

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 929	100.0%	3.7%	313	100.0%	1.2%	1 616	100.0%	5.9%	694	100.0%	3.9%
Sexe												
Femme	1 616	83.0%	5.0%	-	-	-	1 616	100.0%	5.0%	581	83.0%	6.0%
Homme	313	16.0%	1.0%	313	100.0%	1.0%	-	-	-	113	16.0%	1.0%
Age												
15 à 24 ans	84	4.0%	1.0%	9	2.0%	0.0%	75	4.0%	2.0%	31	4.0%	1.0%
25 à 34 ans	199	10.0%	2.0%	24	7.0%	0.0%	175	10.0%	4.0%	73	10.0%	2.0%
35 à 49 ans	509	26.0%	4.0%	80	25.0%	1.0%	429	26.0%	6.0%	308	44.0%	5.0%
50 à 59 ans	455	23.0%	5.0%	78	24.0%	1.0%	378	23.0%	8.0%	226	32.0%	6.0%
60 ans et plus	681	35.0%	4.0%	122	39.0%	1.0%	558	34.0%	6.0%	56	8.0%	3.0%
Individu												
Ménagères	1 538	79.0%	6.0%	-	-	-	1 538	95.0%	6.0%	558	80.0%	7.0%
Personne de référence	782	40.0%	2.0%	292	93.0%	1.0%	490	30.0%	6.0%	225	32.0%	2.0%
Responsable des achats	1 659	86.0%	4.0%	167	53.0%	1.0%	1 491	92.0%	6.0%	598	86.0%	5.0%
Pcs individu												
Affaires et cadres	201	10.0%	4.0%	39	12.0%	1.0%	162	10.0%	7.0%	179	25.0%	4.0%
Agriculteurs	13	0.0%	2.0%	1	0.0%	0.0%	12	0.0%	6.0%	2	0.0%	5.0%
Autres inactifs	321	16.0%	3.0%	48	15.0%	1.0%	274	17.0%	4.0%	77	11.0%	2.0%
Employés	428	22.0%	5.0%	18	5.0%	0.0%	410	25.0%	6.0%	120	17.0%	6.0%
Ouvriers	107	5.0%	1.0%	58	18.0%	1.0%	48	3.0%	3.0%	10	1.0%	2.0%
Petits patrons	62	3.0%	3.0%	16	5.0%	1.0%	46	2.0%	10.0%	54	7.0%	3.0%
Professions intermédiaires	292	15.0%	4.0%	48	15.0%	1.0%	244	15.0%	6.0%	236	34.0%	3.0%
Retraités	505	26.0%	3.0%	86	27.0%	1.0%	419	25.0%	6.0%	16	2.0%	8.0%
Pcs personne de référence												
Affaires et cadres	298	15.0%	4.0%	43	13.0%	1.0%	255	15.0%	7.0%	298	43.0%	4.0%
Agriculteurs	31	1.0%	4.0%	1	0.0%	0.0%	30	1.0%	7.0%	-	-	-
Autres inactifs	123	6.0%	3.0%	34	10.0%	2.0%	89	5.0%	4.0%	-	-	-
Employés	233	12.0%	4.0%	18	5.0%	0.0%	215	13.0%	6.0%	-	-	-
Ouvriers	244	12.0%	2.0%	57	18.0%	1.0%	187	11.0%	4.0%	-	-	-
Petits patrons	111	5.0%	4.0%	18	5.0%	1.0%	93	5.0%	7.0%	111	16.0%	4.0%
Professions intermédiaires	284	14.0%	3.0%	52	16.0%	1.0%	233	14.0%	5.0%	284	41.0%	3.0%
Retraités	603	31.0%	4.0%	88	28.0%	1.0%	515	31.0%	6.0%	-	-	-



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 929	100.0%	3.7%	313	100.0%	1.2%	1 616	100.0%	5.9%	694	100.0%	3.9%
Taille du foyer												
1 personne	387	20.0%	3.0%	45	14.0%	1.0%	343	21.0%	6.0%	70	10.0%	3.0%
2 personnes	787	40.0%	4.0%	151	48.0%	1.0%	635	39.0%	6.0%	200	28.0%	4.0%
3 personnes	296	15.0%	3.0%	51	16.0%	1.0%	245	15.0%	5.0%	159	22.0%	4.0%
4 personnes	265	13.0%	2.0%	46	14.0%	0.0%	219	13.0%	4.0%	165	23.0%	3.0%
5 personnes et +	193	10.0%	3.0%	20	6.0%	0.0%	173	10.0%	5.0%	101	14.0%	3.0%
Présence d'enfants de moins de 15 ans												
Non	1 360	70.0%	3.0%	219	70.0%	1.0%	1 141	70.0%	6.0%	393	56.0%	3.0%
Oui	569	29.0%	3.0%	94	30.0%	1.0%	475	29.0%	5.0%	302	43.0%	4.0%
Habitat												
Agglo. + 100 000 hab	539	27.0%	3.0%	90	28.0%	1.0%	449	27.0%	5.0%	215	31.0%	3.0%
Agglo. 20 000 à 100 000 hab	322	16.0%	4.0%	51	16.0%	1.0%	270	16.0%	7.0%	96	13.0%	4.0%
Agglo. - 20 000 hab	315	16.0%	3.0%	58	18.0%	1.0%	256	15.0%	5.0%	88	12.0%	3.0%
Agglo. paris	293	15.0%	3.0%	40	12.0%	1.0%	253	15.0%	5.0%	167	24.0%	4.0%
Communes rurales	460	23.0%	3.0%	73	23.0%	1.0%	387	24.0%	6.0%	129	18.0%	3.0%

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 929	100.0%	3.7%	313	100.0%	1.2%	1 616	100.0%	5.9%	694	100.0%	3.9%
Régions insee												
Alsace	42	2.0%	2.0%	7	2.0%	1.0%	35	2.0%	4.0%	15	2.0%	3.0%
Aquitaine	97	5.0%	3.0%	17	5.0%	1.0%	80	4.0%	5.0%	51	7.0%	5.0%
Auvergne	33	1.0%	2.0%	3	1.0%	0.0%	30	1.0%	5.0%	12	1.0%	4.0%
Basse normandie	37	1.0%	3.0%	6	2.0%	1.0%	30	1.0%	4.0%	16	2.0%	4.0%
Bourgogne	80	4.0%	5.0%	26	8.0%	4.0%	54	3.0%	7.0%	19	2.0%	5.0%
Bretagne	125	6.0%	4.0%	30	9.0%	2.0%	95	5.0%	7.0%	31	4.0%	3.0%
Centre	57	3.0%	2.0%	8	2.0%	0.0%	50	3.0%	4.0%	17	2.0%	2.0%
Champagne ardennes	61	3.0%	5.0%	12	3.0%	2.0%	49	3.0%	8.0%	9	1.0%	3.0%
Franche-comté	39	2.0%	4.0%	8	2.0%	1.0%	31	1.0%	6.0%	9	1.0%	2.0%
Haute normandie	35	1.0%	2.0%	2	0.0%	0.0%	32	2.0%	4.0%	11	1.0%	2.0%
Ile de france	327	17.0%	3.0%	47	15.0%	1.0%	281	17.0%	5.0%	182	26.0%	4.0%
Languedoc roussillon	92	4.0%	4.0%	11	3.0%	1.0%	81	5.0%	6.0%	25	3.0%	3.0%
Limousin	32	1.0%	5.0%	5	1.0%	1.0%	28	1.0%	8.0%	8	1.0%	4.0%
Lorraine	82	4.0%	4.0%	26	8.0%	2.0%	57	3.0%	5.0%	17	2.0%	3.0%
Midi pyrénées	91	4.0%	3.0%	7	2.0%	0.0%	85	5.0%	6.0%	36	5.0%	4.0%
Nord pas de calais	104	5.0%	3.0%	19	6.0%	1.0%	85	5.0%	5.0%	26	3.0%	2.0%
Pays de loire	128	6.0%	4.0%	8	2.0%	0.0%	121	7.0%	7.0%	38	5.0%	4.0%
Picardie	48	2.0%	3.0%	6	2.0%	0.0%	41	2.0%	5.0%	16	2.0%	3.0%
Poitou charentes	75	3.0%	5.0%	9	2.0%	1.0%	66	4.0%	8.0%	28	4.0%	6.0%
Provence alpes côte d'azur, corse	178	9.0%	4.0%	44	14.0%	2.0%	134	8.0%	5.0%	52	7.0%	3.0%
Rhône alpes	163	8.0%	3.0%	11	3.0%	0.0%	151	9.0%	5.0%	74	10.0%	3.0%
Habitudes de connection à internet												
1 à 2 fois par semaine	169	8.0%	5.0%	8	2.0%	0.0%	161	10.0%	9.0%	25	3.0%	5.0%
1 à 3 fois par mois	11	0.0%	2.0%	6	2.0%	4.0%	4	0.0%	1.0%	1	0.0%	2.0%
Moins souvent	4	0.0%	2.0%	2	0.0%	3.0%	2	0.0%	2.0%	1	0.0%	9.0%
Presque tous les jours	232	12.0%	3.0%	52	16.0%	1.0%	180	11.0%	5.0%	61	8.0%	4.0%
Tous les jours	1 514	78.0%	3.0%	245	78.0%	1.0%	1 269	78.0%	5.0%	606	87.0%	3.0%



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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 929	100.0%	3.7%	313	100.0%	1.2%	1 616	100.0%	5.9%	694	100.0%	3.9%
Revenus du foyer												
65 000 euros et plus par an	167	8.0%	3.0%	35	11.0%	1.0%	132	8.0%	7.0%	123	17.0%	4.0%
De 12 000 à moins de 18 000 euros par an	169	8.0%	3.0%	14	4.0%	0.0%	154	9.0%	5.0%	21	3.0%	2.0%
De 18 000 à moins de 24 000 euros par an	277	14.0%	3.0%	42	13.0%	1.0%	236	14.0%	5.0%	76	10.0%	5.0%
De 24 000 à moins de 36 000 euros par an	519	26.0%	4.0%	90	28.0%	1.0%	429	26.0%	6.0%	138	19.0%	3.0%
De 36 000 à moins de 45 000 euros par an	263	13.0%	3.0%	53	16.0%	1.0%	210	13.0%	5.0%	99	14.0%	3.0%
De 45 000 à moins de 65 000 euros par an	305	15.0%	3.0%	50	16.0%	1.0%	254	15.0%	7.0%	188	27.0%	4.0%
De 9 000 à moins de 12 000 euros par an	86	4.0%	4.0%	12	3.0%	1.0%	74	4.0%	5.0%	11	1.0%	4.0%
Moins de 9 000 euros par an	44	2.0%	3.0%	7	2.0%	1.0%	38	2.0%	5.0%	2	0.0%	0.0%
Ne sait pas	37	1.0%	1.0%	5	1.0%	0.0%	32	2.0%	2.0%	14	2.0%	1.0%
Refus	61	3.0%	2.0%	5	1.0%	0.0%	57	3.0%	4.0%	23	3.0%	2.0%