

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 065	100.0%	2.0%	160	100.0%	0.6%	906	100.0%	3.3%	299	100.0%	1.7%
Sexe												
Femme	906	85.0%	3.0%	-	-	-	906	100.0%	3.0%	252	84.0%	2.0%
Homme	160	15.0%	0.0%	160	100.0%	0.0%	-	-	-	47	15.0%	0.0%
Age												
15 à 24 ans	78	7.0%	1.0%	19	11.0%	0.0%	59	6.0%	1.0%	28	9.0%	0.0%
25 à 34 ans	92	8.0%	1.0%	5	2.0%	0.0%	87	9.0%	2.0%	27	9.0%	0.0%
35 à 49 ans	212	19.0%	1.0%	20	12.0%	0.0%	192	21.0%	3.0%	112	37.0%	1.0%
50 à 59 ans	208	19.0%	2.0%	30	18.0%	0.0%	178	19.0%	4.0%	100	33.0%	2.0%
60 ans et plus	476	44.0%	3.0%	86	54.0%	1.0%	389	43.0%	4.0%	31	10.0%	1.0%
Individu												
Ménagères	828	77.0%	3.0%	-	-	-	828	91.0%	3.0%	226	75.0%	3.0%
Personne de référence	471	44.0%	1.0%	134	84.0%	0.0%	336	37.0%	4.0%	90	30.0%	1.0%
Responsable des achats	889	83.0%	2.0%	60	37.0%	0.0%	829	91.0%	3.0%	236	78.0%	2.0%
Pcs individu												
Affaires et cadres	80	7.0%	1.0%	11	7.0%	0.0%	69	7.0%	3.0%	63	21.0%	1.0%
Agriculteurs	16	1.0%	3.0%	9	5.0%	2.0%	7	0.0%	3.0%	-	-	-
Autres inactifs	238	22.0%	2.0%	21	13.0%	0.0%	217	23.0%	3.0%	70	23.0%	2.0%
Employés	230	21.0%	2.0%	18	11.0%	0.0%	212	23.0%	3.0%	51	17.0%	2.0%
Ouvriers	45	4.0%	0.0%	13	8.0%	0.0%	32	3.0%	2.0%	3	1.0%	0.0%
Petits patrons	35	3.0%	2.0%	10	6.0%	0.0%	25	2.0%	5.0%	31	10.0%	2.0%
Professions intermédiaires	98	9.0%	1.0%	16	10.0%	0.0%	82	9.0%	2.0%	77	25.0%	1.0%
Retraités	324	30.0%	2.0%	61	38.0%	1.0%	262	29.0%	3.0%	4	1.0%	1.0%
Pcs personne de référence												
Affaires et cadres	121	11.0%	1.0%	13	8.0%	0.0%	108	11.0%	3.0%	121	40.0%	1.0%
Agriculteurs	18	1.0%	2.0%	9	5.0%	2.0%	10	1.0%	2.0%	-	-	-
Autres inactifs	87	8.0%	2.0%	14	9.0%	0.0%	72	8.0%	3.0%	-	-	-
Employés	141	13.0%	2.0%	10	6.0%	0.0%	131	14.0%	4.0%	-	-	-
Ouvriers	117	11.0%	1.0%	19	11.0%	0.0%	98	10.0%	2.0%	-	-	-
Petits patrons	58	5.0%	2.0%	12	7.0%	0.0%	46	5.0%	3.0%	58	19.0%	2.0%
Professions intermédiaires	120	11.0%	1.0%	21	13.0%	0.0%	98	10.0%	2.0%	120	40.0%	1.0%
Retraités	403	37.0%	2.0%	61	38.0%	0.0%	342	37.0%	4.0%	-	-	-



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 065	100.0%	2.0%	160	100.0%	0.6%	906	100.0%	3.3%	299	100.0%	1.7%
Taille du foyer												
1 personne	283	26.0%	2.0%	16	9.0%	0.0%	267	29.0%	4.0%	37	12.0%	1.0%
2 personnes	413	38.0%	2.0%	89	55.0%	1.0%	324	35.0%	3.0%	84	28.0%	1.0%
3 personnes	148	13.0%	1.0%	20	12.0%	0.0%	129	14.0%	2.0%	58	19.0%	1.0%
4 personnes	116	10.0%	1.0%	26	16.0%	0.0%	90	10.0%	2.0%	68	22.0%	1.0%
5 personnes et +	104	9.0%	1.0%	9	5.0%	0.0%	95	10.0%	3.0%	51	17.0%	1.0%
Présence d'enfants de moins de 15 ans												
Non	819	76.0%	2.0%	136	85.0%	0.0%	683	75.0%	3.0%	186	62.0%	1.0%
Oui	247	23.0%	1.0%	24	15.0%	0.0%	223	24.0%	2.0%	113	37.0%	1.0%
Habitat												
Agglo. + 100 000 hab	367	34.0%	2.0%	45	28.0%	0.0%	321	35.0%	4.0%	88	29.0%	1.0%
Agglo. 20 000 à 100 000 hab	148	13.0%	2.0%	30	18.0%	0.0%	119	13.0%	3.0%	40	13.0%	2.0%
Agglo. - 20 000 hab	135	12.0%	1.0%	25	15.0%	0.0%	109	12.0%	2.0%	39	13.0%	1.0%
Agglo. paris	204	19.0%	2.0%	22	13.0%	0.0%	182	20.0%	4.0%	85	28.0%	2.0%
Communes rurales	212	19.0%	1.0%	38	23.0%	0.0%	174	19.0%	2.0%	47	15.0%	1.0%

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 065	100.0%	2.0%	160	100.0%	0.6%	906	100.0%	3.3%	299	100.0%	1.7%
Régions insee												
Alsace	32	3.0%	2.0%	4	2.0%	0.0%	27	3.0%	3.0%	8	2.0%	1.0%
Aquitaine	56	5.0%	2.0%	12	7.0%	0.0%	43	4.0%	3.0%	15	5.0%	1.0%
Auvergne	19	1.0%	1.0%	2	1.0%	0.0%	17	1.0%	2.0%	2	0.0%	0.0%
Basse normandie	13	1.0%	1.0%	2	1.0%	0.0%	11	1.0%	1.0%	5	1.0%	1.0%
Bourgogne	24	2.0%	1.0%	10	6.0%	1.0%	14	1.0%	2.0%	5	1.0%	1.0%
Bretagne	31	3.0%	1.0%	3	2.0%	0.0%	28	3.0%	2.0%	12	4.0%	1.0%
Centre	15	1.0%	0.0%	2	1.0%	0.0%	13	1.0%	1.0%	5	1.0%	0.0%
Champagne ardennes	12	1.0%	1.0%	2	1.0%	0.0%	10	1.0%	1.0%	4	1.0%	1.0%
Franche-comté	19	1.0%	2.0%	2	1.0%	0.0%	18	1.0%	3.0%	3	1.0%	1.0%
Haute normandie	33	3.0%	2.0%	3	2.0%	0.0%	29	3.0%	3.0%	3	1.0%	0.0%
Ile de france	218	20.0%	2.0%	24	15.0%	0.0%	194	21.0%	3.0%	94	31.0%	2.0%
Languedoc roussillon	50	4.0%	2.0%	4	2.0%	0.0%	47	5.0%	3.0%	8	2.0%	1.0%
Limousin	14	1.0%	2.0%	1	0.0%	0.0%	13	1.0%	4.0%	1	0.0%	0.0%
Lorraine	52	4.0%	2.0%	8	5.0%	0.0%	43	4.0%	4.0%	4	1.0%	0.0%
Midi pyrénées	60	5.0%	2.0%	1	0.0%	0.0%	58	6.0%	4.0%	6	2.0%	0.0%
Nord pas de calais	47	4.0%	1.0%	14	8.0%	0.0%	34	3.0%	2.0%	16	5.0%	1.0%
Pays de loire	43	4.0%	1.0%	2	1.0%	0.0%	41	4.0%	2.0%	10	3.0%	1.0%
Picardie	26	2.0%	1.0%	5	3.0%	0.0%	21	2.0%	2.0%	6	2.0%	1.0%
Poitou charentes	28	2.0%	1.0%	-	-	-	28	3.0%	3.0%	3	1.0%	0.0%
Provence alpes côte d'azur, corse	155	14.0%	3.0%	26	16.0%	1.0%	129	14.0%	5.0%	56	18.0%	3.0%
Rhône alpes	117	11.0%	2.0%	30	19.0%	1.0%	87	9.0%	3.0%	30	10.0%	1.0%
Habitudes de connection à internet												
1 à 2 fois par semaine	75	7.0%	2.0%	10	6.0%	0.0%	65	7.0%	3.0%	6	2.0%	1.0%
1 à 3 fois par mois	19	1.0%	5.0%	9	5.0%	5.0%	10	1.0%	4.0%	1	0.0%	2.0%
Moins souvent	1	0.0%	1.0%	-	-	-	1	0.0%	1.0%	1	0.0%	9.0%
Presque tous les jours	154	14.0%	2.0%	27	16.0%	1.0%	127	14.0%	3.0%	53	17.0%	4.0%
Tous les jours	816	76.0%	1.0%	113	71.0%	0.0%	703	77.0%	3.0%	237	79.0%	1.0%



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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 065	100.0%	2.0%	160	100.0%	0.6%	906	100.0%	3.3%	299	100.0%	1.7%
Revenus du foyer												
65 000 euros et plus par an	71	6.0%	1.0%	5	3.0%	0.0%	66	7.0%	4.0%	58	19.0%	2.0%
De 12 000 à moins de 18 000 euros par an	120	11.0%	2.0%	6	3.0%	0.0%	114	12.0%	4.0%	7	2.0%	0.0%
De 18 000 à moins de 24 000 euros par an	191	17.0%	2.0%	21	13.0%	0.0%	170	18.0%	4.0%	37	12.0%	2.0%
De 24 000 à moins de 36 000 euros par an	240	22.0%	1.0%	57	35.0%	1.0%	183	20.0%	2.0%	56	18.0%	1.0%
De 36 000 à moins de 45 000 euros par an	120	11.0%	1.0%	16	9.0%	0.0%	104	11.0%	2.0%	35	11.0%	1.0%
De 45 000 à moins de 65 000 euros par an	144	13.0%	1.0%	22	13.0%	0.0%	122	13.0%	3.0%	72	24.0%	1.0%
De 9 000 à moins de 12 000 euros par an	65	6.0%	3.0%	15	9.0%	1.0%	51	5.0%	3.0%	4	1.0%	1.0%
Moins de 9 000 euros par an	37	3.0%	2.0%	10	6.0%	1.0%	27	3.0%	3.0%	2	0.0%	0.0%
Ne sait pas	28	2.0%	1.0%	3	2.0%	0.0%	25	2.0%	2.0%	14	4.0%	1.0%
Refus	48	4.0%	2.0%	5	3.0%	0.0%	43	4.0%	3.0%	14	4.0%	1.0%