

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2 296	100.0%	4.4%	1 136	100.0%	4.5%	1 159	100.0%	4.3%	597	100.0%	3.4%
Sexe												
Femme	1 159	50.0%	4.0%	-	-	-	1 159	100.0%	4.0%	261	43.0%	3.0%
Homme	1 136	49.0%	4.0%	1 136	100.0%	4.0%	-	-	-	336	56.0%	3.0%
Age												
15 à 24 ans	210	9.0%	2.0%	111	9.0%	2.0%	100	8.0%	2.0%	71	11.0%	2.0%
25 à 34 ans	184	8.0%	2.0%	86	7.0%	2.0%	98	8.0%	2.0%	72	12.0%	2.0%
35 à 49 ans	511	22.0%	4.0%	267	23.0%	4.0%	243	21.0%	3.0%	213	35.0%	3.0%
50 à 59 ans	380	16.0%	4.0%	173	15.0%	4.0%	208	17.0%	4.0%	157	26.0%	4.0%
60 ans et plus	1 010	44.0%	6.0%	500	44.0%	6.0%	511	44.0%	5.0%	84	14.0%	5.0%
Individu												
Ménagères	1 042	45.0%	4.0%	-	-	-	1 042	89.0%	4.0%	214	35.0%	3.0%
Personne de référence	1 323	57.0%	4.0%	1 024	90.0%	5.0%	299	25.0%	4.0%	345	57.0%	3.0%
Responsable des achats	1 588	69.0%	4.0%	561	49.0%	4.0%	1 027	88.0%	4.0%	377	63.0%	3.0%
Pcs individu												
Affaires et cadres	168	7.0%	3.0%	108	9.0%	3.0%	61	5.0%	2.0%	146	24.0%	3.0%
Agriculteurs	50	2.0%	9.0%	28	2.0%	8.0%	22	1.0%	11.0%	-	-	-
Autres inactifs	271	11.0%	2.0%	82	7.0%	2.0%	188	16.0%	3.0%	74	12.0%	2.0%
Employés	343	14.0%	4.0%	80	7.0%	3.0%	263	22.0%	4.0%	64	10.0%	3.0%
Ouvriers	270	11.0%	4.0%	198	17.0%	3.0%	71	6.0%	5.0%	17	2.0%	3.0%
Petits patrons	59	2.0%	3.0%	50	4.0%	4.0%	10	0.0%	2.0%	51	8.0%	3.0%
Professions intermédiaires	291	12.0%	4.0%	170	14.0%	4.0%	121	10.0%	3.0%	236	39.0%	3.0%
Retraités	844	36.0%	6.0%	421	37.0%	7.0%	423	36.0%	6.0%	9	1.0%	4.0%
Pcs personne de référence												
Affaires et cadres	221	9.0%	3.0%	117	10.0%	3.0%	104	9.0%	3.0%	221	37.0%	3.0%
Agriculteurs	68	2.0%	8.0%	34	3.0%	9.0%	33	2.0%	8.0%	-	-	-
Autres inactifs	112	4.0%	3.0%	34	3.0%	2.0%	78	6.0%	3.0%	-	-	-
Employés	202	8.0%	3.0%	86	7.0%	3.0%	116	10.0%	3.0%	-	-	-
Ouvriers	381	16.0%	3.0%	213	18.0%	4.0%	168	14.0%	3.0%	-	-	-
Petits patrons	84	3.0%	3.0%	47	4.0%	3.0%	37	3.0%	2.0%	84	14.0%	3.0%
Professions intermédiaires	292	12.0%	3.0%	172	15.0%	4.0%	120	10.0%	3.0%	292	49.0%	3.0%
Retraités	936	40.0%	6.0%	433	38.0%	6.0%	503	43.0%	6.0%	-	-	-



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2 296	100.0%	4.4%	1 136	100.0%	4.5%	1 159	100.0%	4.3%	597	100.0%	3.4%
Taille du foyer												
1 personne	414	18.0%	4.0%	178	15.0%	4.0%	236	20.0%	4.0%	51	8.0%	2.0%
2 personnes	1 007	43.0%	5.0%	504	44.0%	5.0%	504	43.0%	5.0%	181	30.0%	4.0%
3 personnes	302	13.0%	3.0%	146	12.0%	3.0%	156	13.0%	3.0%	117	19.0%	3.0%
4 personnes	327	14.0%	3.0%	185	16.0%	3.0%	142	12.0%	3.0%	144	24.0%	3.0%
5 personnes et +	245	10.0%	4.0%	124	10.0%	4.0%	121	10.0%	4.0%	105	17.0%	3.0%
Présence d'enfants de moins de 15 ans												
Non	1 710	74.0%	4.0%	842	74.0%	4.0%	868	74.0%	4.0%	335	56.0%	3.0%
Oui	586	25.0%	3.0%	295	25.0%	4.0%	291	25.0%	3.0%	263	44.0%	3.0%
Habitat												
Agglo. + 100 000 hab	519	22.0%	3.0%	277	24.0%	3.0%	241	20.0%	3.0%	167	27.0%	3.0%
Agglo. 20 000 à 100 000 hab	397	17.0%	5.0%	168	14.0%	5.0%	229	19.0%	6.0%	80	13.0%	3.0%
Agglo. - 20 000 hab	619	26.0%	6.0%	315	27.0%	7.0%	304	26.0%	6.0%	147	24.0%	5.0%
Agglo. paris	37	1.0%	0.0%	22	1.0%	0.0%	15	1.0%	0.0%	27	4.0%	0.0%
Communes rurales	724	31.0%	6.0%	354	31.0%	6.0%	370	31.0%	5.0%	177	29.0%	5.0%

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2 296	100.0%	4.4%	1 136	100.0%	4.5%	1 159	100.0%	4.3%	597	100.0%	3.4%
Régions insee												
Alsace	0	0.0%	0.0%	0	0.0%	0.0%	-	-	-	-	-	-
Aquitaine	11	0.0%	0.0%	6	0.0%	0.0%	5	0.0%	0.0%	1	0.0%	0.0%
Auvergne	1	0.0%	0.0%	1	0.0%	0.0%	-	-	-	0	0.0%	0.0%
Basse normandie	351	15.0%	28.0%	175	15.0%	29.0%	176	15.0%	27.0%	85	14.0%	24.0%
Bourgogne	-	-	-	-	-	-	-	-	-	-	-	-
Bretagne	914	39.0%	34.0%	435	38.0%	33.0%	479	41.0%	36.0%	258	43.0%	31.0%
Centre	15	0.0%	0.0%	11	1.0%	1.0%	4	0.0%	0.0%	4	0.0%	0.0%
Champagne ardennes	-	-	-	-	-	-	-	-	-	-	-	-
Franche-comté	-	-	-	-	-	-	-	-	-	-	-	-
Haute normandie	19	0.0%	1.0%	9	0.0%	1.0%	10	0.0%	1.0%	7	1.0%	1.0%
Ile de france	40	1.0%	0.0%	24	2.0%	0.0%	16	1.0%	0.0%	29	4.0%	0.0%
Languedoc roussillon	5	0.0%	0.0%	5	0.0%	0.0%	-	-	-	5	0.0%	0.0%
Limousin	1	0.0%	0.0%	1	0.0%	0.0%	-	-	-	-	-	-
Lorraine	4	0.0%	0.0%	2	0.0%	0.0%	1	0.0%	0.0%	1	0.0%	0.0%
Midi pyrénées	1	0.0%	0.0%	1	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Nord pas de calais	4	0.0%	0.0%	2	0.0%	0.0%	1	0.0%	0.0%	1	0.0%	0.0%
Pays de loire	899	39.0%	29.0%	441	38.0%	30.0%	458	39.0%	29.0%	198	33.0%	21.0%
Picardie	2	0.0%	0.0%	1	0.0%	0.0%	1	0.0%	0.0%	1	0.0%	0.0%
Poitou charentes	17	0.0%	1.0%	10	0.0%	1.0%	6	0.0%	0.0%	5	0.0%	1.0%
Provence alpes côte d'azur, corse	3	0.0%	0.0%	3	0.0%	0.0%	-	-	-	0	0.0%	0.0%
Rhône alpes	8	0.0%	0.0%	8	0.0%	0.0%	-	-	-	1	0.0%	0.0%
Habitudes de connection à internet												
1 à 2 fois par semaine	121	5.0%	4.0%	48	4.0%	3.0%	74	6.0%	4.0%	18	3.0%	3.0%
1 à 3 fois par mois	21	0.0%	5.0%	16	1.0%	10.0%	4	0.0%	2.0%	1	0.0%	1.0%
Moins souvent	0	0.0%	0.0%	0	0.0%	0.0%	-	-	-	0	0.0%	2.0%
Presque tous les jours	296	12.0%	5.0%	106	9.0%	3.0%	190	16.0%	5.0%	35	5.0%	2.0%
Tous les jours	1 857	80.0%	4.0%	966	85.0%	4.0%	891	76.0%	4.0%	543	91.0%	3.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2 296	100.0%	4.4%	1 136	100.0%	4.5%	1 159	100.0%	4.3%	597	100.0%	3.4%
Revenus du foyer												
65 000 euros et plus par an	172	7.0%	4.0%	122	10.0%	4.0%	50	4.0%	3.0%	100	16.0%	3.0%
De 12 000 à moins de 18 000 euros par an	184	8.0%	3.0%	65	5.0%	3.0%	119	10.0%	4.0%	16	2.0%	2.0%
De 18 000 à moins de 24 000 euros par an	287	12.0%	4.0%	118	10.0%	4.0%	169	14.0%	4.0%	32	5.0%	2.0%
De 24 000 à moins de 36 000 euros par an	623	27.0%	4.0%	285	25.0%	4.0%	339	29.0%	5.0%	104	17.0%	3.0%
De 36 000 à moins de 45 000 euros par an	402	17.0%	5.0%	233	20.0%	6.0%	169	14.0%	4.0%	123	20.0%	4.0%
De 45 000 à moins de 65 000 euros par an	365	15.0%	4.0%	210	18.0%	4.0%	155	13.0%	4.0%	173	28.0%	4.0%
De 9 000 à moins de 12 000 euros par an	77	3.0%	3.0%	33	2.0%	4.0%	44	3.0%	3.0%	5	0.0%	2.0%
Moins de 9 000 euros par an	36	1.0%	2.0%	19	1.0%	3.0%	17	1.0%	2.0%	6	0.0%	2.0%
Ne sait pas	44	1.0%	1.0%	19	1.0%	1.0%	24	2.0%	2.0%	17	2.0%	1.0%
Refus	107	4.0%	4.0%	33	2.0%	3.0%	73	6.0%	5.0%	22	3.0%	2.0%