

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 034	100.0%	2.0%	622	100.0%	2.5%	412	100.0%	1.5%	226	100.0%	1.3%
Sexe												
Femme	412	39.0%	1.0%	-	-	-	412	100.0%	1.0%	81	35.0%	0.0%
Homme	622	60.0%	2.0%	622	100.0%	2.0%	-	-	-	145	64.0%	1.0%
Age												
15 à 24 ans	77	7.0%	1.0%	57	9.0%	1.0%	20	4.0%	0.0%	24	10.0%	0.0%
25 à 34 ans	95	9.0%	1.0%	47	7.0%	1.0%	48	11.0%	1.0%	25	10.0%	0.0%
35 à 49 ans	174	16.0%	1.0%	140	22.0%	2.0%	33	8.0%	0.0%	65	28.0%	1.0%
50 à 59 ans	198	19.0%	2.0%	102	16.0%	2.0%	96	23.0%	2.0%	83	36.0%	2.0%
60 ans et plus	491	47.0%	2.0%	275	44.0%	3.0%	216	52.0%	2.0%	30	13.0%	1.0%
Individu												
Ménagères	352	34.0%	1.0%	-	-	-	352	85.0%	1.0%	81	35.0%	1.0%
Personne de référence	603	58.0%	2.0%	460	74.0%	2.0%	143	34.0%	1.0%	126	55.0%	1.0%
Responsable des achats	697	67.0%	1.0%	345	55.0%	2.0%	351	85.0%	1.0%	161	71.0%	1.0%
Pcs individu												
Affaires et cadres	36	3.0%	0.0%	30	4.0%	1.0%	6	1.0%	0.0%	30	13.0%	0.0%
Agriculteurs	16	1.0%	4.0%	15	2.0%	6.0%	2	0.0%	0.0%	-	-	-
Autres inactifs	133	12.0%	1.0%	48	7.0%	1.0%	85	20.0%	1.0%	57	25.0%	1.0%
Employés	106	10.0%	1.0%	36	5.0%	1.0%	69	16.0%	1.0%	4	1.0%	0.0%
Ouvriers	159	15.0%	2.0%	147	23.0%	3.0%	12	2.0%	0.0%	-	-	-
Petits patrons	39	3.0%	2.0%	33	5.0%	3.0%	6	1.0%	1.0%	28	12.0%	2.0%
Professions intermédiaires	129	12.0%	1.0%	74	11.0%	2.0%	55	13.0%	1.0%	102	45.0%	1.0%
Retraités	416	40.0%	3.0%	238	38.0%	3.0%	177	43.0%	2.0%	5	2.0%	3.0%
Pcs personne de référence												
Affaires et cadres	64	6.0%	0.0%	53	8.0%	1.0%	11	2.0%	0.0%	64	28.0%	0.0%
Agriculteurs	38	3.0%	6.0%	16	2.0%	5.0%	22	5.0%	6.0%	-	-	-
Autres inactifs	44	4.0%	1.0%	22	3.0%	1.0%	21	5.0%	0.0%	-	-	-
Employés	72	7.0%	1.0%	43	6.0%	1.0%	30	7.0%	0.0%	-	-	-
Ouvriers	162	15.0%	1.0%	123	19.0%	2.0%	39	9.0%	1.0%	-	-	-
Petits patrons	61	5.0%	2.0%	22	3.0%	2.0%	38	9.0%	3.0%	61	26.0%	2.0%
Professions intermédiaires	102	9.0%	1.0%	70	11.0%	1.0%	31	7.0%	0.0%	102	45.0%	1.0%
Retraités	492	47.0%	3.0%	272	43.0%	3.0%	219	53.0%	2.0%	-	-	-

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 034	100.0%	2.0%	622	100.0%	2.5%	412	100.0%	1.5%	226	100.0%	1.3%
Taille du foyer												
1 personne	218	21.0%	2.0%	153	24.0%	3.0%	65	15.0%	1.0%	23	10.0%	1.0%
2 personnes	465	44.0%	2.0%	250	40.0%	2.0%	215	52.0%	2.0%	82	36.0%	1.0%
3 personnes	187	18.0%	2.0%	117	18.0%	2.0%	69	16.0%	1.0%	49	21.0%	1.0%
4 personnes	77	7.0%	0.0%	48	7.0%	1.0%	29	7.0%	0.0%	45	19.0%	1.0%
5 personnes et +	87	8.0%	1.0%	53	8.0%	2.0%	34	8.0%	1.0%	26	11.0%	1.0%
Présence d'enfants de moins de 15 ans												
Non	876	84.0%	2.0%	496	79.0%	2.0%	380	92.0%	1.0%	155	68.0%	1.0%
Oui	158	15.0%	1.0%	126	20.0%	1.0%	33	7.0%	0.0%	71	31.0%	1.0%
Habitat												
Agglo. + 100 000 hab	162	15.0%	1.0%	92	14.0%	1.0%	71	17.0%	0.0%	38	16.0%	0.0%
Agglo. 20 000 à 100 000 hab	152	14.0%	2.0%	106	17.0%	3.0%	46	11.0%	1.0%	37	16.0%	1.0%
Agglo. - 20 000 hab	231	22.0%	2.0%	128	20.0%	3.0%	103	25.0%	2.0%	43	19.0%	1.0%
Agglo. paris	32	3.0%	0.0%	22	3.0%	0.0%	11	2.0%	0.0%	16	7.0%	0.0%
Communes rurales	456	44.0%	3.0%	274	44.0%	4.0%	182	44.0%	2.0%	93	41.0%	2.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 034	100.0%	2.0%	622	100.0%	2.5%	412	100.0%	1.5%	226	100.0%	1.3%
Régions insee												
Alsace	7	0.0%	0.0%	6	1.0%	0.0%	1	0.0%	0.0%	-	-	-
Aquitaine	113	10.0%	3.0%	47	7.0%	3.0%	66	16.0%	4.0%	28	12.0%	3.0%
Auvergne	50	4.0%	4.0%	26	4.0%	4.0%	24	5.0%	4.0%	11	4.0%	2.0%
Basse normandie	29	2.0%	2.0%	20	3.0%	3.0%	9	2.0%	1.0%	3	1.0%	0.0%
Bourgogne	20	2.0%	1.0%	12	1.0%	1.0%	9	2.0%	1.0%	7	3.0%	2.0%
Bretagne	21	2.0%	0.0%	13	2.0%	1.0%	8	1.0%	0.0%	11	4.0%	1.0%
Centre	77	7.0%	3.0%	52	8.0%	5.0%	25	6.0%	2.0%	9	3.0%	1.0%
Champagne ardennes	53	5.0%	4.0%	33	5.0%	6.0%	20	4.0%	3.0%	14	6.0%	5.0%
Franche-comté	25	2.0%	2.0%	9	1.0%	1.0%	16	4.0%	3.0%	8	3.0%	2.0%
Haute normandie	34	3.0%	2.0%	33	5.0%	4.0%	1	0.0%	0.0%	0	0.0%	0.0%
Ile de france	47	4.0%	0.0%	35	5.0%	0.0%	12	2.0%	0.0%	19	8.0%	0.0%
Languedoc roussillon	57	5.0%	2.0%	34	5.0%	3.0%	23	5.0%	1.0%	12	5.0%	1.0%
Limousin	55	5.0%	9.0%	29	4.0%	9.0%	26	6.0%	8.0%	11	4.0%	6.0%
Lorraine	56	5.0%	3.0%	42	6.0%	4.0%	15	3.0%	1.0%	14	6.0%	2.0%
Midi pyrénées	72	6.0%	2.0%	53	8.0%	4.0%	19	4.0%	1.0%	19	8.0%	2.0%
Nord pas de calais	83	8.0%	2.0%	42	6.0%	2.0%	41	9.0%	2.0%	13	5.0%	1.0%
Pays de loire	69	6.0%	2.0%	39	6.0%	2.0%	31	7.0%	1.0%	13	5.0%	1.0%
Picardie	29	2.0%	1.0%	23	3.0%	3.0%	6	1.0%	0.0%	4	1.0%	0.0%
Poitou charentes	30	2.0%	2.0%	13	2.0%	1.0%	18	4.0%	2.0%	7	3.0%	1.0%
Provence alpes côte d'azur, corse	42	4.0%	0.0%	18	2.0%	0.0%	24	5.0%	1.0%	5	2.0%	0.0%
Rhône alpes	67	6.0%	1.0%	45	7.0%	1.0%	22	5.0%	0.0%	19	8.0%	0.0%
Habitudes de connection à internet												
1 à 2 fois par semaine	51	4.0%	4.0%	31	5.0%	5.0%	20	4.0%	2.0%	11	5.0%	5.0%
1 à 3 fois par mois	9	0.0%	4.0%	2	0.0%	2.0%	7	1.0%	6.0%	1	0.0%	3.0%
Moins souvent	6	0.0%	2.0%	3	0.0%	2.0%	3	0.0%	2.0%	-	-	-
Presque tous les jours	68	6.0%	1.0%	48	7.0%	2.0%	20	4.0%	0.0%	16	7.0%	1.0%
Tous les jours	650	62.0%	1.0%	388	62.0%	1.0%	262	63.0%	1.0%	190	83.0%	1.0%

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 034	100.0%	2.0%	622	100.0%	2.5%	412	100.0%	1.5%	226	100.0%	1.3%
Revenus du foyer												
65 000 euros et plus par an	74	7.0%	1.0%	51	8.0%	1.0%	23	5.0%	0.0%	44	19.0%	1.0%
De 12 000 à moins de 18 000 euros par an	135	13.0%	2.0%	72	11.0%	3.0%	62	15.0%	2.0%	12	5.0%	1.0%
De 18 000 à moins de 24 000 euros par an	202	19.0%	2.0%	138	22.0%	4.0%	64	15.0%	1.0%	18	7.0%	1.0%
De 24 000 à moins de 36 000 euros par an	224	21.0%	1.0%	143	23.0%	2.0%	82	19.0%	1.0%	38	16.0%	1.0%
De 36 000 à moins de 45 000 euros par an	113	10.0%	1.0%	60	9.0%	1.0%	53	12.0%	1.0%	33	14.0%	1.0%
De 45 000 à moins de 65 000 euros par an	140	13.0%	1.0%	75	12.0%	1.0%	65	15.0%	2.0%	59	26.0%	1.0%
De 9 000 à moins de 12 000 euros par an	46	4.0%	2.0%	27	4.0%	3.0%	18	4.0%	1.0%	1	0.0%	0.0%
Moins de 9 000 euros par an	19	1.0%	1.0%	9	1.0%	1.0%	10	2.0%	1.0%	8	3.0%	3.0%
Ne sait pas	55	5.0%	1.0%	25	4.0%	2.0%	31	7.0%	1.0%	4	1.0%	0.0%
Refus	25	2.0%	4.0%	21	3.0%	7.0%	5	1.0%	1.0%	9	3.0%	4.0%