



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	3 640	100.0%	6.9%	1 067	100.0%	4.2%	2 574	100.0%	9.4%	416	100.0%	2.3%
<b>Sexe</b>												
<b>Femme</b>	2 574	70.0%	9.0%	-	-	-	2 574	100.0%	9.0%	302	72.0%	3.0%
<b>Homme</b>	1 067	29.0%	4.0%	1 067	100.0%	4.0%	-	-	-	114	27.0%	1.0%
<b>Age</b>												
<b>15 à 24 ans</b>	23	0.0%	0.0%	5	0.0%	0.0%	17	0.0%	0.0%	8	2.0%	0.0%
<b>25 à 34 ans</b>	55	1.0%	0.0%	28	2.0%	0.0%	27	1.0%	0.0%	16	3.0%	0.0%
<b>35 à 49 ans</b>	259	7.0%	2.0%	50	4.0%	0.0%	209	8.0%	3.0%	101	24.0%	1.0%
<b>50 à 59 ans</b>	536	14.0%	6.0%	113	10.0%	2.0%	423	16.0%	9.0%	171	41.0%	4.0%
<b>60 ans et plus</b>	2 767	76.0%	17.0%	871	81.0%	12.0%	1 896	73.0%	21.0%	120	28.0%	7.0%
<b>Individu</b>												
<b>Ménagères</b>	2 504	68.0%	10.0%	-	-	-	2 504	97.0%	10.0%	293	70.0%	4.0%
<b>Personne de référence</b>	2 001	55.0%	7.0%	1 000	93.0%	4.0%	1 001	38.0%	13.0%	187	44.0%	2.0%
<b>Responsable des achats</b>	3 131	86.0%	8.0%	644	60.0%	5.0%	2 487	96.0%	10.0%	348	83.0%	3.0%
<b>Pcs individu</b>												
<b>Affaires et cadres</b>	119	3.0%	2.0%	47	4.0%	1.0%	72	2.0%	3.0%	91	21.0%	2.0%
<b>Agriculteurs</b>	18	0.0%	3.0%	8	0.0%	2.0%	10	0.0%	5.0%	1	0.0%	3.0%
<b>Autres inactifs</b>	321	8.0%	3.0%	21	2.0%	0.0%	299	11.0%	4.0%	38	9.0%	1.0%
<b>Employés</b>	379	10.0%	4.0%	35	3.0%	1.0%	344	13.0%	5.0%	67	16.0%	3.0%
<b>Ouvriers</b>	130	3.0%	2.0%	71	6.0%	1.0%	59	2.0%	4.0%	8	1.0%	1.0%
<b>Petits patrons</b>	46	1.0%	2.0%	29	2.0%	2.0%	17	0.0%	4.0%	39	9.0%	2.0%
<b>Professions intermédiaires</b>	185	5.0%	2.0%	44	4.0%	1.0%	141	5.0%	3.0%	136	32.0%	2.0%
<b>Retraités</b>	2 442	67.0%	18.0%	812	76.0%	13.0%	1 630	63.0%	23.0%	35	8.0%	15.0%
<b>Pcs personne de référence</b>												
<b>Affaires et cadres</b>	148	4.0%	2.0%	45	4.0%	1.0%	103	4.0%	2.0%	148	35.0%	2.0%
<b>Agriculteurs</b>	29	0.0%	3.0%	8	0.0%	2.0%	21	0.0%	5.0%	-	-	-
<b>Autres inactifs</b>	210	5.0%	5.0%	40	3.0%	2.0%	170	6.0%	8.0%	-	-	-
<b>Employés</b>	210	5.0%	3.0%	29	2.0%	1.0%	181	7.0%	5.0%	-	-	-
<b>Ouvriers</b>	212	5.0%	2.0%	55	5.0%	1.0%	157	6.0%	3.0%	-	-	-
<b>Petits patrons</b>	71	2.0%	2.0%	28	2.0%	1.0%	44	1.0%	3.0%	71	17.0%	2.0%
<b>Professions intermédiaires</b>	196	5.0%	2.0%	40	3.0%	1.0%	156	6.0%	4.0%	196	47.0%	2.0%
<b>Retraités</b>	2 563	70.0%	17.0%	822	77.0%	12.0%	1 742	67.0%	20.0%	-	-	-



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	3 640	100.0%	6.9%	1 067	100.0%	4.2%	2 574	100.0%	9.4%	416	100.0%	2.3%
<b>Taille du foyer</b>												
<b>1 personne</b>	1 094	30.0%	11.0%	203	19.0%	4.0%	890	34.0%	16.0%	79	19.0%	3.0%
<b>2 personnes</b>	2 081	57.0%	11.0%	765	71.0%	8.0%	1 315	51.0%	13.0%	169	40.0%	4.0%
<b>3 personnes</b>	257	7.0%	2.0%	58	5.0%	1.0%	198	7.0%	4.0%	70	16.0%	1.0%
<b>4 personnes</b>	139	3.0%	1.0%	29	2.0%	0.0%	110	4.0%	2.0%	72	17.0%	1.0%
<b>5 personnes et +</b>	70	1.0%	1.0%	10	1.0%	0.0%	60	2.0%	2.0%	25	6.0%	1.0%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Non</b>	3 420	93.0%	9.0%	1 033	96.0%	5.0%	2 387	92.0%	12.0%	329	79.0%	3.0%
<b>Oui</b>	220	6.0%	1.0%	33	3.0%	0.0%	187	7.0%	2.0%	87	21.0%	1.0%
<b>Habitat</b>												
<b>Agglo. + 100 000 hab</b>	1 106	30.0%	7.0%	337	31.0%	4.0%	770	29.0%	9.0%	111	26.0%	2.0%
<b>Agglo. 20 000 à 100 000 hab</b>	600	16.0%	8.0%	178	16.0%	5.0%	421	16.0%	11.0%	79	18.0%	3.0%
<b>Agglo. - 20 000 hab</b>	670	18.0%	7.0%	178	16.0%	4.0%	492	19.0%	10.0%	80	19.0%	2.0%
<b>Agglo. paris</b>	418	11.0%	4.0%	100	9.0%	2.0%	317	12.0%	6.0%	68	16.0%	1.0%
<b>Communes rurales</b>	847	23.0%	7.0%	273	25.0%	4.0%	573	22.0%	9.0%	78	18.0%	2.0%



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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	3 640	100.0%	6.9%	1 067	100.0%	4.2%	2 574	100.0%	9.4%	416	100.0%	2.3%
<b>Régions insee</b>												
Alsace	74	2.0%	4.0%	32	3.0%	4.0%	42	1.0%	5.0%	5	1.0%	1.0%
Aquitaine	196	5.0%	7.0%	77	7.0%	5.0%	119	4.0%	8.0%	14	3.0%	1.0%
Auvergne	92	2.0%	8.0%	39	3.0%	7.0%	54	2.0%	9.0%	9	2.0%	3.0%
Basse normandie	82	2.0%	6.0%	19	1.0%	3.0%	63	2.0%	9.0%	15	3.0%	4.0%
Bourgogne	138	3.0%	10.0%	45	4.0%	6.0%	93	3.0%	13.0%	18	4.0%	4.0%
Bretagne	203	5.0%	7.0%	37	3.0%	2.0%	166	6.0%	11.0%	20	4.0%	2.0%
Centre	161	4.0%	7.0%	49	4.0%	5.0%	113	4.0%	10.0%	22	5.0%	3.0%
Champagne ardennes	74	2.0%	6.0%	16	1.0%	2.0%	58	2.0%	10.0%	8	2.0%	2.0%
Franche-comté	62	1.0%	6.0%	23	2.0%	4.0%	40	1.0%	8.0%	3	0.0%	1.0%
Haute normandie	125	3.0%	8.0%	28	2.0%	4.0%	97	3.0%	12.0%	10	2.0%	2.0%
Ile de france	486	13.0%	5.0%	118	11.0%	2.0%	369	14.0%	7.0%	79	18.0%	1.0%
Languedoc roussillon	187	5.0%	8.0%	59	5.0%	5.0%	129	5.0%	10.0%	14	3.0%	1.0%
Limousin	61	1.0%	9.0%	17	1.0%	5.0%	44	1.0%	13.0%	5	1.0%	2.0%
Lorraine	108	3.0%	5.0%	35	3.0%	3.0%	73	2.0%	7.0%	13	3.0%	2.0%
Midi pyrénées	171	4.0%	6.0%	49	4.0%	4.0%	121	4.0%	9.0%	34	8.0%	3.0%
Nord pas de calais	200	5.0%	6.0%	59	5.0%	3.0%	141	5.0%	8.0%	22	5.0%	2.0%
Pays de loire	268	7.0%	8.0%	100	9.0%	6.0%	168	6.0%	10.0%	33	7.0%	3.0%
Picardie	113	3.0%	7.0%	21	1.0%	2.0%	92	3.0%	11.0%	20	4.0%	4.0%
Poitou charentes	114	3.0%	7.0%	36	3.0%	5.0%	78	3.0%	10.0%	8	1.0%	1.0%
Provence alpes côte d'azur, corse	333	9.0%	7.0%	88	8.0%	4.0%	244	9.0%	10.0%	36	8.0%	2.0%
Rhône alpes	391	10.0%	7.0%	121	11.0%	4.0%	270	10.0%	9.0%	30	7.0%	1.0%
<b>Habitudes de connection à internet</b>												
1 à 2 fois par semaine	347	9.0%	11.0%	75	7.0%	6.0%	272	10.0%	15.0%	29	6.0%	5.0%
1 à 3 fois par mois	33	0.0%	8.0%	10	0.0%	5.0%	23	0.0%	10.0%	1	0.0%	1.0%
Moins souvent	11	0.0%	9.0%	5	0.0%	14.0%	5	0.0%	7.0%	-	-	-
Presque tous les jours	547	15.0%	9.0%	164	15.0%	5.0%	383	14.0%	11.0%	35	8.0%	2.0%
Tous les jours	2 704	74.0%	6.0%	813	76.0%	3.0%	1 890	73.0%	8.0%	352	84.0%	2.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	3 640	100.0%	6.9%	1 067	100.0%	4.2%	2 574	100.0%	9.4%	416	100.0%	2.3%
<b>Revenus du foyer</b>												
<b>65 000 euros et plus par an</b>	145	4.0%	3.0%	72	6.0%	2.0%	73	2.0%	4.0%	43	10.0%	1.0%
<b>De 12 000 à moins de 18 000 euros par an</b>	429	11.0%	8.0%	100	9.0%	4.0%	329	12.0%	11.0%	18	4.0%	2.0%
<b>De 18 000 à moins de 24 000 euros par an</b>	517	14.0%	7.0%	132	12.0%	4.0%	386	15.0%	9.0%	39	9.0%	2.0%
<b>De 24 000 à moins de 36 000 euros par an</b>	1 095	30.0%	8.0%	282	26.0%	4.0%	814	31.0%	12.0%	74	17.0%	2.0%
<b>De 36 000 à moins de 45 000 euros par an</b>	542	14.0%	7.0%	187	17.0%	4.0%	355	13.0%	9.0%	105	25.0%	3.0%
<b>De 45 000 à moins de 65 000 euros par an</b>	437	12.0%	5.0%	193	18.0%	4.0%	244	9.0%	7.0%	96	23.0%	2.0%
<b>De 9 000 à moins de 12 000 euros par an</b>	142	3.0%	7.0%	27	2.0%	3.0%	115	4.0%	9.0%	3	0.0%	1.0%
<b>Moins de 9 000 euros par an</b>	37	1.0%	2.0%	13	1.0%	2.0%	24	0.0%	3.0%	1	0.0%	0.0%
<b>Ne sait pas</b>	31	0.0%	2.0%	8	0.0%	1.0%	24	0.0%	2.0%	2	0.0%	0.0%
<b>Refus</b>	265	7.0%	7.0%	53	5.0%	3.0%	211	8.0%	10.0%	35	8.0%	2.0%