

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 834	100.0%	3.5%	315	100.0%	1.3%	1 519	100.0%	5.6%	420	100.0%	2.4%
Sexe												
Femme	1 519	82.0%	5.0%	-	-	-	1 519	100.0%	5.0%	332	79.0%	3.0%
Homme	315	17.0%	1.0%	315	100.0%	1.0%	-	-	-	88	21.0%	1.0%
Age												
15 à 24 ans	76	4.0%	1.0%	28	8.0%	0.0%	48	3.0%	1.0%	28	6.0%	0.0%
25 à 34 ans	152	8.0%	2.0%	27	8.0%	0.0%	125	8.0%	3.0%	46	11.0%	1.0%
35 à 49 ans	404	22.0%	3.0%	79	25.0%	1.0%	325	21.0%	5.0%	158	37.0%	2.0%
50 à 59 ans	471	25.0%	5.0%	88	27.0%	2.0%	383	25.0%	8.0%	140	33.0%	3.0%
60 ans et plus	731	39.0%	4.0%	93	29.0%	1.0%	638	42.0%	7.0%	49	11.0%	3.0%
Individu												
Ménagères	1 437	78.0%	6.0%	-	-	-	1 437	94.0%	6.0%	309	73.0%	4.0%
Personne de référence	655	35.0%	2.0%	278	88.0%	1.0%	377	24.0%	5.0%	115	27.0%	1.0%
Responsable des achats	1 603	87.0%	4.0%	196	62.0%	1.0%	1 406	92.0%	6.0%	345	82.0%	3.0%
Pcs individu												
Affaires et cadres	76	4.0%	1.0%	26	8.0%	0.0%	51	3.0%	2.0%	66	15.0%	1.0%
Agriculteurs	16	0.0%	3.0%	-	-	-	16	1.0%	8.0%	5	1.0%	14.0%
Autres inactifs	317	17.0%	3.0%	54	17.0%	1.0%	262	17.0%	4.0%	59	14.0%	1.0%
Employés	454	24.0%	5.0%	61	19.0%	2.0%	393	25.0%	6.0%	99	23.0%	5.0%
Ouvriers	142	7.0%	2.0%	44	13.0%	0.0%	98	6.0%	7.0%	12	2.0%	2.0%
Petits patrons	31	1.0%	1.0%	10	3.0%	0.0%	21	1.0%	4.0%	24	5.0%	1.0%
Professions intermédiaires	216	11.0%	2.0%	39	12.0%	1.0%	177	11.0%	4.0%	143	34.0%	2.0%
Retraités	582	31.0%	4.0%	82	26.0%	1.0%	500	32.0%	7.0%	11	2.0%	6.0%
Pcs personne de référence												
Affaires et cadres	144	7.0%	2.0%	26	8.0%	0.0%	118	7.0%	3.0%	144	34.0%	2.0%
Agriculteurs	22	1.0%	2.0%	-	-	-	22	1.0%	5.0%	-	-	-
Autres inactifs	164	9.0%	4.0%	51	16.0%	3.0%	114	7.0%	5.0%	-	-	-
Employés	238	13.0%	4.0%	42	13.0%	1.0%	196	12.0%	6.0%	-	-	-
Ouvriers	301	16.0%	3.0%	52	16.0%	1.0%	249	16.0%	5.0%	-	-	-
Petits patrons	70	3.0%	2.0%	16	5.0%	1.0%	54	3.0%	4.0%	70	16.0%	2.0%
Professions intermédiaires	206	11.0%	2.0%	46	14.0%	1.0%	160	10.0%	4.0%	206	49.0%	2.0%
Retraités	689	37.0%	4.0%	83	26.0%	1.0%	606	39.0%	7.0%	-	-	-

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 834	100.0%	3.5%	315	100.0%	1.3%	1 519	100.0%	5.6%	420	100.0%	2.4%
Taille du foyer												
1 personne	342	18.0%	3.0%	67	21.0%	1.0%	275	18.0%	4.0%	45	10.0%	2.0%
2 personnes	808	44.0%	4.0%	119	37.0%	1.0%	689	45.0%	7.0%	126	30.0%	2.0%
3 personnes	301	16.0%	3.0%	44	13.0%	1.0%	257	16.0%	5.0%	81	19.0%	2.0%
4 personnes	211	11.0%	2.0%	57	17.0%	1.0%	154	10.0%	3.0%	109	26.0%	2.0%
5 personnes et +	172	9.0%	3.0%	29	9.0%	1.0%	144	9.0%	4.0%	59	13.0%	2.0%
Présence d'enfants de moins de 15 ans												
Non	1 379	75.0%	3.0%	235	74.0%	1.0%	1 145	75.0%	6.0%	265	63.0%	2.0%
Oui	455	24.0%	2.0%	80	25.0%	1.0%	374	24.0%	4.0%	154	36.0%	2.0%
Habitat												
Agglo. + 100 000 hab	489	26.0%	3.0%	86	27.0%	1.0%	403	26.0%	5.0%	114	27.0%	2.0%
Agglo. 20 000 à 100 000 hab	289	15.0%	4.0%	57	18.0%	1.0%	232	15.0%	6.0%	57	13.0%	2.0%
Agglo. - 20 000 hab	383	20.0%	4.0%	47	14.0%	1.0%	336	22.0%	7.0%	74	17.0%	2.0%
Agglo. paris	200	10.0%	2.0%	49	15.0%	1.0%	151	9.0%	3.0%	71	17.0%	1.0%
Communes rurales	473	25.0%	3.0%	76	24.0%	1.0%	397	26.0%	6.0%	103	24.0%	3.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 834	100.0%	3.5%	315	100.0%	1.3%	1 519	100.0%	5.6%	420	100.0%	2.4%
Régions insee												
Alsace	64	3.0%	4.0%	18	5.0%	2.0%	47	3.0%	5.0%	11	2.0%	2.0%
Aquitaine	86	4.0%	3.0%	18	5.0%	1.0%	68	4.0%	4.0%	31	7.0%	3.0%
Auvergne	55	3.0%	4.0%	6	2.0%	1.0%	49	3.0%	8.0%	13	3.0%	4.0%
Basse normandie	63	3.0%	5.0%	13	4.0%	2.0%	50	3.0%	7.0%	10	2.0%	2.0%
Bourgogne	53	2.0%	3.0%	15	4.0%	2.0%	38	2.0%	5.0%	13	3.0%	3.0%
Bretagne	81	4.0%	3.0%	17	5.0%	1.0%	63	4.0%	4.0%	10	2.0%	1.0%
Centre	77	4.0%	3.0%	18	5.0%	1.0%	59	3.0%	5.0%	18	4.0%	2.0%
Champagne ardennes	58	3.0%	5.0%	16	5.0%	3.0%	43	2.0%	7.0%	11	2.0%	3.0%
Franche-comté	47	2.0%	4.0%	8	2.0%	1.0%	38	2.0%	7.0%	10	2.0%	3.0%
Haute normandie	83	4.0%	5.0%	7	2.0%	1.0%	76	5.0%	9.0%	20	4.0%	4.0%
Ile de france	224	12.0%	2.0%	56	17.0%	1.0%	168	11.0%	3.0%	82	19.0%	1.0%
Languedoc roussillon	68	3.0%	2.0%	5	1.0%	0.0%	63	4.0%	5.0%	10	2.0%	1.0%
Limousin	28	1.0%	4.0%	2	0.0%	0.0%	25	1.0%	7.0%	10	2.0%	5.0%
Lorraine	85	4.0%	4.0%	14	4.0%	1.0%	71	4.0%	7.0%	9	2.0%	1.0%
Midi pyrénées	97	5.0%	3.0%	7	2.0%	0.0%	90	5.0%	6.0%	21	4.0%	2.0%
Nord pas de calais	133	7.0%	4.0%	9	2.0%	0.0%	124	8.0%	7.0%	32	7.0%	3.0%
Pays de loire	98	5.0%	3.0%	10	3.0%	0.0%	88	5.0%	5.0%	8	1.0%	0.0%
Picardie	79	4.0%	5.0%	23	7.0%	3.0%	56	3.0%	7.0%	25	6.0%	5.0%
Poitou charentes	65	3.0%	4.0%	2	0.0%	0.0%	63	4.0%	7.0%	7	1.0%	1.0%
Provence alpes côte d'azur, corse	177	9.0%	4.0%	37	11.0%	1.0%	140	9.0%	6.0%	36	8.0%	2.0%
Rhône alpes	112	6.0%	2.0%	11	3.0%	0.0%	100	6.0%	3.0%	32	7.0%	1.0%
Habitudes de connection à internet												
1 à 2 fois par semaine	201	10.0%	7.0%	36	11.0%	2.0%	165	10.0%	10.0%	19	4.0%	3.0%
1 à 3 fois par mois	31	1.0%	8.0%	1	0.0%	0.0%	30	1.0%	13.0%	2	0.0%	3.0%
Moins souvent	-	-	-	-	-	-	-	-	-	-	-	-
Presque tous les jours	241	13.0%	4.0%	31	10.0%	1.0%	209	13.0%	6.0%	45	10.0%	3.0%
Tous les jours	1 362	74.0%	3.0%	247	78.0%	1.0%	1 115	73.0%	5.0%	354	84.0%	2.0%



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Ensemble	1 834	100.0%	3.5%	315	100.0%	1.3%	1 519	100.0%	5.6%	420	100.0%	2.4%
Revenus du foyer												
65 000 euros et plus par an	69	3.0%	1.0%	11	3.0%	0.0%	58	3.0%	3.0%	47	11.0%	1.0%
De 12 000 à moins de 18 000 euros par an	200	10.0%	4.0%	33	10.0%	1.0%	166	11.0%	5.0%	25	5.0%	3.0%
De 18 000 à moins de 24 000 euros par an	353	19.0%	5.0%	72	22.0%	2.0%	281	18.0%	6.0%	53	12.0%	3.0%
De 24 000 à moins de 36 000 euros par an	518	28.0%	4.0%	81	25.0%	1.0%	437	28.0%	6.0%	100	23.0%	2.0%
De 36 000 à moins de 45 000 euros par an	251	13.0%	3.0%	46	14.0%	1.0%	205	13.0%	5.0%	66	15.0%	2.0%
De 45 000 à moins de 65 000 euros par an	204	11.0%	2.0%	37	11.0%	0.0%	167	11.0%	4.0%	87	20.0%	2.0%
De 9 000 à moins de 12 000 euros par an	112	6.0%	5.0%	22	7.0%	2.0%	90	5.0%	6.0%	5	1.0%	2.0%
Moins de 9 000 euros par an	38	2.0%	2.0%	5	1.0%	0.0%	34	2.0%	4.0%	2	0.0%	1.0%
Ne sait pas	17	0.0%	0.0%	-	-	-	17	1.0%	1.0%	8	2.0%	0.0%
Refus	71	3.0%	3.0%	8	2.0%	0.0%	63	4.0%	5.0%	26	6.0%	3.0%