

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 608	100.0%	3.1%	654	100.0%	2.6%	954	100.0%	3.5%	382	100.0%	2.2%
Sexe												
Femme	954	59.0%	3.0%	-	-	-	954	100.0%	3.0%	236	61.0%	2.0%
Homme	654	40.0%	2.0%	654	100.0%	2.0%	-	-	-	146	38.0%	1.0%
Age												
15 à 24 ans	65	4.0%	0.0%	21	3.0%	0.0%	44	4.0%	1.0%	10	2.0%	0.0%
25 à 34 ans	188	11.0%	2.0%	69	10.0%	1.0%	119	12.0%	3.0%	59	15.0%	1.0%
35 à 49 ans	368	22.0%	2.0%	143	21.0%	2.0%	224	23.0%	3.0%	132	34.0%	2.0%
50 à 59 ans	376	23.0%	4.0%	125	19.0%	3.0%	250	26.0%	5.0%	115	30.0%	3.0%
60 ans et plus	611	38.0%	3.0%	295	45.0%	4.0%	315	33.0%	3.0%	67	17.0%	4.0%
Individu												
Ménagères	900	56.0%	3.0%	-	-	-	900	94.0%	3.0%	232	60.0%	3.0%
Personne de référence	842	52.0%	3.0%	600	91.0%	2.0%	243	25.0%	3.0%	189	49.0%	2.0%
Responsable des achats	1 226	76.0%	3.0%	338	51.0%	2.0%	888	93.0%	3.0%	307	80.0%	2.0%
Pcs individu												
Affaires et cadres	83	5.0%	1.0%	40	6.0%	1.0%	42	4.0%	2.0%	71	18.0%	1.0%
Agriculteurs	53	3.0%	10.0%	27	4.0%	8.0%	27	2.0%	13.0%	6	1.0%	15.0%
Autres inactifs	211	13.0%	2.0%	47	7.0%	1.0%	164	17.0%	2.0%	39	10.0%	1.0%
Employés	326	20.0%	3.0%	44	6.0%	1.0%	282	29.0%	4.0%	58	15.0%	3.0%
Ouvriers	185	11.0%	2.0%	132	20.0%	2.0%	53	5.0%	3.0%	11	2.0%	2.0%
Petits patrons	32	2.0%	2.0%	18	2.0%	1.0%	15	1.0%	3.0%	29	7.0%	1.0%
Professions intermédiaires	212	13.0%	2.0%	87	13.0%	2.0%	125	13.0%	3.0%	161	42.0%	2.0%
Retraités	507	31.0%	4.0%	259	39.0%	4.0%	247	25.0%	3.0%	9	2.0%	4.0%
Pcs personne de référence												
Affaires et cadres	119	7.0%	1.0%	39	6.0%	1.0%	80	8.0%	2.0%	119	31.0%	1.0%
Agriculteurs	65	4.0%	8.0%	27	4.0%	7.0%	39	4.0%	9.0%	-	-	-
Autres inactifs	122	7.0%	3.0%	32	4.0%	2.0%	89	9.0%	4.0%	-	-	-
Employés	136	8.0%	2.0%	46	7.0%	1.0%	91	9.0%	2.0%	-	-	-
Ouvriers	333	20.0%	3.0%	132	20.0%	2.0%	200	21.0%	4.0%	-	-	-
Petits patrons	61	3.0%	2.0%	18	2.0%	1.0%	43	4.0%	3.0%	61	16.0%	2.0%
Professions intermédiaires	202	12.0%	2.0%	89	13.0%	2.0%	114	11.0%	2.0%	202	53.0%	2.0%
Retraités	569	35.0%	3.0%	271	41.0%	4.0%	299	31.0%	3.0%	-	-	-



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 608	100.0%	3.1%	654	100.0%	2.6%	954	100.0%	3.5%	382	100.0%	2.2%
Taille du foyer												
1 personne	270	16.0%	2.0%	91	13.0%	2.0%	179	18.0%	3.0%	41	10.0%	1.0%
2 personnes	661	41.0%	3.0%	301	46.0%	3.0%	360	37.0%	3.0%	142	37.0%	3.0%
3 personnes	291	18.0%	3.0%	120	18.0%	2.0%	171	17.0%	3.0%	93	24.0%	2.0%
4 personnes	229	14.0%	2.0%	90	13.0%	1.0%	140	14.0%	3.0%	75	19.0%	1.0%
5 personnes et +	157	9.0%	2.0%	52	7.0%	2.0%	105	11.0%	3.0%	32	8.0%	1.0%
Présence d'enfants de moins de 15 ans												
Non	1 139	70.0%	3.0%	490	74.0%	2.0%	650	68.0%	3.0%	236	61.0%	2.0%
Oui	468	29.0%	3.0%	164	25.0%	2.0%	304	31.0%	3.0%	146	38.0%	2.0%
Habitat												
Agglo. + 100 000 hab	343	21.0%	2.0%	129	19.0%	1.0%	214	22.0%	2.0%	94	24.0%	1.0%
Agglo. 20 000 à 100 000 hab	204	12.0%	3.0%	75	11.0%	2.0%	129	13.0%	3.0%	53	13.0%	2.0%
Agglo. - 20 000 hab	360	22.0%	4.0%	183	27.0%	4.0%	178	18.0%	4.0%	79	20.0%	2.0%
Agglo. paris	123	7.0%	1.0%	39	5.0%	0.0%	84	8.0%	1.0%	39	10.0%	1.0%
Communes rurales	577	35.0%	4.0%	229	35.0%	4.0%	348	36.0%	5.0%	118	30.0%	3.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 608	100.0%	3.1%	654	100.0%	2.6%	954	100.0%	3.5%	382	100.0%	2.2%
Régions insee												
Alsace	20	1.0%	1.0%	10	1.0%	1.0%	10	1.0%	1.0%	10	2.0%	2.0%
Aquitaine	90	5.0%	3.0%	37	5.0%	2.0%	53	5.0%	3.0%	23	6.0%	2.0%
Auvergne	70	4.0%	6.0%	32	4.0%	5.0%	38	4.0%	6.0%	13	3.0%	4.0%
Basse normandie	33	2.0%	2.0%	15	2.0%	2.0%	18	1.0%	2.0%	3	0.0%	0.0%
Bourgogne	98	6.0%	7.0%	43	6.0%	6.0%	55	5.0%	7.0%	19	4.0%	4.0%
Bretagne	66	4.0%	2.0%	17	2.0%	1.0%	49	5.0%	3.0%	10	2.0%	1.0%
Centre	101	6.0%	4.0%	39	6.0%	3.0%	62	6.0%	5.0%	22	5.0%	3.0%
Champagne ardennes	63	3.0%	5.0%	25	3.0%	4.0%	38	4.0%	6.0%	12	3.0%	3.0%
Franche-comté	28	1.0%	2.0%	13	2.0%	2.0%	15	1.0%	3.0%	6	1.0%	1.0%
Haute normandie	51	3.0%	3.0%	18	2.0%	2.0%	33	3.0%	4.0%	12	3.0%	2.0%
Ile de france	141	8.0%	1.0%	48	7.0%	1.0%	93	9.0%	1.0%	42	10.0%	1.0%
Languedoc roussillon	45	2.0%	1.0%	10	1.0%	0.0%	35	3.0%	2.0%	17	4.0%	2.0%
Limousin	27	1.0%	4.0%	10	1.0%	3.0%	17	1.0%	5.0%	4	1.0%	2.0%
Lorraine	38	2.0%	2.0%	23	3.0%	2.0%	14	1.0%	1.0%	18	4.0%	3.0%
Midi pyrénées	84	5.0%	3.0%	33	5.0%	2.0%	51	5.0%	3.0%	22	5.0%	2.0%
Nord pas de calais	83	5.0%	2.0%	28	4.0%	1.0%	55	5.0%	3.0%	18	4.0%	1.0%
Pays de loire	113	7.0%	3.0%	57	8.0%	4.0%	56	5.0%	3.0%	25	6.0%	2.0%
Picardie	73	4.0%	4.0%	30	4.0%	4.0%	43	4.0%	5.0%	12	3.0%	2.0%
Poitou charentes	62	3.0%	4.0%	30	4.0%	4.0%	31	3.0%	4.0%	12	3.0%	2.0%
Provence alpes côte d'azur, corse	131	8.0%	3.0%	62	9.0%	3.0%	69	7.0%	3.0%	45	11.0%	3.0%
Rhône alpes	189	11.0%	3.0%	72	11.0%	2.0%	117	12.0%	4.0%	39	10.0%	1.0%
Habitudes de connection à internet												
1 à 2 fois par semaine	96	6.0%	3.0%	37	5.0%	3.0%	59	6.0%	3.0%	14	3.0%	2.0%
1 à 3 fois par mois	23	1.0%	6.0%	6	1.0%	4.0%	17	1.0%	7.0%	-	-	-
Moins souvent	4	0.0%	3.0%	1	0.0%	1.0%	3	0.0%	4.0%	1	0.0%	6.0%
Presque tous les jours	244	15.0%	4.0%	109	16.0%	4.0%	135	14.0%	4.0%	41	10.0%	3.0%
Tous les jours	1 241	77.0%	2.0%	501	76.0%	2.0%	740	77.0%	3.0%	326	85.0%	2.0%



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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 608	100.0%	3.1%	654	100.0%	2.6%	954	100.0%	3.5%	382	100.0%	2.2%
Revenus du foyer												
65 000 euros et plus par an	105	6.0%	2.0%	45	7.0%	1.0%	60	6.0%	3.0%	68	17.0%	2.0%
De 12 000 à moins de 18 000 euros par an	147	9.0%	3.0%	51	7.0%	2.0%	96	10.0%	3.0%	12	3.0%	1.0%
De 18 000 à moins de 24 000 euros par an	234	14.0%	3.0%	82	12.0%	2.0%	152	16.0%	3.0%	40	10.0%	2.0%
De 24 000 à moins de 36 000 euros par an	437	27.0%	3.0%	187	28.0%	3.0%	249	26.0%	3.0%	95	24.0%	2.0%
De 36 000 à moins de 45 000 euros par an	277	17.0%	3.0%	138	21.0%	3.0%	139	14.0%	3.0%	70	18.0%	2.0%
De 45 000 à moins de 65 000 euros par an	196	12.0%	2.0%	85	13.0%	2.0%	111	11.0%	3.0%	73	19.0%	1.0%
De 9 000 à moins de 12 000 euros par an	70	4.0%	3.0%	16	2.0%	1.0%	55	5.0%	4.0%	6	1.0%	2.0%
Moins de 9 000 euros par an	54	3.0%	4.0%	18	2.0%	2.0%	37	3.0%	4.0%	3	0.0%	1.0%
Ne sait pas	28	1.0%	1.0%	12	1.0%	1.0%	16	1.0%	1.0%	-	-	-
Refus	60	3.0%	2.0%	19	2.0%	1.0%	40	4.0%	3.0%	16	4.0%	1.0%