

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 246	100.0%	2.4%	1 069	100.0%	4.2%	177	100.0%	0.6%	441	100.0%	2.5%
Sexe												
Femme	177	14.0%	0.0%	-	-	-	177	100.0%	0.0%	46	10.0%	0.0%
Homme	1 069	85.0%	4.0%	1 069	100.0%	4.0%	-	-	-	396	89.0%	4.0%
Age												
15 à 24 ans	115	9.0%	1.0%	111	10.0%	3.0%	4	2.0%	0.0%	72	16.0%	2.0%
25 à 34 ans	107	8.0%	1.0%	93	8.0%	2.0%	14	7.0%	0.0%	38	8.0%	1.0%
35 à 49 ans	321	25.0%	2.0%	292	27.0%	4.0%	29	16.0%	0.0%	154	35.0%	2.0%
50 à 59 ans	246	19.0%	2.0%	212	19.0%	5.0%	34	19.0%	0.0%	114	25.0%	3.0%
60 ans et plus	456	36.0%	2.0%	361	33.0%	5.0%	95	53.0%	1.0%	63	14.0%	3.0%
Individu												
Ménagères	166	13.0%	0.0%	-	-	-	166	94.0%	0.0%	43	9.0%	0.0%
Personne de référence	965	77.0%	3.0%	922	86.0%	4.0%	43	24.0%	0.0%	329	74.0%	3.0%
Responsable des achats	734	58.0%	2.0%	568	53.0%	4.0%	166	93.0%	0.0%	240	54.0%	2.0%
Pcs individu												
Affaires et cadres	129	10.0%	2.0%	120	11.0%	4.0%	9	5.0%	0.0%	129	29.0%	2.0%
Agriculteurs	8	0.0%	1.0%	8	0.0%	2.0%	-	-	-	-	-	-
Autres inactifs	193	15.0%	1.0%	154	14.0%	4.0%	39	21.0%	0.0%	66	15.0%	2.0%
Employés	124	10.0%	1.0%	90	8.0%	3.0%	34	19.0%	0.0%	13	3.0%	0.0%
Ouvriers	208	16.0%	3.0%	206	19.0%	4.0%	2	0.0%	0.0%	6	1.0%	1.0%
Petits patrons	43	3.0%	2.0%	40	3.0%	3.0%	3	1.0%	0.0%	43	9.0%	2.0%
Professions intermédiaires	195	15.0%	2.0%	172	16.0%	4.0%	23	13.0%	0.0%	183	41.0%	3.0%
Retraités	346	27.0%	2.0%	280	26.0%	4.0%	67	37.0%	1.0%	1	0.0%	0.0%
Pcs personne de référence												
Affaires et cadres	167	13.0%	2.0%	145	13.0%	4.0%	22	12.0%	0.0%	167	37.0%	2.0%
Agriculteurs	7	0.0%	1.0%	7	0.0%	2.0%	0	0.0%	0.0%	-	-	-
Autres inactifs	85	6.0%	2.0%	75	7.0%	4.0%	10	5.0%	0.0%	-	-	-
Employés	108	8.0%	1.0%	90	8.0%	3.0%	18	10.0%	0.0%	-	-	-
Ouvriers	213	17.0%	2.0%	204	19.0%	3.0%	9	5.0%	0.0%	-	-	-
Petits patrons	62	5.0%	2.0%	54	5.0%	3.0%	8	4.0%	0.0%	62	14.0%	2.0%
Professions intermédiaires	213	17.0%	2.0%	197	18.0%	4.0%	16	8.0%	0.0%	213	48.0%	2.0%
Retraités	390	31.0%	2.0%	296	27.0%	4.0%	94	53.0%	1.0%	-	-	-



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 246	100.0%	2.4%	1 069	100.0%	4.2%	177	100.0%	0.6%	441	100.0%	2.5%
Taille du foyer												
1 personne	182	14.0%	1.0%	151	14.0%	3.0%	32	17.0%	0.0%	49	11.0%	2.0%
2 personnes	496	39.0%	2.0%	406	38.0%	4.0%	90	50.0%	1.0%	107	24.0%	2.0%
3 personnes	213	17.0%	2.0%	185	17.0%	4.0%	28	15.0%	0.0%	103	23.0%	2.0%
4 personnes	225	18.0%	2.0%	207	19.0%	4.0%	18	10.0%	0.0%	129	29.0%	2.0%
5 personnes et +	129	10.0%	2.0%	120	11.0%	4.0%	9	4.0%	0.0%	53	11.0%	2.0%
Présence d'enfants de moins de 15 ans												
Non	872	70.0%	2.0%	720	67.0%	4.0%	152	86.0%	0.0%	263	59.0%	2.0%
Oui	373	30.0%	2.0%	349	32.0%	4.0%	25	13.0%	0.0%	179	40.0%	2.0%
Habitat												
Agglo. + 100 000 hab	424	34.0%	2.0%	360	33.0%	4.0%	64	36.0%	0.0%	159	36.0%	2.0%
Agglo. 20 000 à 100 000 hab	152	12.0%	2.0%	138	12.0%	4.0%	14	8.0%	0.0%	46	10.0%	2.0%
Agglo. - 20 000 hab	260	20.0%	2.0%	219	20.0%	4.0%	41	23.0%	0.0%	86	19.0%	3.0%
Agglo. paris	167	13.0%	1.0%	149	13.0%	3.0%	18	10.0%	0.0%	72	16.0%	1.0%
Communes rurales	242	19.0%	2.0%	203	19.0%	3.0%	39	21.0%	0.0%	78	17.0%	2.0%

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Ensemble	1 246	100.0%	2.4%	1 069	100.0%	4.2%	177	100.0%	0.6%	441	100.0%	2.5%
Régions insee												
Alsace	44	3.0%	2.0%	42	4.0%	5.0%	2	1.0%	0.0%	9	1.0%	1.0%
Aquitaine	64	5.0%	2.0%	60	5.0%	4.0%	4	2.0%	0.0%	20	4.0%	2.0%
Auvergne	43	3.0%	3.0%	37	3.0%	6.0%	7	3.0%	1.0%	11	2.0%	3.0%
Basse normandie	29	2.0%	2.0%	28	2.0%	4.0%	1	0.0%	0.0%	8	1.0%	2.0%
Bourgogne	25	2.0%	1.0%	19	1.0%	2.0%	7	3.0%	0.0%	5	1.0%	1.0%
Bretagne	52	4.0%	2.0%	41	3.0%	3.0%	10	5.0%	0.0%	14	3.0%	1.0%
Centre	45	3.0%	2.0%	42	3.0%	4.0%	3	1.0%	0.0%	12	2.0%	1.0%
Champagne ardennes	30	2.0%	2.0%	26	2.0%	5.0%	4	2.0%	0.0%	12	2.0%	4.0%
Franche-comté	40	3.0%	4.0%	34	3.0%	7.0%	6	3.0%	1.0%	14	3.0%	4.0%
Haute normandie	34	2.0%	2.0%	28	2.0%	3.0%	6	3.0%	0.0%	13	3.0%	3.0%
Ile de france	193	15.0%	2.0%	168	15.0%	3.0%	25	14.0%	0.0%	81	18.0%	1.0%
Languedoc roussillon	49	4.0%	2.0%	45	4.0%	4.0%	4	2.0%	0.0%	7	1.0%	0.0%
Limousin	13	1.0%	2.0%	10	1.0%	3.0%	3	1.0%	0.0%	4	1.0%	2.0%
Lorraine	58	4.0%	3.0%	40	3.0%	4.0%	18	10.0%	1.0%	22	4.0%	4.0%
Midi pyrénées	51	4.0%	2.0%	42	4.0%	3.0%	9	5.0%	0.0%	27	6.0%	3.0%
Nord pas de calais	80	6.0%	2.0%	71	6.0%	4.0%	10	5.0%	0.0%	30	6.0%	3.0%
Pays de loire	69	5.0%	2.0%	60	5.0%	4.0%	9	5.0%	0.0%	20	4.0%	2.0%
Picardie	47	3.0%	3.0%	41	3.0%	5.0%	6	3.0%	0.0%	21	4.0%	4.0%
Poitou charentes	25	2.0%	1.0%	18	1.0%	2.0%	6	3.0%	0.0%	15	3.0%	3.0%
Provence alpes côte d'azur, corse	125	10.0%	2.0%	108	10.0%	5.0%	17	9.0%	0.0%	43	9.0%	2.0%
Rhône alpes	126	10.0%	2.0%	106	9.0%	4.0%	20	11.0%	0.0%	54	12.0%	2.0%
Habitudes de connection à internet												
1 à 2 fois par semaine	59	4.0%	2.0%	48	4.0%	3.0%	11	6.0%	0.0%	9	2.0%	1.0%
1 à 3 fois par mois	5	0.0%	1.0%	4	0.0%	2.0%	0	0.0%	0.0%	4	1.0%	7.0%
Moins souvent	1	0.0%	0.0%	1	0.0%	1.0%	-	-	-	-	-	-
Presque tous les jours	109	8.0%	1.0%	88	8.0%	3.0%	21	11.0%	0.0%	28	6.0%	2.0%
Tous les jours	1 073	86.0%	2.0%	927	86.0%	4.0%	145	82.0%	0.0%	399	90.0%	2.0%



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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 246	100.0%	2.4%	1 069	100.0%	4.2%	177	100.0%	0.6%	441	100.0%	2.5%
Revenus du foyer												
65 000 euros et plus par an	134	10.0%	3.0%	121	11.0%	4.0%	13	7.0%	0.0%	88	19.0%	3.0%
De 12 000 à moins de 18 000 euros par an	87	7.0%	1.0%	83	7.0%	4.0%	3	1.0%	0.0%	12	2.0%	1.0%
De 18 000 à moins de 24 000 euros par an	138	11.0%	1.0%	110	10.0%	3.0%	28	16.0%	0.0%	20	4.0%	1.0%
De 24 000 à moins de 36 000 euros par an	278	22.0%	2.0%	221	20.0%	3.0%	56	31.0%	0.0%	80	18.0%	2.0%
De 36 000 à moins de 45 000 euros par an	223	17.0%	2.0%	199	18.0%	5.0%	24	13.0%	0.0%	97	21.0%	3.0%
De 45 000 à moins de 65 000 euros par an	229	18.0%	2.0%	207	19.0%	4.0%	22	12.0%	0.0%	97	21.0%	2.0%
De 9 000 à moins de 12 000 euros par an	44	3.0%	2.0%	31	2.0%	3.0%	13	7.0%	1.0%	2	0.0%	0.0%
Moins de 9 000 euros par an	17	1.0%	1.0%	14	1.0%	2.0%	3	1.0%	0.0%	1	0.0%	0.0%
Ne sait pas	37	2.0%	1.0%	32	3.0%	2.0%	5	2.0%	0.0%	18	4.0%	1.0%
Refus	59	4.0%	2.0%	50	4.0%	5.0%	10	5.0%	0.0%	29	6.0%	3.0%