

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	3 531	100.0%	6.7%	978	100.0%	3.9%	2 553	100.0%	9.4%	359	100.0%	2.0%
Sexe												
Femme	2 553	72.0%	9.0%	-	-	-	2 553	100.0%	9.0%	259	72.0%	3.0%
Homme	978	27.0%	3.0%	978	100.0%	3.0%	-	-	-	100	27.0%	1.0%
Age												
15 à 24 ans	43	1.0%	0.0%	20	2.0%	0.0%	23	0.0%	0.0%	15	4.0%	0.0%
25 à 34 ans	34	1.0%	0.0%	20	2.0%	0.0%	14	0.0%	0.0%	10	2.0%	0.0%
35 à 49 ans	207	5.0%	1.0%	32	3.0%	0.0%	176	6.0%	2.0%	77	21.0%	1.0%
50 à 59 ans	464	13.0%	5.0%	99	10.0%	2.0%	365	14.0%	8.0%	154	43.0%	4.0%
60 ans et plus	2 783	78.0%	17.0%	807	82.0%	11.0%	1 976	77.0%	22.0%	103	28.0%	6.0%
Individu												
Ménagères	2 456	69.0%	10.0%	-	-	-	2 456	96.0%	10.0%	247	68.0%	3.0%
Personne de référence	1 944	55.0%	6.0%	916	93.0%	4.0%	1 028	40.0%	13.0%	163	45.0%	1.0%
Responsable des achats	3 027	85.0%	8.0%	565	57.0%	4.0%	2 461	96.0%	10.0%	285	79.0%	2.0%
Pcs individu												
Affaires et cadres	94	2.0%	1.0%	34	3.0%	1.0%	60	2.0%	2.0%	77	21.0%	1.0%
Agriculteurs	19	0.0%	3.0%	9	0.0%	2.0%	11	0.0%	5.0%	1	0.0%	2.0%
Autres inactifs	325	9.0%	3.0%	35	3.0%	0.0%	290	11.0%	4.0%	39	10.0%	1.0%
Employés	330	9.0%	3.0%	25	2.0%	1.0%	305	12.0%	4.0%	50	13.0%	2.0%
Ouvriers	107	3.0%	1.0%	57	5.0%	1.0%	49	1.0%	3.0%	8	2.0%	1.0%
Petits patrons	27	0.0%	1.0%	20	2.0%	1.0%	7	0.0%	1.0%	25	7.0%	1.0%
Professions intermédiaires	193	5.0%	2.0%	46	4.0%	1.0%	146	5.0%	3.0%	133	37.0%	2.0%
Retraités	2 436	69.0%	19.0%	753	76.0%	12.0%	1 684	65.0%	24.0%	26	7.0%	14.0%
Pcs personne de référence												
Affaires et cadres	131	3.0%	1.0%	36	3.0%	1.0%	95	3.0%	2.0%	131	36.0%	1.0%
Agriculteurs	23	0.0%	3.0%	9	0.0%	2.0%	14	0.0%	3.0%	-	-	-
Autres inactifs	199	5.0%	5.0%	52	5.0%	3.0%	148	5.0%	6.0%	-	-	-
Employés	214	6.0%	3.0%	18	1.0%	0.0%	196	7.0%	6.0%	-	-	-
Ouvriers	154	4.0%	1.0%	41	4.0%	0.0%	113	4.0%	2.0%	-	-	-
Petits patrons	49	1.0%	1.0%	20	2.0%	1.0%	29	1.0%	2.0%	49	13.0%	1.0%
Professions intermédiaires	179	5.0%	2.0%	43	4.0%	1.0%	135	5.0%	3.0%	179	49.0%	2.0%
Retraités	2 583	73.0%	17.0%	759	77.0%	11.0%	1 823	71.0%	21.0%	-	-	-



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	3 531	100.0%	6.7%	978	100.0%	3.9%	2 553	100.0%	9.4%	359	100.0%	2.0%
Taille du foyer												
1 personne	1 118	31.0%	11.0%	179	18.0%	4.0%	939	36.0%	16.0%	71	19.0%	3.0%
2 personnes	2 011	56.0%	11.0%	713	72.0%	8.0%	1 298	50.0%	13.0%	154	43.0%	3.0%
3 personnes	252	7.0%	2.0%	59	6.0%	1.0%	193	7.0%	4.0%	52	14.0%	1.0%
4 personnes	108	3.0%	1.0%	21	2.0%	0.0%	87	3.0%	1.0%	70	19.0%	1.0%
5 personnes et +	42	1.0%	0.0%	7	0.0%	0.0%	35	1.0%	1.0%	11	2.0%	0.0%
Présence d'enfants de moins de 15 ans												
Non	3 396	96.0%	9.0%	963	98.0%	5.0%	2 432	95.0%	12.0%	293	81.0%	2.0%
Oui	136	3.0%	0.0%	15	1.0%	0.0%	121	4.0%	1.0%	66	18.0%	0.0%
Habitat												
Agglo. + 100 000 hab	1 109	31.0%	7.0%	332	34.0%	4.0%	776	30.0%	9.0%	111	31.0%	2.0%
Agglo. 20 000 à 100 000 hab	571	16.0%	8.0%	162	16.0%	4.0%	409	16.0%	11.0%	70	19.0%	3.0%
Agglo. - 20 000 hab	600	17.0%	6.0%	155	15.0%	3.0%	445	17.0%	9.0%	44	12.0%	1.0%
Agglo. paris	440	12.0%	5.0%	91	9.0%	2.0%	349	13.0%	7.0%	73	20.0%	1.0%
Communes rurales	812	23.0%	6.0%	238	24.0%	4.0%	574	22.0%	8.0%	62	17.0%	1.0%

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Ensemble	3 531	100.0%	6.7%	978	100.0%	3.9%	2 553	100.0%	9.4%	359	100.0%	2.0%
Régions insee												
Alsace	88	2.0%	5.0%	25	2.0%	3.0%	63	2.0%	7.0%	7	1.0%	1.0%
Aquitaine	153	4.0%	5.0%	54	5.0%	4.0%	99	3.0%	6.0%	19	5.0%	2.0%
Auvergne	76	2.0%	6.0%	33	3.0%	6.0%	43	1.0%	7.0%	5	1.0%	1.0%
Basse normandie	83	2.0%	6.0%	18	1.0%	3.0%	66	2.0%	10.0%	11	3.0%	3.0%
Bourgogne	120	3.0%	8.0%	33	3.0%	5.0%	86	3.0%	12.0%	10	2.0%	2.0%
Bretagne	145	4.0%	5.0%	28	2.0%	2.0%	117	4.0%	8.0%	10	2.0%	1.0%
Centre	183	5.0%	8.0%	50	5.0%	5.0%	133	5.0%	12.0%	27	7.0%	4.0%
Champagne ardennes	69	2.0%	6.0%	16	1.0%	3.0%	53	2.0%	9.0%	11	2.0%	3.0%
Franche-comté	51	1.0%	5.0%	12	1.0%	2.0%	39	1.0%	7.0%	4	1.0%	1.0%
Haute normandie	152	4.0%	10.0%	35	3.0%	4.0%	117	4.0%	14.0%	3	0.0%	0.0%
Ile de france	490	13.0%	5.0%	108	11.0%	2.0%	383	15.0%	7.0%	77	21.0%	1.0%
Languedoc roussillon	152	4.0%	6.0%	54	5.0%	4.0%	98	3.0%	8.0%	7	2.0%	1.0%
Limousin	54	1.0%	8.0%	10	1.0%	3.0%	44	1.0%	13.0%	4	1.0%	2.0%
Lorraine	110	3.0%	5.0%	41	4.0%	4.0%	69	2.0%	7.0%	11	3.0%	2.0%
Midi pyrénées	172	4.0%	6.0%	41	4.0%	3.0%	131	5.0%	10.0%	21	5.0%	2.0%
Nord pas de calais	228	6.0%	7.0%	78	8.0%	5.0%	150	5.0%	8.0%	23	6.0%	2.0%
Pays de loire	230	6.0%	7.0%	77	7.0%	5.0%	153	6.0%	9.0%	16	4.0%	1.0%
Picardie	123	3.0%	7.0%	28	2.0%	3.0%	95	3.0%	11.0%	19	5.0%	4.0%
Poitou charentes	107	3.0%	7.0%	28	2.0%	3.0%	78	3.0%	9.0%	10	2.0%	2.0%
Provence alpes côte d'azur, corse	308	8.0%	7.0%	84	8.0%	4.0%	223	8.0%	9.0%	31	8.0%	2.0%
Rhône alpes	439	12.0%	8.0%	123	12.0%	4.0%	315	12.0%	11.0%	33	9.0%	1.0%
Habitudes de connection à internet												
1 à 2 fois par semaine	317	9.0%	11.0%	64	6.0%	5.0%	253	9.0%	15.0%	23	6.0%	4.0%
1 à 3 fois par mois	38	1.0%	10.0%	4	0.0%	2.0%	35	1.0%	15.0%	1	0.0%	2.0%
Moins souvent	12	0.0%	9.0%	2	0.0%	4.0%	10	0.0%	12.0%	1	0.0%	9.0%
Presque tous les jours	516	14.0%	8.0%	159	16.0%	5.0%	357	14.0%	11.0%	41	11.0%	3.0%
Tous les jours	2 648	75.0%	6.0%	750	76.0%	3.0%	1 898	74.0%	8.0%	292	81.0%	1.0%



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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	3 531	100.0%	6.7%	978	100.0%	3.9%	2 553	100.0%	9.4%	359	100.0%	2.0%
Revenus du foyer												
65 000 euros et plus par an	136	3.0%	3.0%	55	5.0%	2.0%	82	3.0%	4.0%	45	12.0%	1.0%
De 12 000 à moins de 18 000 euros par an	422	12.0%	8.0%	106	10.0%	5.0%	317	12.0%	11.0%	19	5.0%	2.0%
De 18 000 à moins de 24 000 euros par an	585	16.0%	8.0%	111	11.0%	3.0%	474	18.0%	11.0%	23	6.0%	1.0%
De 24 000 à moins de 36 000 euros par an	1 008	28.0%	8.0%	275	28.0%	4.0%	733	28.0%	10.0%	72	20.0%	2.0%
De 36 000 à moins de 45 000 euros par an	501	14.0%	6.0%	165	16.0%	4.0%	336	13.0%	9.0%	88	24.0%	3.0%
De 45 000 à moins de 65 000 euros par an	419	11.0%	5.0%	176	18.0%	4.0%	243	9.0%	6.0%	84	23.0%	2.0%
De 9 000 à moins de 12 000 euros par an	162	4.0%	7.0%	34	3.0%	4.0%	128	5.0%	9.0%	3	0.0%	1.0%
Moins de 9 000 euros par an	33	0.0%	2.0%	8	0.0%	1.0%	25	1.0%	3.0%	2	0.0%	1.0%
Ne sait pas	55	1.0%	2.0%	10	1.0%	0.0%	45	1.0%	3.0%	4	1.0%	0.0%
Refus	208	5.0%	9.0%	38	3.0%	3.0%	170	6.0%	13.0%	19	5.0%	2.0%