

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 228	100.0%	2.3%	718	100.0%	2.8%	510	100.0%	1.9%	441	100.0%	2.5%
Sexe												
Femme	510	41.0%	1.0%	-	-	-	510	100.0%	1.0%	158	35.0%	1.0%
Homme	718	58.0%	2.0%	718	100.0%	2.0%	-	-	-	282	64.0%	3.0%
Age												
15 à 24 ans	86	7.0%	1.0%	59	8.0%	1.0%	27	5.0%	0.0%	36	8.0%	1.0%
25 à 34 ans	174	14.0%	2.0%	105	14.0%	2.0%	70	13.0%	1.0%	68	15.0%	2.0%
35 à 49 ans	228	18.0%	1.0%	123	17.0%	2.0%	105	20.0%	1.0%	132	29.0%	2.0%
50 à 59 ans	199	16.0%	2.0%	147	20.0%	3.0%	53	10.0%	1.0%	123	27.0%	3.0%
60 ans et plus	540	44.0%	3.0%	285	39.0%	3.0%	255	50.0%	2.0%	82	18.0%	4.0%
Individu												
Ménagères	437	35.0%	1.0%	-	-	-	437	85.0%	1.0%	152	34.0%	2.0%
Personne de référence	703	57.0%	2.0%	496	69.0%	2.0%	207	40.0%	1.0%	232	52.0%	2.0%
Responsable des achats	800	65.0%	2.0%	371	51.0%	2.0%	429	84.0%	1.0%	298	67.0%	2.0%
Pcs individu												
Affaires et cadres	184	15.0%	3.0%	128	17.0%	4.0%	56	11.0%	2.0%	163	37.0%	3.0%
Agriculteurs	1	0.0%	0.0%	1	0.0%	0.0%	-	-	-	-	-	-
Autres inactifs	204	16.0%	1.0%	95	13.0%	2.0%	109	21.0%	1.0%	67	15.0%	2.0%
Employés	125	10.0%	1.0%	62	8.0%	2.0%	62	12.0%	1.0%	32	7.0%	1.0%
Ouvriers	109	8.0%	1.0%	83	11.0%	1.0%	26	5.0%	1.0%	11	2.0%	2.0%
Petits patrons	62	5.0%	3.0%	38	5.0%	3.0%	24	4.0%	4.0%	59	13.0%	4.0%
Professions intermédiaires	125	10.0%	1.0%	76	10.0%	2.0%	49	9.0%	1.0%	100	22.0%	1.0%
Retraités	418	34.0%	3.0%	236	32.0%	3.0%	183	35.0%	2.0%	9	2.0%	5.0%
Pcs personne de référence												
Affaires et cadres	210	17.0%	2.0%	121	16.0%	3.0%	89	17.0%	2.0%	210	47.0%	2.0%
Agriculteurs	1	0.0%	0.0%	1	0.0%	0.0%	-	-	-	-	-	-
Autres inactifs	62	5.0%	1.0%	47	6.0%	2.0%	14	2.0%	0.0%	-	-	-
Employés	132	10.0%	2.0%	67	9.0%	2.0%	65	12.0%	1.0%	-	-	-
Ouvriers	119	9.0%	1.0%	62	8.0%	1.0%	57	11.0%	1.0%	-	-	-
Petits patrons	71	5.0%	3.0%	35	4.0%	3.0%	35	7.0%	2.0%	71	16.0%	3.0%
Professions intermédiaires	160	13.0%	2.0%	127	17.0%	3.0%	34	6.0%	0.0%	160	36.0%	2.0%
Retraités	474	38.0%	3.0%	259	36.0%	3.0%	215	42.0%	2.0%	-	-	-

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Ensemble	1 228	100.0%	2.3%	718	100.0%	2.8%	510	100.0%	1.9%	441	100.0%	2.5%
Taille du foyer												
1 personne	291	23.0%	2.0%	167	23.0%	3.0%	124	24.0%	2.0%	75	17.0%	3.0%
2 personnes	468	38.0%	2.0%	271	37.0%	3.0%	198	38.0%	2.0%	96	21.0%	2.0%
3 personnes	204	16.0%	2.0%	138	19.0%	3.0%	66	12.0%	1.0%	94	21.0%	2.0%
4 personnes	138	11.0%	1.0%	84	11.0%	1.0%	54	10.0%	1.0%	93	21.0%	2.0%
5 personnes et +	127	10.0%	2.0%	58	8.0%	2.0%	69	13.0%	2.0%	83	18.0%	3.0%
Présence d'enfants de moins de 15 ans												
Non	946	77.0%	2.0%	577	80.0%	3.0%	369	72.0%	1.0%	276	62.0%	2.0%
Oui	281	22.0%	1.0%	140	19.0%	2.0%	141	27.0%	1.0%	165	37.0%	2.0%
Habitat												
Agglo. + 100 000 hab	385	31.0%	2.0%	223	31.0%	2.0%	161	31.0%	2.0%	139	31.0%	2.0%
Agglo. 20 000 à 100 000 hab	145	11.0%	2.0%	73	10.0%	2.0%	72	14.0%	2.0%	29	6.0%	1.0%
Agglo. - 20 000 hab	183	14.0%	2.0%	131	18.0%	3.0%	52	10.0%	1.0%	62	14.0%	2.0%
Agglo. paris	335	27.0%	3.0%	173	24.0%	4.0%	162	31.0%	3.0%	153	34.0%	3.0%
Communes rurales	180	14.0%	1.0%	117	16.0%	2.0%	63	12.0%	1.0%	58	13.0%	1.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 228	100.0%	2.3%	718	100.0%	2.8%	510	100.0%	1.9%	441	100.0%	2.5%
Régions insee												
Alsace	41	3.0%	2.0%	29	4.0%	3.0%	12	2.0%	1.0%	24	5.0%	4.0%
Aquitaine	76	6.0%	2.0%	54	7.0%	4.0%	22	4.0%	1.0%	28	6.0%	3.0%
Auvergne	29	2.0%	2.0%	11	1.0%	2.0%	18	3.0%	3.0%	3	0.0%	0.0%
Basse normandie	16	1.0%	1.0%	5	0.0%	0.0%	10	2.0%	1.0%	3	0.0%	0.0%
Bourgogne	30	2.0%	2.0%	16	2.0%	2.0%	14	2.0%	2.0%	7	1.0%	2.0%
Bretagne	46	3.0%	1.0%	33	4.0%	2.0%	13	2.0%	0.0%	22	5.0%	2.0%
Centre	35	2.0%	1.0%	18	2.0%	1.0%	17	3.0%	1.0%	6	1.0%	1.0%
Champagne ardennes	17	1.0%	1.0%	13	1.0%	2.0%	4	0.0%	0.0%	5	1.0%	1.0%
Franche-comté	23	1.0%	2.0%	13	1.0%	2.0%	10	2.0%	2.0%	10	2.0%	3.0%
Haute normandie	36	2.0%	2.0%	30	4.0%	4.0%	5	1.0%	0.0%	8	1.0%	1.0%
Ile de france	351	28.0%	3.0%	178	24.0%	3.0%	174	34.0%	3.0%	157	35.0%	3.0%
Languedoc roussillon	19	1.0%	0.0%	12	1.0%	1.0%	6	1.0%	0.0%	6	1.0%	0.0%
Limousin	6	0.0%	0.0%	3	0.0%	0.0%	3	0.0%	0.0%	1	0.0%	0.0%
Lorraine	26	2.0%	1.0%	15	2.0%	1.0%	11	2.0%	1.0%	10	2.0%	1.0%
Midi pyrénées	38	3.0%	1.0%	27	3.0%	2.0%	12	2.0%	0.0%	10	2.0%	1.0%
Nord pas de calais	33	2.0%	1.0%	24	3.0%	1.0%	9	1.0%	0.0%	11	2.0%	1.0%
Pays de loire	42	3.0%	1.0%	27	3.0%	1.0%	15	2.0%	0.0%	20	4.0%	2.0%
Picardie	36	3.0%	2.0%	23	3.0%	3.0%	14	2.0%	1.0%	2	0.0%	0.0%
Poitou charentes	33	2.0%	2.0%	17	2.0%	2.0%	16	3.0%	2.0%	6	1.0%	1.0%
Provence alpes côte d'azur, corse	126	10.0%	2.0%	76	10.0%	3.0%	50	9.0%	2.0%	50	11.0%	3.0%
Rhône alpes	169	13.0%	3.0%	94	13.0%	3.0%	75	14.0%	2.0%	52	11.0%	2.0%
Habitudes de connection à internet												
1 à 2 fois par semaine	9	0.0%	0.0%	5	0.0%	0.0%	5	0.0%	0.0%	3	0.0%	1.0%
1 à 3 fois par mois	4	0.0%	2.0%	4	0.0%	3.0%	1	0.0%	0.0%	-	-	-
Moins souvent	6	0.0%	2.0%	3	0.0%	2.0%	3	0.0%	2.0%	-	-	-
Presque tous les jours	61	5.0%	1.0%	40	5.0%	2.0%	21	4.0%	1.0%	13	3.0%	1.0%
Tous les jours	1 075	87.0%	2.0%	630	87.0%	3.0%	445	87.0%	2.0%	424	96.0%	2.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 228	100.0%	2.3%	718	100.0%	2.8%	510	100.0%	1.9%	441	100.0%	2.5%
Revenus du foyer												
65 000 euros et plus par an	277	22.0%	4.0%	172	24.0%	4.0%	105	20.0%	3.0%	189	42.0%	4.0%
De 12 000 à moins de 18 000 euros par an	73	5.0%	1.0%	27	3.0%	1.0%	46	9.0%	1.0%	22	5.0%	3.0%
De 18 000 à moins de 24 000 euros par an	175	14.0%	2.0%	93	13.0%	2.0%	81	15.0%	1.0%	27	6.0%	2.0%
De 24 000 à moins de 36 000 euros par an	236	19.0%	1.0%	137	19.0%	2.0%	99	19.0%	1.0%	76	17.0%	2.0%
De 36 000 à moins de 45 000 euros par an	130	10.0%	2.0%	78	10.0%	2.0%	52	10.0%	1.0%	30	6.0%	1.0%
De 45 000 à moins de 65 000 euros par an	161	13.0%	2.0%	107	14.0%	2.0%	55	10.0%	1.0%	56	12.0%	1.0%
De 9 000 à moins de 12 000 euros par an	40	3.0%	1.0%	31	4.0%	3.0%	9	1.0%	0.0%	5	1.0%	1.0%
Moins de 9 000 euros par an	57	4.0%	4.0%	25	3.0%	4.0%	32	6.0%	3.0%	12	2.0%	5.0%
Ne sait pas	54	4.0%	1.0%	29	4.0%	2.0%	24	4.0%	1.0%	17	3.0%	1.0%
Refus	23	1.0%	4.0%	17	2.0%	6.0%	6	1.0%	2.0%	7	1.0%	3.0%