

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2 305	100.0%	4.4%	1 226	100.0%	4.9%	1 079	100.0%	4.0%	826	100.0%	4.6%
Sexe												
Femme	1 079	46.0%	4.0%	-	-	-	1 079	100.0%	4.0%	367	44.0%	4.0%
Homme	1 226	53.0%	4.0%	1 226	100.0%	4.0%	-	-	-	460	55.0%	5.0%
Age												
15 à 24 ans	346	15.0%	4.0%	184	15.0%	4.0%	162	15.0%	4.0%	155	18.0%	4.0%
25 à 34 ans	306	13.0%	4.0%	155	12.0%	4.0%	151	14.0%	3.0%	151	18.0%	4.0%
35 à 49 ans	374	16.0%	3.0%	193	15.0%	3.0%	181	16.0%	2.0%	217	26.0%	3.0%
50 à 59 ans	282	12.0%	3.0%	144	11.0%	3.0%	138	12.0%	3.0%	160	19.0%	4.0%
60 ans et plus	998	43.0%	6.0%	550	44.0%	7.0%	447	41.0%	5.0%	144	17.0%	8.0%
Individu												
Ménagères	908	39.0%	3.0%	-	-	-	908	84.0%	3.0%	287	34.0%	4.0%
Personne de référence	1 335	57.0%	4.0%	1 026	83.0%	5.0%	309	28.0%	4.0%	435	52.0%	4.0%
Responsable des achats	1 567	68.0%	4.0%	663	54.0%	5.0%	903	83.0%	3.0%	510	61.0%	4.0%
Pcs individu												
Affaires et cadres	309	13.0%	6.0%	181	14.0%	6.0%	128	11.0%	6.0%	273	33.0%	6.0%
Agriculteurs	9	0.0%	1.0%	9	0.0%	2.0%	-	-	-	-	-	-
Autres inactifs	448	19.0%	4.0%	194	15.0%	5.0%	254	23.0%	4.0%	176	21.0%	5.0%
Employés	215	9.0%	2.0%	79	6.0%	3.0%	136	12.0%	2.0%	47	5.0%	2.0%
Ouvriers	145	6.0%	2.0%	129	10.0%	2.0%	16	1.0%	1.0%	1	0.0%	0.0%
Petits patrons	84	3.0%	5.0%	62	5.0%	5.0%	22	2.0%	4.0%	73	8.0%	4.0%
Professions intermédiaires	293	12.0%	4.0%	149	12.0%	4.0%	144	13.0%	3.0%	249	30.0%	4.0%
Retraités	803	34.0%	6.0%	424	34.0%	7.0%	379	35.0%	5.0%	7	0.0%	3.0%
Pcs personne de référence												
Affaires et cadres	370	16.0%	5.0%	213	17.0%	6.0%	157	14.0%	4.0%	370	44.0%	5.0%
Agriculteurs	20	0.0%	2.0%	12	1.0%	3.0%	8	0.0%	1.0%	-	-	-
Autres inactifs	162	7.0%	4.0%	70	5.0%	4.0%	92	8.0%	4.0%	-	-	-
Employés	169	7.0%	3.0%	77	6.0%	3.0%	91	8.0%	2.0%	-	-	-
Ouvriers	233	10.0%	2.0%	144	11.0%	2.0%	89	8.0%	2.0%	-	-	-
Petits patrons	105	4.0%	3.0%	67	5.0%	4.0%	38	3.0%	2.0%	105	12.0%	3.0%
Professions intermédiaires	351	15.0%	4.0%	180	14.0%	4.0%	171	15.0%	4.0%	351	42.0%	4.0%
Retraités	895	38.0%	6.0%	463	37.0%	7.0%	433	40.0%	5.0%	-	-	-

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Ensemble	2 305	100.0%	4.4%	1 226	100.0%	4.9%	1 079	100.0%	4.0%	826	100.0%	4.6%
Taille du foyer												
1 personne	478	20.0%	4.0%	227	18.0%	5.0%	251	23.0%	4.0%	120	14.0%	5.0%
2 personnes	1 010	43.0%	5.0%	561	45.0%	6.0%	448	41.0%	4.0%	252	30.0%	5.0%
3 personnes	301	13.0%	3.0%	152	12.0%	3.0%	149	13.0%	3.0%	153	18.0%	4.0%
4 personnes	338	14.0%	3.0%	197	16.0%	4.0%	141	13.0%	3.0%	215	26.0%	4.0%
5 personnes et +	179	7.0%	3.0%	88	7.0%	3.0%	90	8.0%	3.0%	85	10.0%	3.0%
Présence d'enfants de moins de 15 ans												
Non	1 840	79.0%	5.0%	1 001	81.0%	5.0%	838	77.0%	4.0%	567	68.0%	5.0%
Oui	465	20.0%	3.0%	225	18.0%	3.0%	241	22.0%	2.0%	259	31.0%	3.0%
Habitat												
Agglo. + 100 000 hab	786	34.0%	5.0%	418	34.0%	5.0%	368	34.0%	4.0%	284	34.0%	5.0%
Agglo. 20 000 à 100 000 hab	281	12.0%	4.0%	173	14.0%	5.0%	108	10.0%	3.0%	91	11.0%	4.0%
Agglo. - 20 000 hab	332	14.0%	3.0%	186	15.0%	4.0%	146	13.0%	3.0%	101	12.0%	3.0%
Agglo. paris	503	21.0%	5.0%	239	19.0%	5.0%	265	24.0%	5.0%	237	28.0%	6.0%
Communes rurales	402	17.0%	3.0%	210	17.0%	3.0%	193	17.0%	3.0%	113	13.0%	3.0%

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Ensemble	2 305	100.0%	4.4%	1 226	100.0%	4.9%	1 079	100.0%	4.0%	826	100.0%	4.6%
Régions insee												
Alsace	46	2.0%	3.0%	29	2.0%	3.0%	17	1.0%	2.0%	19	2.0%	4.0%
Aquitaine	133	5.0%	4.0%	82	6.0%	6.0%	52	4.0%	3.0%	43	5.0%	4.0%
Auvergne	44	1.0%	3.0%	32	2.0%	5.0%	12	1.0%	2.0%	10	1.0%	3.0%
Basse normandie	30	1.0%	2.0%	15	1.0%	2.0%	15	1.0%	2.0%	5	0.0%	1.0%
Bourgogne	47	2.0%	3.0%	30	2.0%	4.0%	17	1.0%	2.0%	22	2.0%	5.0%
Bretagne	116	5.0%	4.0%	69	5.0%	5.0%	47	4.0%	3.0%	32	3.0%	3.0%
Centre	83	3.0%	4.0%	46	3.0%	4.0%	37	3.0%	3.0%	25	3.0%	4.0%
Champagne ardennes	39	1.0%	3.0%	18	1.0%	3.0%	21	1.0%	3.0%	12	1.0%	3.0%
Franche-comté	26	1.0%	2.0%	11	0.0%	2.0%	15	1.0%	2.0%	10	1.0%	3.0%
Haute normandie	34	1.0%	2.0%	11	0.0%	1.0%	23	2.0%	2.0%	9	1.0%	2.0%
Ile de france	536	23.0%	5.0%	248	20.0%	5.0%	287	26.0%	5.0%	246	29.0%	5.0%
Languedoc roussillon	135	5.0%	5.0%	76	6.0%	7.0%	59	5.0%	4.0%	29	3.0%	4.0%
Limousin	37	1.0%	5.0%	19	1.0%	6.0%	18	1.0%	5.0%	9	1.0%	4.0%
Lorraine	62	2.0%	3.0%	42	3.0%	4.0%	20	1.0%	2.0%	28	3.0%	5.0%
Midi pyrénées	115	5.0%	4.0%	44	3.0%	3.0%	72	6.0%	5.0%	45	5.0%	5.0%
Nord pas de calais	111	4.0%	3.0%	44	3.0%	2.0%	67	6.0%	4.0%	47	5.0%	4.0%
Pays de loire	82	3.0%	2.0%	60	4.0%	4.0%	23	2.0%	1.0%	33	4.0%	3.0%
Picardie	47	2.0%	3.0%	30	2.0%	4.0%	17	1.0%	2.0%	15	1.0%	3.0%
Poitou charentes	77	3.0%	5.0%	52	4.0%	7.0%	25	2.0%	3.0%	14	1.0%	3.0%
Provence alpes côte d'azur, corse	221	9.0%	5.0%	137	11.0%	6.0%	83	7.0%	3.0%	66	7.0%	4.0%
Rhône alpes	284	12.0%	5.0%	131	10.0%	5.0%	153	14.0%	5.0%	105	12.0%	5.0%
Habitudes de connection à internet												
1 à 2 fois par semaine	81	3.0%	2.0%	29	2.0%	2.0%	52	4.0%	3.0%	6	0.0%	1.0%
1 à 3 fois par mois	6	0.0%	1.0%	4	0.0%	2.0%	2	0.0%	0.0%	-	-	-
Moins souvent	7	0.0%	5.0%	0	0.0%	0.0%	7	0.0%	9.0%	1	0.0%	9.0%
Presque tous les jours	194	8.0%	3.0%	100	8.0%	3.0%	93	8.0%	2.0%	35	4.0%	2.0%
Tous les jours	2 017	87.0%	4.0%	1 092	89.0%	5.0%	926	85.0%	4.0%	784	94.0%	4.0%



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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2 305	100.0%	4.4%	1 226	100.0%	4.9%	1 079	100.0%	4.0%	826	100.0%	4.6%
Revenus du foyer												
65 000 euros et plus par an	355	15.0%	8.0%	229	18.0%	8.0%	126	11.0%	7.0%	224	27.0%	7.0%
De 12 000 à moins de 18 000 euros par an	119	5.0%	2.0%	60	4.0%	3.0%	59	5.0%	2.0%	27	3.0%	3.0%
De 18 000 à moins de 24 000 euros par an	215	9.0%	3.0%	88	7.0%	3.0%	127	11.0%	3.0%	55	6.0%	3.0%
De 24 000 à moins de 36 000 euros par an	464	20.0%	3.0%	234	19.0%	4.0%	231	21.0%	3.0%	136	16.0%	3.0%
De 36 000 à moins de 45 000 euros par an	364	15.0%	4.0%	190	15.0%	4.0%	174	16.0%	4.0%	139	16.0%	4.0%
De 45 000 à moins de 65 000 euros par an	458	19.0%	5.0%	262	21.0%	6.0%	197	18.0%	5.0%	177	21.0%	4.0%
De 9 000 à moins de 12 000 euros par an	79	3.0%	3.0%	43	3.0%	5.0%	36	3.0%	2.0%	6	0.0%	2.0%
Moins de 9 000 euros par an	81	3.0%	5.0%	34	2.0%	5.0%	47	4.0%	6.0%	6	0.0%	2.0%
Ne sait pas	81	3.0%	3.0%	38	3.0%	3.0%	43	4.0%	3.0%	23	2.0%	2.0%
Refus	87	3.0%	3.0%	47	3.0%	4.0%	40	3.0%	3.0%	32	3.0%	3.0%