

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 859	100.0%	3.5%	701	100.0%	2.8%	1 158	100.0%	4.2%	428	100.0%	2.4%
Sexe												
Femme	1 158	62.0%	4.0%	-	-	-	1 158	100.0%	4.0%	260	60.0%	3.0%
Homme	701	37.0%	2.0%	701	100.0%	2.0%	-	-	-	168	39.0%	1.0%
Age												
15 à 24 ans	241	13.0%	3.0%	104	14.0%	2.0%	137	11.0%	3.0%	72	16.0%	2.0%
25 à 34 ans	189	10.0%	2.0%	74	10.0%	2.0%	115	9.0%	3.0%	56	13.0%	1.0%
35 à 49 ans	445	23.0%	3.0%	167	23.0%	2.0%	278	24.0%	4.0%	172	40.0%	2.0%
50 à 59 ans	314	16.0%	3.0%	117	16.0%	2.0%	197	17.0%	4.0%	103	24.0%	2.0%
60 ans et plus	670	36.0%	4.0%	240	34.0%	3.0%	430	37.0%	4.0%	25	5.0%	1.0%
Individu												
Ménagères	1 031	55.0%	4.0%	-	-	-	1 031	89.0%	4.0%	210	49.0%	2.0%
Personne de référence	905	48.0%	3.0%	558	79.0%	2.0%	347	29.0%	4.0%	168	39.0%	1.0%
Responsable des achats	1 377	74.0%	3.0%	373	53.0%	2.0%	1 004	86.0%	4.0%	277	64.0%	2.0%
Pcs individu												
Affaires et cadres	97	5.0%	1.0%	47	6.0%	1.0%	50	4.0%	2.0%	89	20.0%	2.0%
Agriculteurs	19	1.0%	3.0%	10	1.0%	3.0%	9	0.0%	4.0%	2	0.0%	5.0%
Autres inactifs	347	18.0%	3.0%	74	10.0%	1.0%	272	23.0%	4.0%	96	22.0%	2.0%
Employés	366	19.0%	4.0%	96	13.0%	4.0%	270	23.0%	4.0%	59	13.0%	3.0%
Ouvriers	266	14.0%	4.0%	179	25.0%	3.0%	86	7.0%	6.0%	14	3.0%	3.0%
Petits patrons	9	0.0%	0.0%	5	0.0%	0.0%	4	0.0%	0.0%	6	1.0%	0.0%
Professions intermédiaires	193	10.0%	2.0%	86	12.0%	2.0%	106	9.0%	2.0%	155	36.0%	2.0%
Retraités	563	30.0%	4.0%	203	29.0%	3.0%	360	31.0%	5.0%	6	1.0%	3.0%
Pcs personne de référence												
Affaires et cadres	147	7.0%	2.0%	62	8.0%	1.0%	85	7.0%	2.0%	147	34.0%	2.0%
Agriculteurs	25	1.0%	3.0%	10	1.0%	2.0%	15	1.0%	3.0%	-	-	-
Autres inactifs	130	7.0%	3.0%	33	4.0%	2.0%	97	8.0%	4.0%	-	-	-
Employés	227	12.0%	4.0%	89	12.0%	3.0%	139	12.0%	4.0%	-	-	-
Ouvriers	402	21.0%	4.0%	186	26.0%	3.0%	216	18.0%	4.0%	-	-	-
Petits patrons	42	2.0%	1.0%	6	0.0%	0.0%	36	3.0%	2.0%	42	9.0%	1.0%
Professions intermédiaires	239	12.0%	3.0%	100	14.0%	2.0%	139	12.0%	3.0%	239	55.0%	3.0%
Retraités	647	34.0%	4.0%	216	30.0%	3.0%	431	37.0%	5.0%	-	-	-



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Ensemble	1 859	100.0%	3.5%	701	100.0%	2.8%	1 158	100.0%	4.2%	428	100.0%	2.4%
Taille du foyer												
1 personne	373	20.0%	3.0%	117	16.0%	2.0%	256	22.0%	4.0%	36	8.0%	1.0%
2 personnes	710	38.0%	3.0%	269	38.0%	3.0%	441	38.0%	4.0%	97	22.0%	2.0%
3 personnes	293	15.0%	3.0%	103	14.0%	2.0%	191	16.0%	4.0%	96	22.0%	2.0%
4 personnes	287	15.0%	3.0%	133	19.0%	2.0%	155	13.0%	3.0%	124	29.0%	2.0%
5 personnes et +	195	10.0%	3.0%	79	11.0%	3.0%	115	10.0%	3.0%	75	17.0%	2.0%
Présence d'enfants de moins de 15 ans												
Non	1 382	74.0%	3.0%	524	74.0%	3.0%	858	74.0%	4.0%	243	56.0%	2.0%
Oui	478	25.0%	3.0%	178	25.0%	2.0%	300	25.0%	3.0%	185	43.0%	2.0%
Habitat												
Agglo. + 100 000 hab	515	27.0%	3.0%	218	31.0%	2.0%	297	25.0%	3.0%	118	27.0%	2.0%
Agglo. 20 000 à 100 000 hab	291	15.0%	4.0%	108	15.0%	3.0%	182	15.0%	5.0%	53	12.0%	2.0%
Agglo. - 20 000 hab	340	18.0%	3.0%	129	18.0%	2.0%	210	18.0%	4.0%	79	18.0%	2.0%
Agglo. paris	182	9.0%	2.0%	69	9.0%	1.0%	113	9.0%	2.0%	54	12.0%	1.0%
Communes rurales	532	28.0%	4.0%	177	25.0%	3.0%	355	30.0%	5.0%	124	28.0%	3.0%

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Ensemble	1 859	100.0%	3.5%	701	100.0%	2.8%	1 158	100.0%	4.2%	428	100.0%	2.4%
Régions insee												
Alsace	11	0.0%	0.0%	9	1.0%	1.0%	2	0.0%	0.0%	3	0.0%	0.0%
Aquitaine	122	6.0%	4.0%	32	4.0%	2.0%	90	7.0%	6.0%	27	6.0%	3.0%
Auvergne	58	3.0%	5.0%	28	4.0%	5.0%	30	2.0%	5.0%	9	2.0%	3.0%
Basse normandie	49	2.0%	4.0%	27	3.0%	4.0%	22	1.0%	3.0%	16	3.0%	4.0%
Bourgogne	82	4.0%	6.0%	30	4.0%	4.0%	52	4.0%	7.0%	9	2.0%	2.0%
Bretagne	123	6.0%	4.0%	48	6.0%	3.0%	74	6.0%	5.0%	27	6.0%	3.0%
Centre	61	3.0%	2.0%	19	2.0%	1.0%	42	3.0%	3.0%	15	3.0%	2.0%
Champagne ardennes	36	1.0%	3.0%	15	2.0%	2.0%	21	1.0%	3.0%	10	2.0%	3.0%
Franche-comté	29	1.0%	3.0%	8	1.0%	1.0%	21	1.0%	4.0%	8	2.0%	2.0%
Haute normandie	92	4.0%	6.0%	39	5.0%	5.0%	53	4.0%	6.0%	19	4.0%	4.0%
Ile de france	207	11.0%	2.0%	79	11.0%	1.0%	128	11.0%	2.0%	62	14.0%	1.0%
Languedoc roussillon	99	5.0%	4.0%	23	3.0%	2.0%	76	6.0%	6.0%	17	3.0%	2.0%
Limousin	31	1.0%	5.0%	10	1.0%	3.0%	22	1.0%	6.0%	6	1.0%	3.0%
Lorraine	65	3.0%	3.0%	25	3.0%	2.0%	40	3.0%	4.0%	17	3.0%	3.0%
Midi pyrénées	88	4.0%	3.0%	45	6.0%	3.0%	43	3.0%	3.0%	32	7.0%	3.0%
Nord pas de calais	108	5.0%	3.0%	53	7.0%	3.0%	55	4.0%	3.0%	12	2.0%	1.0%
Pays de loire	168	9.0%	5.0%	67	9.0%	4.0%	100	8.0%	6.0%	38	8.0%	4.0%
Picardie	76	4.0%	4.0%	31	4.0%	4.0%	45	3.0%	5.0%	12	2.0%	2.0%
Poitou charentes	62	3.0%	4.0%	14	1.0%	1.0%	48	4.0%	6.0%	16	3.0%	3.0%
Provence alpes côte d'azur, corse	149	8.0%	3.0%	55	7.0%	2.0%	95	8.0%	4.0%	17	4.0%	1.0%
Rhône alpes	144	7.0%	2.0%	46	6.0%	1.0%	98	8.0%	3.0%	55	12.0%	2.0%
Habitudes de connection à internet												
1 à 2 fois par semaine	135	7.0%	4.0%	56	7.0%	4.0%	79	6.0%	4.0%	24	5.0%	4.0%
1 à 3 fois par mois	18	1.0%	4.0%	4	0.0%	2.0%	15	1.0%	6.0%	3	0.0%	5.0%
Moins souvent	4	0.0%	2.0%	2	0.0%	4.0%	2	0.0%	2.0%	-	-	-
Presque tous les jours	240	12.0%	4.0%	75	10.0%	2.0%	165	14.0%	5.0%	43	9.0%	3.0%
Tous les jours	1 462	78.0%	3.0%	565	80.0%	2.0%	898	77.0%	4.0%	359	83.0%	2.0%



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Ensemble	1 859	100.0%	3.5%	701	100.0%	2.8%	1 158	100.0%	4.2%	428	100.0%	2.4%
Revenus du foyer												
65 000 euros et plus par an	69	3.0%	1.0%	36	5.0%	1.0%	33	2.0%	2.0%	52	12.0%	1.0%
De 12 000 à moins de 18 000 euros par an	212	11.0%	4.0%	70	10.0%	3.0%	142	12.0%	5.0%	12	2.0%	1.0%
De 18 000 à moins de 24 000 euros par an	298	16.0%	4.0%	99	14.0%	3.0%	198	17.0%	4.0%	35	8.0%	2.0%
De 24 000 à moins de 36 000 euros par an	507	27.0%	4.0%	184	26.0%	3.0%	323	27.0%	4.0%	101	23.0%	2.0%
De 36 000 à moins de 45 000 euros par an	230	12.0%	3.0%	106	15.0%	2.0%	124	10.0%	3.0%	65	15.0%	2.0%
De 45 000 à moins de 65 000 euros par an	205	11.0%	2.0%	106	15.0%	2.0%	99	8.0%	2.0%	102	23.0%	2.0%
De 9 000 à moins de 12 000 euros par an	134	7.0%	6.0%	52	7.0%	6.0%	82	7.0%	6.0%	5	1.0%	2.0%
Moins de 9 000 euros par an	77	4.0%	5.0%	17	2.0%	2.0%	60	5.0%	8.0%	7	1.0%	3.0%
Ne sait pas	64	3.0%	2.0%	20	2.0%	1.0%	44	3.0%	3.0%	25	5.0%	2.0%
Refus	64	3.0%	2.0%	10	1.0%	1.0%	54	4.0%	4.0%	25	5.0%	3.0%