

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	398	100.0%	0.8%	243	100.0%	1.0%	155	100.0%	0.6%	113	100.0%	0.6%
Sexe												
Femme	155	39.0%	0.0%	-	-	-	155	100.0%	0.0%	41	36.0%	0.0%
Homme	243	61.0%	1.0%	243	100.0%	1.0%	-	-	-	72	63.0%	0.0%
Age												
15 à 24 ans	42	10.0%	0.0%	20	8.0%	0.0%	22	14.0%	0.0%	18	15.0%	0.0%
25 à 34 ans	45	11.0%	0.0%	24	9.0%	0.0%	21	13.0%	0.0%	17	15.0%	0.0%
35 à 49 ans	63	15.0%	0.0%	49	20.0%	0.0%	14	9.0%	0.0%	29	25.0%	0.0%
50 à 59 ans	72	18.0%	0.0%	40	16.0%	0.0%	32	20.0%	0.0%	32	28.0%	0.0%
60 ans et plus	175	44.0%	1.0%	110	45.0%	1.0%	66	42.0%	0.0%	16	14.0%	1.0%
Individu												
Ménagères	139	34.0%	0.0%	-	-	-	139	89.0%	0.0%	33	29.0%	0.0%
Personne de référence	275	69.0%	1.0%	208	85.0%	1.0%	67	43.0%	0.0%	70	62.0%	0.0%
Responsable des achats	279	70.0%	0.0%	153	62.0%	1.0%	126	81.0%	0.0%	70	61.0%	0.0%
Pcs individu												
Affaires et cadres	45	11.0%	0.0%	28	11.0%	1.0%	16	10.0%	0.0%	40	35.0%	0.0%
Agriculteurs	1	0.0%	0.0%	1	0.0%	0.0%	0	0.0%	0.0%	-	-	-
Autres inactifs	48	11.0%	0.0%	21	8.0%	0.0%	27	17.0%	0.0%	17	15.0%	0.0%
Employés	41	10.0%	0.0%	17	6.0%	0.0%	24	15.0%	0.0%	6	5.0%	0.0%
Ouvriers	59	14.0%	0.0%	51	21.0%	1.0%	8	5.0%	0.0%	0	0.0%	0.0%
Petits patrons	9	2.0%	0.0%	4	1.0%	0.0%	5	3.0%	1.0%	7	6.0%	0.0%
Professions intermédiaires	41	10.0%	0.0%	27	11.0%	0.0%	14	9.0%	0.0%	37	32.0%	0.0%
Retraités	154	38.0%	1.0%	94	38.0%	1.0%	60	39.0%	0.0%	5	4.0%	2.0%
Pcs personne de référence												
Affaires et cadres	52	13.0%	0.0%	33	13.0%	0.0%	19	12.0%	0.0%	52	46.0%	0.0%
Agriculteurs	1	0.0%	0.0%	1	0.0%	0.0%	0	0.0%	0.0%	-	-	-
Autres inactifs	16	4.0%	0.0%	8	3.0%	0.0%	8	5.0%	0.0%	-	-	-
Employés	31	7.0%	0.0%	16	6.0%	0.0%	15	9.0%	0.0%	-	-	-
Ouvriers	78	19.0%	0.0%	51	21.0%	1.0%	27	17.0%	0.0%	-	-	-
Petits patrons	11	2.0%	0.0%	5	1.0%	0.0%	6	4.0%	0.0%	11	9.0%	0.0%
Professions intermédiaires	50	12.0%	0.0%	34	14.0%	0.0%	16	10.0%	0.0%	50	44.0%	0.0%
Retraités	160	40.0%	1.0%	96	39.0%	1.0%	64	41.0%	0.0%	-	-	-



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Ensemble	398	100.0%	0.8%	243	100.0%	1.0%	155	100.0%	0.6%	113	100.0%	0.6%
Taille du foyer												
1 personne	96	24.0%	1.0%	51	20.0%	1.0%	45	29.0%	0.0%	18	15.0%	0.0%
2 personnes	150	37.0%	0.0%	88	36.0%	1.0%	62	39.0%	0.0%	31	27.0%	0.0%
3 personnes	54	13.0%	0.0%	40	16.0%	0.0%	14	8.0%	0.0%	16	14.0%	0.0%
4 personnes	63	15.0%	0.0%	41	16.0%	0.0%	22	14.0%	0.0%	32	28.0%	0.0%
5 personnes et +	35	8.0%	0.0%	23	9.0%	0.0%	12	7.0%	0.0%	17	14.0%	0.0%
Présence d'enfants de moins de 15 ans												
Non	309	77.0%	0.0%	184	75.0%	1.0%	125	80.0%	0.0%	73	64.0%	0.0%
Oui	89	22.0%	0.0%	59	24.0%	0.0%	30	19.0%	0.0%	40	35.0%	0.0%
Habitat												
Agglo. + 100 000 hab	130	32.0%	0.0%	78	32.0%	1.0%	52	33.0%	0.0%	32	28.0%	0.0%
Agglo. 20 000 à 100 000 hab	44	11.0%	0.0%	29	11.0%	0.0%	15	9.0%	0.0%	9	7.0%	0.0%
Agglo. - 20 000 hab	56	14.0%	0.0%	39	16.0%	0.0%	17	11.0%	0.0%	18	16.0%	0.0%
Agglo. paris	110	27.0%	1.0%	60	24.0%	1.0%	50	32.0%	1.0%	40	35.0%	1.0%
Communes rurales	58	14.0%	0.0%	37	15.0%	0.0%	21	13.0%	0.0%	14	12.0%	0.0%

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Ensemble	398	100.0%	0.8%	243	100.0%	1.0%	155	100.0%	0.6%	113	100.0%	0.6%
Régions insee												
Alsace	3	0.0%	0.0%	3	1.0%	0.0%	-	-	-	1	0.0%	0.0%
Aquitaine	23	5.0%	0.0%	11	4.0%	0.0%	12	7.0%	0.0%	8	6.0%	0.0%
Auvergne	6	1.0%	0.0%	4	1.0%	0.0%	2	1.0%	0.0%	3	2.0%	0.0%
Basse normandie	8	2.0%	0.0%	8	3.0%	1.0%	0	0.0%	0.0%	1	0.0%	0.0%
Bourgogne	16	3.0%	1.0%	11	4.0%	1.0%	4	2.0%	0.0%	1	1.0%	0.0%
Bretagne	7	1.0%	0.0%	3	1.0%	0.0%	3	2.0%	0.0%	3	2.0%	0.0%
Centre	14	3.0%	0.0%	9	3.0%	1.0%	4	2.0%	0.0%	2	2.0%	0.0%
Champagne ardennes	4	0.0%	0.0%	2	0.0%	0.0%	1	0.0%	0.0%	1	0.0%	0.0%
Franche-comté	6	1.0%	0.0%	4	1.0%	0.0%	2	1.0%	0.0%	2	2.0%	0.0%
Haute normandie	11	2.0%	0.0%	8	3.0%	1.0%	2	1.0%	0.0%	2	2.0%	0.0%
Ile de france	119	29.0%	1.0%	68	27.0%	1.0%	51	33.0%	1.0%	47	41.0%	1.0%
Languedoc roussillon	21	5.0%	0.0%	13	5.0%	1.0%	7	4.0%	0.0%	5	4.0%	0.0%
Limousin	9	2.0%	1.0%	5	2.0%	1.0%	4	2.0%	1.0%	1	0.0%	0.0%
Lorraine	12	3.0%	0.0%	11	4.0%	1.0%	1	0.0%	0.0%	0	0.0%	0.0%
Midi pyrénées	31	7.0%	1.0%	19	7.0%	1.0%	12	7.0%	0.0%	5	4.0%	0.0%
Nord pas de calais	10	2.0%	0.0%	6	2.0%	0.0%	4	2.0%	0.0%	2	2.0%	0.0%
Pays de loire	11	2.0%	0.0%	7	3.0%	0.0%	4	2.0%	0.0%	4	3.0%	0.0%
Picardie	15	3.0%	1.0%	12	5.0%	1.0%	2	1.0%	0.0%	1	0.0%	0.0%
Poitou charentes	8	2.0%	0.0%	4	1.0%	0.0%	4	2.0%	0.0%	2	1.0%	0.0%
Provence alpes côte d'azur, corse	40	10.0%	0.0%	22	8.0%	1.0%	19	12.0%	0.0%	9	8.0%	0.0%
Rhône alpes	26	6.0%	0.0%	10	4.0%	0.0%	16	10.0%	0.0%	13	11.0%	0.0%
Habitudes de connection à internet												
1 à 2 fois par semaine	19	4.0%	0.0%	10	4.0%	0.0%	9	6.0%	0.0%	0	0.0%	0.0%
1 à 3 fois par mois	5	1.0%	1.0%	5	1.0%	2.0%	-	-	-	-	-	-
Moins souvent	-	-	-	-	-	-	-	-	-	-	-	-
Presque tous les jours	74	18.0%	1.0%	51	21.0%	1.0%	23	15.0%	0.0%	11	9.0%	0.0%
Tous les jours	300	75.0%	0.0%	177	73.0%	0.0%	122	78.0%	0.0%	101	90.0%	0.0%



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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	398	100.0%	0.8%	243	100.0%	1.0%	155	100.0%	0.6%	113	100.0%	0.6%
Revenus du foyer												
65 000 euros et plus par an	26	6.0%	0.0%	15	6.0%	0.0%	11	7.0%	0.0%	15	12.0%	0.0%
De 12 000 à moins de 18 000 euros par an	35	8.0%	0.0%	19	7.0%	0.0%	16	10.0%	0.0%	5	4.0%	0.0%
De 18 000 à moins de 24 000 euros par an	59	14.0%	0.0%	40	16.0%	1.0%	19	12.0%	0.0%	7	6.0%	0.0%
De 24 000 à moins de 36 000 euros par an	90	22.0%	0.0%	49	20.0%	0.0%	41	26.0%	0.0%	17	14.0%	0.0%
De 36 000 à moins de 45 000 euros par an	64	16.0%	0.0%	46	19.0%	1.0%	18	11.0%	0.0%	22	19.0%	0.0%
De 45 000 à moins de 65 000 euros par an	55	13.0%	0.0%	35	14.0%	0.0%	20	12.0%	0.0%	29	25.0%	0.0%
De 9 000 à moins de 12 000 euros par an	25	6.0%	1.0%	8	3.0%	1.0%	17	10.0%	1.0%	3	2.0%	1.0%
Moins de 9 000 euros par an	6	1.0%	0.0%	3	1.0%	0.0%	2	1.0%	0.0%	1	1.0%	0.0%
Ne sait pas	19	4.0%	1.0%	13	5.0%	1.0%	6	3.0%	0.0%	9	8.0%	1.0%
Refus	19	4.0%	0.0%	14	5.0%	0.0%	5	3.0%	0.0%	6	5.0%	0.0%