



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	777	100.0%	1.5%	181	100.0%	0.7%	596	100.0%	2.2%	97	100.0%	0.5%
Sexe												
Femme	596	76.0%	2.0%	-	-	-	596	100.0%	2.0%	78	80.0%	0.0%
Homme	181	23.0%	0.0%	181	100.0%	0.0%	-	-	-	19	19.0%	0.0%
Age												
15 à 24 ans	36	4.0%	0.0%	18	10.0%	0.0%	18	3.0%	0.0%	3	2.0%	0.0%
25 à 34 ans	61	7.0%	0.0%	13	7.0%	0.0%	47	8.0%	1.0%	18	18.0%	0.0%
35 à 49 ans	124	15.0%	1.0%	26	14.0%	0.0%	98	16.0%	1.0%	39	40.0%	0.0%
50 à 59 ans	204	26.0%	2.0%	41	22.0%	1.0%	163	27.0%	3.0%	34	34.0%	0.0%
60 ans et plus	353	45.0%	2.0%	83	46.0%	1.0%	270	45.0%	3.0%	3	2.0%	0.0%
Individu												
Ménagères	567	73.0%	2.0%	-	-	-	567	95.0%	2.0%	73	75.0%	1.0%
Personne de référence	390	50.0%	1.0%	153	84.0%	0.0%	237	39.0%	3.0%	30	30.0%	0.0%
Responsable des achats	669	86.0%	1.0%	105	58.0%	0.0%	564	94.0%	2.0%	78	80.0%	0.0%
Pcs individu												
Affaires et cadres	17	2.0%	0.0%	6	3.0%	0.0%	12	2.0%	0.0%	15	15.0%	0.0%
Agriculteurs	3	0.0%	0.0%	-	-	-	3	0.0%	1.0%	-	-	-
Autres inactifs	130	16.0%	1.0%	20	11.0%	0.0%	109	18.0%	1.0%	10	10.0%	0.0%
Employés	194	25.0%	2.0%	23	12.0%	1.0%	171	28.0%	2.0%	28	29.0%	1.0%
Ouvriers	65	8.0%	1.0%	30	16.0%	0.0%	35	5.0%	2.0%	12	12.0%	2.0%
Petits patrons	10	1.0%	0.0%	4	2.0%	0.0%	6	0.0%	1.0%	7	7.0%	0.0%
Professions intermédiaires	47	6.0%	0.0%	5	2.0%	0.0%	42	7.0%	1.0%	24	24.0%	0.0%
Retraités	311	40.0%	2.0%	93	51.0%	1.0%	218	36.0%	3.0%	1	0.0%	0.0%
Pcs personne de référence												
Affaires et cadres	27	3.0%	0.0%	6	3.0%	0.0%	21	3.0%	0.0%	27	27.0%	0.0%
Agriculteurs	10	1.0%	1.0%	1	0.0%	0.0%	9	1.0%	2.0%	-	-	-
Autres inactifs	108	13.0%	2.0%	26	14.0%	1.0%	82	13.0%	3.0%	-	-	-
Employés	81	10.0%	1.0%	15	8.0%	0.0%	66	11.0%	2.0%	-	-	-
Ouvriers	127	16.0%	1.0%	22	11.0%	0.0%	105	17.0%	2.0%	-	-	-
Petits patrons	15	2.0%	0.0%	1	0.0%	0.0%	14	2.0%	1.0%	15	15.0%	0.0%
Professions intermédiaires	55	7.0%	0.0%	11	6.0%	0.0%	44	7.0%	1.0%	55	56.0%	0.0%
Retraités	355	45.0%	2.0%	100	54.0%	1.0%	256	43.0%	3.0%	-	-	-



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Ensemble	777	100.0%	1.5%	181	100.0%	0.7%	596	100.0%	2.2%	97	100.0%	0.5%
Taille du foyer												
1 personne	232	29.0%	2.0%	25	13.0%	0.0%	208	34.0%	3.0%	17	18.0%	0.0%
2 personnes	347	44.0%	1.0%	120	66.0%	1.0%	227	38.0%	2.0%	34	34.0%	0.0%
3 personnes	105	13.0%	1.0%	18	9.0%	0.0%	87	14.0%	1.0%	13	13.0%	0.0%
4 personnes	55	7.0%	0.0%	18	9.0%	0.0%	37	6.0%	0.0%	20	20.0%	0.0%
5 personnes et +	37	4.0%	0.0%	0	0.0%	0.0%	37	6.0%	1.0%	13	13.0%	0.0%
Présence d'enfants de moins de 15 ans												
Non	672	86.0%	1.0%	174	96.0%	1.0%	498	83.0%	2.0%	71	73.0%	0.0%
Oui	105	13.0%	0.0%	7	3.0%	0.0%	98	16.0%	1.0%	26	26.0%	0.0%
Habitat												
Agglo. + 100 000 hab	209	26.0%	1.0%	63	34.0%	0.0%	146	24.0%	1.0%	18	18.0%	0.0%
Agglo. 20 000 à 100 000 hab	119	15.0%	1.0%	27	14.0%	0.0%	92	15.0%	2.0%	21	21.0%	1.0%
Agglo. - 20 000 hab	168	21.0%	1.0%	38	21.0%	0.0%	130	21.0%	2.0%	18	18.0%	0.0%
Agglo. paris	72	9.0%	0.0%	31	16.0%	0.0%	41	6.0%	0.0%	11	11.0%	0.0%
Communes rurales	208	26.0%	1.0%	23	12.0%	0.0%	186	31.0%	2.0%	29	29.0%	0.0%



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Ensemble	777	100.0%	1.5%	181	100.0%	0.7%	596	100.0%	2.2%	97	100.0%	0.5%
Régions insee												
Alsace	35	4.0%	2.0%	17	9.0%	2.0%	17	2.0%	2.0%	4	4.0%	0.0%
Aquitaine	19	2.0%	0.0%	2	1.0%	0.0%	17	2.0%	1.0%	-	-	-
Auvergne	24	3.0%	2.0%	0	0.0%	0.0%	24	4.0%	4.0%	1	1.0%	0.0%
Basse normandie	24	3.0%	1.0%	1	0.0%	0.0%	23	3.0%	3.0%	3	3.0%	0.0%
Bourgogne	22	2.0%	1.0%	4	2.0%	0.0%	18	3.0%	2.0%	2	2.0%	0.0%
Bretagne	19	2.0%	0.0%	1	0.0%	0.0%	18	3.0%	1.0%	1	1.0%	0.0%
Centre	38	4.0%	1.0%	3	1.0%	0.0%	35	5.0%	3.0%	5	5.0%	0.0%
Champagne ardennes	37	4.0%	3.0%	10	5.0%	1.0%	27	4.0%	4.0%	3	3.0%	1.0%
Franche-comté	23	3.0%	2.0%	4	2.0%	0.0%	19	3.0%	3.0%	2	2.0%	0.0%
Haute normandie	27	3.0%	1.0%	3	1.0%	0.0%	24	4.0%	3.0%	6	6.0%	1.0%
Ile de france	85	11.0%	0.0%	33	18.0%	0.0%	52	8.0%	1.0%	14	14.0%	0.0%
Languedoc roussillon	18	2.0%	0.0%	6	3.0%	0.0%	12	2.0%	1.0%	1	1.0%	0.0%
Limousin	17	2.0%	2.0%	6	3.0%	2.0%	11	1.0%	3.0%	1	1.0%	0.0%
Lorraine	42	5.0%	2.0%	17	9.0%	1.0%	25	4.0%	2.0%	1	0.0%	0.0%
Midi pyrénées	30	3.0%	1.0%	11	5.0%	0.0%	19	3.0%	1.0%	3	3.0%	0.0%
Nord pas de calais	85	10.0%	2.0%	25	13.0%	1.0%	60	10.0%	3.0%	12	12.0%	1.0%
Pays de loire	44	5.0%	1.0%	4	2.0%	0.0%	40	6.0%	2.0%	3	3.0%	0.0%
Picardie	55	7.0%	3.0%	7	3.0%	0.0%	48	8.0%	6.0%	11	11.0%	2.0%
Poitou charentes	32	4.0%	2.0%	6	3.0%	0.0%	25	4.0%	3.0%	2	2.0%	0.0%
Provence alpes côte d'azur, corse	53	6.0%	1.0%	2	1.0%	0.0%	51	8.0%	2.0%	16	16.0%	1.0%
Rhône alpes	48	6.0%	0.0%	17	9.0%	0.0%	31	5.0%	1.0%	4	3.0%	0.0%
Habitudes de connection à internet												
1 à 2 fois par semaine	73	9.0%	2.0%	27	14.0%	2.0%	46	7.0%	2.0%	10	10.0%	2.0%
1 à 3 fois par mois	28	3.0%	7.0%	1	0.0%	0.0%	27	4.0%	12.0%	2	1.0%	3.0%
Moins souvent	3	0.0%	2.0%	-	-	-	3	0.0%	3.0%	0	0.0%	2.0%
Presque tous les jours	77	10.0%	1.0%	16	9.0%	0.0%	61	10.0%	1.0%	9	9.0%	0.0%
Tous les jours	595	76.0%	1.0%	137	75.0%	0.0%	458	76.0%	2.0%	76	78.0%	0.0%



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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	777	100.0%	1.5%	181	100.0%	0.7%	596	100.0%	2.2%	97	100.0%	0.5%
Revenus du foyer												
65 000 euros et plus par an	14	1.0%	0.0%	5	2.0%	0.0%	9	1.0%	0.0%	6	6.0%	0.0%
De 12 000 à moins de 18 000 euros par an	157	20.0%	3.0%	21	11.0%	1.0%	137	22.0%	4.0%	8	7.0%	1.0%
De 18 000 à moins de 24 000 euros par an	138	17.0%	1.0%	31	17.0%	1.0%	107	17.0%	2.0%	16	16.0%	1.0%
De 24 000 à moins de 36 000 euros par an	189	24.0%	1.0%	47	25.0%	0.0%	142	23.0%	2.0%	10	10.0%	0.0%
De 36 000 à moins de 45 000 euros par an	75	9.0%	1.0%	23	12.0%	0.0%	52	8.0%	1.0%	13	13.0%	0.0%
De 45 000 à moins de 65 000 euros par an	55	7.0%	0.0%	16	8.0%	0.0%	39	6.0%	1.0%	25	25.0%	0.0%
De 9 000 à moins de 12 000 euros par an	76	9.0%	3.0%	16	8.0%	1.0%	60	10.0%	4.0%	4	3.0%	1.0%
Moins de 9 000 euros par an	14	1.0%	1.0%	-	-	-	14	2.0%	1.0%	-	-	-
Ne sait pas	28	3.0%	1.0%	14	7.0%	1.0%	14	2.0%	1.0%	8	8.0%	0.0%
Refus	31	4.0%	1.0%	9	4.0%	0.0%	22	3.0%	1.0%	7	6.0%	0.0%