



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 689	100.0%	3.2%	501	100.0%	2.0%	1 188	100.0%	4.4%	431	100.0%	2.4%
Sexe												
Femme	1 188	70.0%	4.0%	-	-	-	1 188	100.0%	4.0%	293	67.0%	3.0%
Homme	501	29.0%	2.0%	501	100.0%	2.0%	-	-	-	138	32.0%	1.0%
Age												
15 à 24 ans	47	2.0%	0.0%	19	3.0%	0.0%	28	2.0%	0.0%	15	3.0%	0.0%
25 à 34 ans	121	7.0%	1.0%	38	7.0%	1.0%	83	7.0%	2.0%	61	14.0%	1.0%
35 à 49 ans	297	17.0%	2.0%	123	24.0%	2.0%	174	14.0%	2.0%	166	38.0%	2.0%
50 à 59 ans	384	22.0%	4.0%	119	23.0%	2.0%	265	22.0%	6.0%	136	31.0%	3.0%
60 ans et plus	841	49.0%	5.0%	202	40.0%	2.0%	639	53.0%	7.0%	53	12.0%	3.0%
Individu												
Ménagères	1 129	66.0%	4.0%	-	-	-	1 129	95.0%	4.0%	282	65.0%	4.0%
Personne de référence	824	48.0%	2.0%	469	93.0%	2.0%	355	29.0%	4.0%	189	43.0%	2.0%
Responsable des achats	1 380	81.0%	3.0%	257	51.0%	2.0%	1 123	94.0%	4.0%	335	77.0%	3.0%
Pcs individu												
Affaires et cadres	118	7.0%	2.0%	41	8.0%	1.0%	77	6.0%	3.0%	97	22.0%	2.0%
Agriculteurs	36	2.0%	6.0%	18	3.0%	5.0%	18	1.0%	9.0%	3	0.0%	9.0%
Autres inactifs	232	13.0%	2.0%	44	8.0%	1.0%	187	15.0%	3.0%	36	8.0%	1.0%
Employés	273	16.0%	3.0%	44	8.0%	2.0%	229	19.0%	3.0%	60	13.0%	3.0%
Ouvriers	140	8.0%	2.0%	92	18.0%	1.0%	48	4.0%	3.0%	8	1.0%	1.0%
Petits patrons	43	2.0%	2.0%	16	3.0%	1.0%	27	2.0%	6.0%	35	8.0%	2.0%
Professions intermédiaires	213	12.0%	2.0%	82	16.0%	2.0%	131	11.0%	3.0%	176	40.0%	2.0%
Retraités	635	37.0%	4.0%	164	32.0%	2.0%	471	39.0%	6.0%	16	3.0%	7.0%
Pcs personne de référence												
Affaires et cadres	138	8.0%	2.0%	40	8.0%	1.0%	98	8.0%	2.0%	138	31.0%	2.0%
Agriculteurs	48	2.0%	6.0%	17	3.0%	4.0%	31	2.0%	7.0%	-	-	-
Autres inactifs	106	6.0%	3.0%	31	6.0%	2.0%	75	6.0%	3.0%	-	-	-
Employés	148	8.0%	2.0%	47	9.0%	2.0%	101	8.0%	3.0%	-	-	-
Ouvriers	228	13.0%	2.0%	97	19.0%	1.0%	131	11.0%	2.0%	-	-	-
Petits patrons	77	4.0%	2.0%	18	3.0%	1.0%	59	4.0%	4.0%	77	17.0%	2.0%
Professions intermédiaires	217	12.0%	2.0%	80	16.0%	1.0%	137	11.0%	3.0%	217	50.0%	2.0%
Retraités	728	43.0%	4.0%	171	34.0%	2.0%	557	46.0%	6.0%	-	-	-



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 689	100.0%	3.2%	501	100.0%	2.0%	1 188	100.0%	4.4%	431	100.0%	2.4%
Taille du foyer												
1 personne	373	22.0%	3.0%	65	13.0%	1.0%	308	25.0%	5.0%	59	13.0%	2.0%
2 personnes	798	47.0%	4.0%	237	47.0%	2.0%	561	47.0%	5.0%	133	30.0%	3.0%
3 personnes	205	12.0%	2.0%	83	16.0%	1.0%	122	10.0%	2.0%	84	19.0%	2.0%
4 personnes	168	9.0%	1.0%	47	9.0%	1.0%	120	10.0%	2.0%	82	19.0%	1.0%
5 personnes et +	145	8.0%	2.0%	69	13.0%	2.0%	77	6.0%	2.0%	73	16.0%	2.0%
Présence d'enfants de moins de 15 ans												
Non	1 350	79.0%	3.0%	377	75.0%	2.0%	973	81.0%	5.0%	259	60.0%	2.0%
Oui	340	20.0%	2.0%	124	24.0%	1.0%	216	18.0%	2.0%	172	40.0%	2.0%
Habitat												
Agglo. + 100 000 hab	371	22.0%	2.0%	103	20.0%	1.0%	267	22.0%	3.0%	86	19.0%	1.0%
Agglo. 20 000 à 100 000 hab	221	13.0%	3.0%	74	14.0%	2.0%	147	12.0%	4.0%	60	13.0%	2.0%
Agglo. - 20 000 hab	437	25.0%	4.0%	138	27.0%	3.0%	299	25.0%	6.0%	118	27.0%	4.0%
Agglo. paris	181	10.0%	2.0%	56	11.0%	1.0%	126	10.0%	2.0%	54	12.0%	1.0%
Communes rurales	479	28.0%	4.0%	130	25.0%	2.0%	349	29.0%	5.0%	114	26.0%	3.0%



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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 689	100.0%	3.2%	501	100.0%	2.0%	1 188	100.0%	4.4%	431	100.0%	2.4%
Régions insee												
Alsace	36	2.0%	2.0%	16	3.0%	2.0%	21	1.0%	2.0%	13	3.0%	2.0%
Aquitaine	79	4.0%	2.0%	24	4.0%	1.0%	55	4.0%	3.0%	18	4.0%	2.0%
Auvergne	38	2.0%	3.0%	11	2.0%	2.0%	27	2.0%	4.0%	10	2.0%	3.0%
Basse normandie	44	2.0%	3.0%	10	1.0%	1.0%	35	2.0%	5.0%	15	3.0%	4.0%
Bourgogne	64	3.0%	4.0%	19	3.0%	2.0%	45	3.0%	6.0%	11	2.0%	2.0%
Bretagne	146	8.0%	5.0%	39	7.0%	3.0%	108	9.0%	7.0%	43	10.0%	5.0%
Centre	94	5.0%	4.0%	29	5.0%	2.0%	65	5.0%	6.0%	22	5.0%	3.0%
Champagne ardennes	38	2.0%	3.0%	16	3.0%	3.0%	22	1.0%	3.0%	15	3.0%	5.0%
Franche-comté	32	1.0%	3.0%	6	1.0%	1.0%	26	2.0%	5.0%	10	2.0%	3.0%
Haute normandie	39	2.0%	2.0%	18	3.0%	2.0%	21	1.0%	2.0%	11	2.0%	2.0%
Ile de france	230	13.0%	2.0%	74	14.0%	1.0%	155	13.0%	3.0%	61	14.0%	1.0%
Languedoc roussillon	62	3.0%	2.0%	20	4.0%	1.0%	41	3.0%	3.0%	8	2.0%	1.0%
Limousin	25	1.0%	4.0%	5	0.0%	1.0%	21	1.0%	6.0%	2	0.0%	1.0%
Lorraine	60	3.0%	3.0%	22	4.0%	2.0%	38	3.0%	3.0%	12	2.0%	2.0%
Midi pyrénées	99	5.0%	4.0%	22	4.0%	1.0%	77	6.0%	6.0%	34	8.0%	3.0%
Nord pas de calais	109	6.0%	3.0%	46	9.0%	3.0%	63	5.0%	3.0%	26	6.0%	2.0%
Pays de loire	121	7.0%	4.0%	27	5.0%	1.0%	95	8.0%	6.0%	32	7.0%	3.0%
Picardie	57	3.0%	3.0%	7	1.0%	0.0%	50	4.0%	6.0%	18	4.0%	4.0%
Poitou charentes	82	4.0%	5.0%	22	4.0%	3.0%	59	5.0%	7.0%	22	5.0%	5.0%
Provence alpes côte d'azur, corse	117	6.0%	2.0%	36	7.0%	1.0%	82	6.0%	3.0%	23	5.0%	1.0%
Rhône alpes	116	6.0%	2.0%	32	6.0%	1.0%	85	7.0%	3.0%	25	5.0%	1.0%
Habitudes de connection à internet												
1 à 2 fois par semaine	158	9.0%	5.0%	21	4.0%	1.0%	137	11.0%	7.0%	24	5.0%	4.0%
1 à 3 fois par mois	20	1.0%	5.0%	7	1.0%	3.0%	13	1.0%	6.0%	1	0.0%	2.0%
Moins souvent	3	0.0%	2.0%	-	-	-	3	0.0%	3.0%	-	-	-
Presque tous les jours	229	13.0%	3.0%	55	11.0%	2.0%	174	14.0%	5.0%	56	12.0%	4.0%
Tous les jours	1 279	75.0%	3.0%	417	83.0%	2.0%	862	72.0%	3.0%	350	81.0%	2.0%



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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 689	100.0%	3.2%	501	100.0%	2.0%	1 188	100.0%	4.4%	431	100.0%	2.4%
Revenus du foyer												
65 000 euros et plus par an	134	7.0%	3.0%	65	12.0%	2.0%	69	5.0%	4.0%	65	15.0%	2.0%
De 12 000 à moins de 18 000 euros par an	175	10.0%	3.0%	28	5.0%	1.0%	147	12.0%	5.0%	7	1.0%	0.0%
De 18 000 à moins de 24 000 euros par an	225	13.0%	3.0%	55	11.0%	1.0%	169	14.0%	4.0%	49	11.0%	3.0%
De 24 000 à moins de 36 000 euros par an	433	25.0%	3.0%	128	25.0%	2.0%	305	25.0%	4.0%	84	19.0%	2.0%
De 36 000 à moins de 45 000 euros par an	264	15.0%	3.0%	83	16.0%	2.0%	181	15.0%	4.0%	100	23.0%	3.0%
De 45 000 à moins de 65 000 euros par an	249	14.0%	3.0%	92	18.0%	2.0%	157	13.0%	4.0%	90	21.0%	2.0%
De 9 000 à moins de 12 000 euros par an	61	3.0%	3.0%	9	1.0%	1.0%	52	4.0%	4.0%	3	0.0%	1.0%
Moins de 9 000 euros par an	23	1.0%	1.0%	9	1.0%	1.0%	14	1.0%	1.0%	4	1.0%	2.0%
Ne sait pas	7	0.0%	0.0%	3	0.0%	0.0%	3	0.0%	0.0%	2	0.0%	0.0%
Refus	120	7.0%	3.0%	29	5.0%	1.0%	91	7.0%	4.0%	27	6.0%	2.0%