1.0%
Employés	122	9.0%	1.0%	78	7.0%	3.0%	44	24.0%	0.0%	20	4.0%	1.0%
Ouvriers	255	20.0%	4.0%	253	23.0%	4.0%	2	1.0%	0.0%	14	3.0%	3.0%
Petits patrons	56	4.0%	3.0%	54	5.0%	4.0%	1	0.0%	0.0%	55	11.0%	3.0%
Professions intermédiaires	214	16.0%	2.0%	195	17.0%	5.0%	19	10.0%	0.0%	206	42.0%	3.0%
Retraités	318	24.0%	2.0%	257	23.0%	4.0%	61	33.0%	0.0%	5	1.0%	2.0%
Pcs personne de référence												
Affaires et cadres	177	13.0%	2.0%	153	13.0%	4.0%	24	13.0%	0.0%	177	36.0%	2.0%
Agriculteurs	8	0.0%	1.0%	8	0.0%	2.0%	-	-	-	-	-	-
Autres inactifs	70	5.0%	2.0%	62	5.0%	4.0%	7	4.0%	0.0%	-	-	-
Employés	101	7.0%	1.0%	78	7.0%	3.0%	23	12.0%	0.0%	-	-	-
Ouvriers	274	21.0%	2.0%	250	22.0%	4.0%	25	13.0%	0.0%	-	-	-
Petits patrons	78	6.0%	2.0%	69	6.0%	4.0%	9	5.0%	0.0%	78	16.0%	2.0%
Professions intermédiaires	226	17.0%	2.0%	204	18.0%	4.0%	22	12.0%	0.0%	226	47.0%	2.0%
Retraités	342	26.0%	2.0%	272	24.0%	4.0%	70	38.0%	0.0%	-	-	-



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Ensemble	1 276	100.0%	2.4%	1 096	100.0%	4.4%	180	100.0%	0.7%	481	100.0%	2.7%
Taille du foyer												
1 personne	146	11.0%	1.0%	132	12.0%	3.0%	14	7.0%	0.0%	47	9.0%	2.0%
2 personnes	514	40.0%	2.0%	418	38.0%	4.0%	96	53.0%	1.0%	130	27.0%	3.0%
3 personnes	238	18.0%	2.0%	213	19.0%	4.0%	25	13.0%	0.0%	123	25.0%	3.0%
4 personnes	250	19.0%	2.0%	218	19.0%	4.0%	32	17.0%	0.0%	118	24.0%	2.0%
5 personnes et +	128	10.0%	2.0%	115	10.0%	4.0%	13	7.0%	0.0%	63	13.0%	2.0%
Présence d'enfants de moins de 15 ans												
Non	881	69.0%	2.0%	739	67.0%	4.0%	141	78.0%	0.0%	289	60.0%	2.0%
Oui	395	31.0%	2.0%	357	32.0%	4.0%	38	21.0%	0.0%	192	40.0%	2.0%
Habitat												
Agglo. + 100 000 hab	399	31.0%	2.0%	347	31.0%	4.0%	51	28.0%	0.0%	142	29.0%	2.0%
Agglo. 20 000 à 100 000 hab	183	14.0%	2.0%	167	15.0%	5.0%	16	9.0%	0.0%	56	11.0%	2.0%
Agglo. - 20 000 hab	256	20.0%	2.0%	214	19.0%	5.0%	42	23.0%	0.0%	89	18.0%	3.0%
Agglo. paris	161	12.0%	1.0%	146	13.0%	3.0%	15	8.0%	0.0%	102	21.0%	2.0%
Communes rurales	276	21.0%	2.0%	222	20.0%	3.0%	55	30.0%	0.0%	92	19.0%	2.0%

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Ensemble	1 276	100.0%	2.4%	1 096	100.0%	4.4%	180	100.0%	0.7%	481	100.0%	2.7%
Régions insee												
Alsace	47	3.0%	3.0%	46	4.0%	6.0%	1	0.0%	0.0%	15	3.0%	3.0%
Aquitaine	55	4.0%	2.0%	50	4.0%	3.0%	6	3.0%	0.0%	19	4.0%	2.0%
Auvergne	29	2.0%	2.0%	29	2.0%	5.0%	-	-	-	7	1.0%	2.0%
Basse normandie	17	1.0%	1.0%	17	1.0%	3.0%	1	0.0%	0.0%	6	1.0%	1.0%
Bourgogne	35	2.0%	2.0%	26	2.0%	4.0%	9	4.0%	1.0%	8	1.0%	2.0%
Bretagne	68	5.0%	2.0%	61	5.0%	4.0%	7	4.0%	0.0%	16	3.0%	2.0%
Centre	46	3.0%	2.0%	39	3.0%	4.0%	7	3.0%	0.0%	14	3.0%	2.0%
Champagne ardennes	30	2.0%	2.0%	29	2.0%	5.0%	1	0.0%	0.0%	10	2.0%	3.0%
Franche-comté	42	3.0%	4.0%	32	3.0%	6.0%	9	5.0%	1.0%	13	2.0%	4.0%
Haute normandie	43	3.0%	2.0%	37	3.0%	5.0%	6	3.0%	0.0%	9	1.0%	2.0%
Ile de france	192	15.0%	2.0%	171	15.0%	3.0%	20	11.0%	0.0%	116	24.0%	2.0%
Languedoc roussillon	46	3.0%	2.0%	41	3.0%	3.0%	5	3.0%	0.0%	12	2.0%	1.0%
Limousin	21	1.0%	3.0%	18	1.0%	6.0%	3	1.0%	1.0%	6	1.0%	3.0%
Lorraine	64	5.0%	3.0%	51	4.0%	5.0%	13	7.0%	1.0%	15	3.0%	2.0%
Midi pyrénées	51	4.0%	2.0%	38	3.0%	3.0%	13	7.0%	1.0%	24	4.0%	2.0%
Nord pas de calais	83	6.0%	2.0%	69	6.0%	4.0%	15	8.0%	0.0%	27	5.0%	2.0%
Pays de loire	73	5.0%	2.0%	60	5.0%	4.0%	13	7.0%	0.0%	24	5.0%	2.0%
Picardie	47	3.0%	3.0%	40	3.0%	5.0%	7	4.0%	0.0%	19	3.0%	4.0%
Poitou charentes	27	2.0%	1.0%	18	1.0%	2.0%	8	4.0%	1.0%	11	2.0%	2.0%
Provence alpes côte d'azur, corse	127	9.0%	2.0%	115	10.0%	5.0%	12	6.0%	0.0%	48	10.0%	3.0%
Rhône alpes	132	10.0%	2.0%	109	10.0%	4.0%	23	12.0%	0.0%	63	13.0%	3.0%
Habitudes de connection à internet												
1 à 2 fois par semaine	65	5.0%	2.0%	54	4.0%	4.0%	11	6.0%	0.0%	15	3.0%	2.0%
1 à 3 fois par mois	7	0.0%	1.0%	7	0.0%	3.0%	0	0.0%	0.0%	4	0.0%	6.0%
Moins souvent	-	-	-	-	-	-	-	-	-	-	-	-
Presque tous les jours	133	10.0%	2.0%	102	9.0%	3.0%	30	16.0%	0.0%	42	8.0%	3.0%
Tous les jours	1 071	83.0%	2.0%	933	85.0%	4.0%	138	76.0%	0.0%	420	87.0%	2.0%



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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 276	100.0%	2.4%	1 096	100.0%	4.4%	180	100.0%	0.7%	481	100.0%	2.7%
Revenus du foyer												
65 000 euros et plus par an	156	12.0%	3.0%	140	12.0%	5.0%	16	8.0%	0.0%	108	22.0%	3.0%
De 12 000 à moins de 18 000 euros par an	85	6.0%	1.0%	66	6.0%	3.0%	19	10.0%	0.0%	8	1.0%	1.0%
De 18 000 à moins de 24 000 euros par an	149	11.0%	2.0%	121	11.0%	4.0%	28	15.0%	0.0%	37	7.0%	2.0%
De 24 000 à moins de 36 000 euros par an	258	20.0%	2.0%	212	19.0%	3.0%	47	26.0%	0.0%	82	17.0%	2.0%
De 36 000 à moins de 45 000 euros par an	248	19.0%	3.0%	219	20.0%	5.0%	30	16.0%	0.0%	85	17.0%	2.0%
De 45 000 à moins de 65 000 euros par an	235	18.0%	3.0%	219	19.0%	5.0%	16	9.0%	0.0%	111	23.0%	2.0%
De 9 000 à moins de 12 000 euros par an	31	2.0%	1.0%	26	2.0%	3.0%	4	2.0%	0.0%	4	0.0%	1.0%
Moins de 9 000 euros par an	17	1.0%	1.0%	14	1.0%	2.0%	2	1.0%	0.0%	1	0.0%	0.0%
Ne sait pas	28	2.0%	1.0%	26	2.0%	3.0%	2	1.0%	0.0%	11	2.0%	1.0%
Refus	69	5.0%	1.0%	54	4.0%	3.0%	16	8.0%	0.0%	36	7.0%	2.0%