

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 000	100.0%	1.9%	165	100.0%	0.7%	835	100.0%	3.1%	258	100.0%	1.4%
Sexe												
Femme	835	83.0%	3.0%	-	-	-	835	100.0%	3.0%	217	84.0%	2.0%
Homme	165	16.0%	0.0%	165	100.0%	0.0%	-	-	-	41	15.0%	0.0%
Age												
15 à 24 ans	52	5.0%	0.0%	5	2.0%	0.0%	48	5.0%	1.0%	21	8.0%	0.0%
25 à 34 ans	67	6.0%	0.0%	4	2.0%	0.0%	63	7.0%	1.0%	19	7.0%	0.0%
35 à 49 ans	194	19.0%	1.0%	37	22.0%	0.0%	157	18.0%	2.0%	94	36.0%	1.0%
50 à 59 ans	200	20.0%	2.0%	30	17.0%	0.0%	171	20.0%	3.0%	79	30.0%	2.0%
60 ans et plus	487	48.0%	3.0%	89	54.0%	1.0%	397	47.0%	4.0%	44	17.0%	2.0%
Individu												
Ménagères	770	77.0%	3.0%	-	-	-	770	92.0%	3.0%	194	75.0%	2.0%
Personne de référence	447	44.0%	1.0%	149	90.0%	0.0%	298	35.0%	4.0%	83	32.0%	0.0%
Responsable des achats	842	84.0%	2.0%	75	45.0%	0.0%	766	91.0%	3.0%	202	78.0%	1.0%
Pcs individu												
Affaires et cadres	83	8.0%	1.0%	10	6.0%	0.0%	72	8.0%	3.0%	68	26.0%	1.0%
Agriculteurs	16	1.0%	3.0%	10	6.0%	3.0%	6	0.0%	3.0%	-	-	-
Autres inactifs	188	18.0%	1.0%	14	8.0%	0.0%	174	20.0%	2.0%	51	19.0%	1.0%
Employés	196	19.0%	2.0%	19	11.0%	0.0%	177	21.0%	2.0%	39	15.0%	2.0%
Ouvriers	56	5.0%	0.0%	27	16.0%	0.0%	28	3.0%	2.0%	5	1.0%	1.0%
Petits patrons	20	2.0%	1.0%	9	5.0%	0.0%	11	1.0%	2.0%	18	6.0%	1.0%
Professions intermédiaires	99	9.0%	1.0%	18	10.0%	0.0%	81	9.0%	2.0%	71	27.0%	1.0%
Retraités	343	34.0%	2.0%	58	35.0%	1.0%	285	34.0%	4.0%	6	2.0%	2.0%
Pcs personne de référence												
Affaires et cadres	124	12.0%	1.0%	10	6.0%	0.0%	114	13.0%	3.0%	124	48.0%	1.0%
Agriculteurs	18	1.0%	2.0%	10	6.0%	2.0%	8	0.0%	1.0%	-	-	-
Autres inactifs	78	7.0%	2.0%	6	3.0%	0.0%	71	8.0%	3.0%	-	-	-
Employés	134	13.0%	2.0%	19	11.0%	0.0%	115	13.0%	3.0%	-	-	-
Ouvriers	113	11.0%	1.0%	29	17.0%	0.0%	84	10.0%	1.0%	-	-	-
Petits patrons	34	3.0%	1.0%	9	5.0%	0.0%	25	3.0%	2.0%	34	13.0%	1.0%
Professions intermédiaires	100	10.0%	1.0%	21	12.0%	0.0%	79	9.0%	2.0%	100	38.0%	1.0%
Retraités	401	40.0%	2.0%	61	37.0%	0.0%	339	40.0%	4.0%	-	-	-



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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 000	100.0%	1.9%	165	100.0%	0.7%	835	100.0%	3.1%	258	100.0%	1.4%
Taille du foyer												
1 personne	257	25.0%	2.0%	13	7.0%	0.0%	244	29.0%	4.0%	34	13.0%	1.0%
2 personnes	423	42.0%	2.0%	84	50.0%	0.0%	339	40.0%	3.0%	81	31.0%	1.0%
3 personnes	150	15.0%	1.0%	26	15.0%	0.0%	124	14.0%	2.0%	57	22.0%	1.0%
4 personnes	113	11.0%	1.0%	36	21.0%	0.0%	77	9.0%	1.0%	62	24.0%	1.0%
5 personnes et +	57	5.0%	1.0%	7	4.0%	0.0%	50	6.0%	1.0%	25	9.0%	0.0%
Présence d'enfants de moins de 15 ans												
Non	808	80.0%	2.0%	132	79.0%	0.0%	676	81.0%	3.0%	169	65.0%	1.0%
Oui	193	19.0%	1.0%	33	20.0%	0.0%	159	19.0%	1.0%	89	34.0%	1.0%
Habitat												
Agglo. + 100 000 hab	344	34.0%	2.0%	51	31.0%	0.0%	293	35.0%	3.0%	77	30.0%	1.0%
Agglo. 20 000 à 100 000 hab	166	16.0%	2.0%	29	17.0%	0.0%	137	16.0%	3.0%	51	19.0%	2.0%
Agglo. - 20 000 hab	181	18.0%	2.0%	29	17.0%	0.0%	152	18.0%	3.0%	51	19.0%	1.0%
Agglo. paris	155	15.0%	1.0%	23	14.0%	0.0%	132	15.0%	2.0%	52	20.0%	1.0%
Communes rurales	155	15.0%	1.0%	33	20.0%	0.0%	121	14.0%	1.0%	27	10.0%	0.0%



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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 000	100.0%	1.9%	165	100.0%	0.7%	835	100.0%	3.1%	258	100.0%	1.4%
Régions insee												
Alsace	33	3.0%	2.0%	1	0.0%	0.0%	32	3.0%	4.0%	4	1.0%	0.0%
Aquitaine	54	5.0%	1.0%	13	7.0%	0.0%	41	5.0%	2.0%	14	5.0%	1.0%
Auvergne	14	1.0%	1.0%	-	-	-	14	1.0%	2.0%	2	0.0%	0.0%
Basse normandie	23	2.0%	1.0%	2	1.0%	0.0%	21	2.0%	3.0%	4	1.0%	1.0%
Bourgogne	27	2.0%	2.0%	8	4.0%	1.0%	19	2.0%	2.0%	7	2.0%	1.0%
Bretagne	41	4.0%	1.0%	8	5.0%	0.0%	33	4.0%	2.0%	15	5.0%	1.0%
Centre	27	2.0%	1.0%	7	3.0%	0.0%	21	2.0%	1.0%	7	2.0%	1.0%
Champagne ardennes	10	1.0%	0.0%	2	1.0%	0.0%	8	0.0%	1.0%	2	0.0%	0.0%
Franche-comté	17	1.0%	1.0%	1	0.0%	0.0%	16	1.0%	3.0%	4	1.0%	1.0%
Haute normandie	26	2.0%	1.0%	2	1.0%	0.0%	23	2.0%	3.0%	5	1.0%	1.0%
Ile de france	174	17.0%	1.0%	30	17.0%	0.0%	144	17.0%	2.0%	55	21.0%	1.0%
Languedoc roussillon	50	5.0%	2.0%	4	2.0%	0.0%	46	5.0%	3.0%	9	3.0%	1.0%
Limousin	10	1.0%	1.0%	1	0.0%	0.0%	9	1.0%	2.0%	5	1.0%	2.0%
Lorraine	42	4.0%	2.0%	6	3.0%	0.0%	36	4.0%	3.0%	10	3.0%	1.0%
Midi pyrénées	45	4.0%	1.0%	4	2.0%	0.0%	41	4.0%	3.0%	12	4.0%	1.0%
Nord pas de calais	48	4.0%	1.0%	12	7.0%	0.0%	35	4.0%	2.0%	15	5.0%	1.0%
Pays de loire	47	4.0%	1.0%	6	3.0%	0.0%	41	4.0%	2.0%	9	3.0%	1.0%
Picardie	23	2.0%	1.0%	5	3.0%	0.0%	18	2.0%	2.0%	5	2.0%	1.0%
Poitou charentes	21	2.0%	1.0%	-	-	-	21	2.0%	2.0%	3	1.0%	0.0%
Provence alpes côte d'azur, corse	137	13.0%	3.0%	21	12.0%	1.0%	116	13.0%	5.0%	30	11.0%	2.0%
Rhône alpes	133	13.0%	2.0%	32	19.0%	1.0%	101	12.0%	3.0%	41	15.0%	2.0%
Habitudes de connection à internet												
1 à 2 fois par semaine	55	5.0%	1.0%	4	2.0%	0.0%	51	6.0%	2.0%	5	2.0%	1.0%
1 à 3 fois par mois	26	2.0%	6.0%	10	5.0%	5.0%	16	1.0%	7.0%	-	-	-
Moins souvent	4	0.0%	3.0%	4	2.0%	9.0%	-	-	-	-	-	-
Presque tous les jours	148	14.0%	2.0%	42	25.0%	1.0%	105	12.0%	3.0%	38	14.0%	2.0%
Tous les jours	768	76.0%	1.0%	105	63.0%	0.0%	662	79.0%	3.0%	215	83.0%	1.0%



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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 000	100.0%	1.9%	165	100.0%	0.7%	835	100.0%	3.1%	258	100.0%	1.4%
Revenus du foyer												
65 000 euros et plus par an	77	7.0%	1.0%	8	5.0%	0.0%	68	8.0%	4.0%	56	21.0%	1.0%
De 12 000 à moins de 18 000 euros par an	113	11.0%	2.0%	6	3.0%	0.0%	107	12.0%	3.0%	3	1.0%	0.0%
De 18 000 à moins de 24 000 euros par an	121	12.0%	1.0%	18	11.0%	0.0%	103	12.0%	2.0%	14	5.0%	1.0%
De 24 000 à moins de 36 000 euros par an	282	28.0%	2.0%	52	31.0%	0.0%	230	27.0%	3.0%	61	23.0%	1.0%
De 36 000 à moins de 45 000 euros par an	134	13.0%	1.0%	24	14.0%	0.0%	110	13.0%	2.0%	38	14.0%	1.0%
De 45 000 à moins de 65 000 euros par an	128	12.0%	1.0%	28	16.0%	0.0%	100	12.0%	2.0%	57	22.0%	1.0%
De 9 000 à moins de 12 000 euros par an	44	4.0%	2.0%	4	2.0%	0.0%	40	4.0%	3.0%	2	0.0%	0.0%
Moins de 9 000 euros par an	24	2.0%	1.0%	10	6.0%	1.0%	14	1.0%	1.0%	1	0.0%	0.0%
Ne sait pas	26	2.0%	1.0%	6	3.0%	0.0%	20	2.0%	2.0%	11	4.0%	1.0%
Refus	52	5.0%	1.0%	8	5.0%	0.0%	44	5.0%	2.0%	16	6.0%	1.0%