



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 218	100.0%	2.3%	584	100.0%	2.3%	634	100.0%	2.3%	352	100.0%	2.0%
Sexe												
Femme	634	52.0%	2.0%	-	-	-	634	100.0%	2.0%	133	37.0%	1.0%
Homme	584	47.0%	2.0%	584	100.0%	2.0%	-	-	-	219	62.0%	2.0%
Age												
15 à 24 ans	39	3.0%	0.0%	18	3.0%	0.0%	22	3.0%	0.0%	19	5.0%	0.0%
25 à 34 ans	69	5.0%	0.0%	45	7.0%	1.0%	24	3.0%	0.0%	29	8.0%	0.0%
35 à 49 ans	207	17.0%	1.0%	129	22.0%	2.0%	78	12.0%	1.0%	121	34.0%	1.0%
50 à 59 ans	242	19.0%	2.0%	111	19.0%	2.0%	131	20.0%	2.0%	106	30.0%	2.0%
60 ans et plus	660	54.0%	4.0%	281	48.0%	3.0%	379	59.0%	4.0%	78	22.0%	4.0%
Individu												
Ménagères	594	48.0%	2.0%	-	-	-	594	93.0%	2.0%	124	35.0%	1.0%
Personne de référence	751	61.0%	2.0%	551	94.0%	2.0%	199	31.0%	2.0%	228	64.0%	2.0%
Responsable des achats	958	78.0%	2.0%	378	64.0%	2.0%	580	91.0%	2.0%	249	70.0%	2.0%
Pcs individu												
Affaires et cadres	144	11.0%	2.0%	94	16.0%	3.0%	50	7.0%	2.0%	123	35.0%	2.0%
Agriculteurs	3	0.0%	0.0%	1	0.0%	0.0%	2	0.0%	0.0%	-	-	-
Autres inactifs	137	11.0%	1.0%	32	5.0%	0.0%	105	16.0%	1.0%	46	13.0%	1.0%
Employés	152	12.0%	1.0%	56	9.0%	2.0%	96	15.0%	1.0%	24	6.0%	1.0%
Ouvriers	72	5.0%	1.0%	59	10.0%	1.0%	13	2.0%	1.0%	1	0.0%	0.0%
Petits patrons	61	5.0%	3.0%	52	8.0%	4.0%	9	1.0%	2.0%	57	16.0%	3.0%
Professions intermédiaires	106	8.0%	1.0%	67	11.0%	1.0%	39	6.0%	1.0%	97	27.0%	1.0%
Retraités	543	44.0%	4.0%	223	38.0%	3.0%	320	50.0%	4.0%	3	0.0%	1.0%
Pcs personne de référence												
Affaires et cadres	173	14.0%	2.0%	97	16.0%	2.0%	76	12.0%	2.0%	173	49.0%	2.0%
Agriculteurs	5	0.0%	0.0%	2	0.0%	0.0%	3	0.0%	0.0%	-	-	-
Autres inactifs	42	3.0%	1.0%	22	3.0%	1.0%	20	3.0%	1.0%	-	-	-
Employés	112	9.0%	2.0%	53	9.0%	2.0%	59	9.0%	1.0%	-	-	-
Ouvriers	109	9.0%	1.0%	60	10.0%	1.0%	50	7.0%	1.0%	-	-	-
Petits patrons	58	4.0%	2.0%	51	8.0%	3.0%	7	1.0%	0.0%	58	16.0%	2.0%
Professions intermédiaires	121	9.0%	1.0%	71	12.0%	1.0%	50	7.0%	1.0%	121	34.0%	1.0%
Retraités	598	49.0%	4.0%	229	39.0%	3.0%	369	58.0%	4.0%	-	-	-



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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 218	100.0%	2.3%	584	100.0%	2.3%	634	100.0%	2.3%	352	100.0%	2.0%
Taille du foyer												
1 personne	303	24.0%	3.0%	132	22.0%	3.0%	171	26.0%	3.0%	50	14.0%	2.0%
2 personnes	590	48.0%	3.0%	281	48.0%	3.0%	309	48.0%	3.0%	121	34.0%	2.0%
3 personnes	132	10.0%	1.0%	55	9.0%	1.0%	77	12.0%	1.0%	67	19.0%	1.0%
4 personnes	132	10.0%	1.0%	80	13.0%	1.0%	52	8.0%	1.0%	69	19.0%	1.0%
5 personnes et +	61	5.0%	1.0%	35	6.0%	1.0%	25	4.0%	0.0%	45	12.0%	1.0%
Présence d'enfants de moins de 15 ans												
Non	1 018	83.0%	2.0%	465	79.0%	2.0%	553	87.0%	2.0%	232	65.0%	2.0%
Oui	200	16.0%	1.0%	119	20.0%	1.0%	81	12.0%	1.0%	120	34.0%	1.0%
Habitat												
Agglo. + 100 000 hab	341	28.0%	2.0%	161	27.0%	2.0%	180	28.0%	2.0%	95	27.0%	1.0%
Agglo. 20 000 à 100 000 hab	173	14.0%	2.0%	82	14.0%	2.0%	90	14.0%	2.0%	29	8.0%	1.0%
Agglo. - 20 000 hab	178	14.0%	2.0%	70	12.0%	1.0%	108	17.0%	2.0%	38	10.0%	1.0%
Agglo. paris	347	28.0%	3.0%	187	32.0%	4.0%	160	25.0%	3.0%	145	41.0%	3.0%
Communes rurales	178	14.0%	1.0%	83	14.0%	1.0%	96	15.0%	1.0%	45	12.0%	1.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 218	100.0%	2.3%	584	100.0%	2.3%	634	100.0%	2.3%	352	100.0%	2.0%
Régions insee												
Alsace	12	1.0%	0.0%	4	0.0%	0.0%	8	1.0%	1.0%	5	1.0%	1.0%
Aquitaine	72	5.0%	2.0%	29	4.0%	2.0%	43	6.0%	2.0%	16	4.0%	1.0%
Auvergne	40	3.0%	3.0%	13	2.0%	2.0%	27	4.0%	4.0%	3	0.0%	1.0%
Basse normandie	19	1.0%	1.0%	6	1.0%	1.0%	14	2.0%	2.0%	2	0.0%	0.0%
Bourgogne	44	3.0%	3.0%	22	3.0%	3.0%	22	3.0%	3.0%	6	1.0%	1.0%
Bretagne	70	5.0%	2.0%	31	5.0%	2.0%	40	6.0%	2.0%	9	2.0%	1.0%
Centre	36	3.0%	1.0%	22	3.0%	2.0%	14	2.0%	1.0%	10	3.0%	1.0%
Champagne ardennes	27	2.0%	2.0%	10	1.0%	1.0%	18	2.0%	3.0%	4	1.0%	1.0%
Franche-comté	37	3.0%	3.0%	8	1.0%	1.0%	28	4.0%	5.0%	3	0.0%	1.0%
Haute normandie	35	2.0%	2.0%	21	3.0%	3.0%	14	2.0%	1.0%	6	1.0%	1.0%
Ile de france	364	29.0%	3.0%	192	32.0%	4.0%	172	27.0%	3.0%	155	44.0%	3.0%
Languedoc roussillon	28	2.0%	1.0%	13	2.0%	1.0%	16	2.0%	1.0%	6	1.0%	0.0%
Limousin	17	1.0%	2.0%	8	1.0%	2.0%	10	1.0%	3.0%	5	1.0%	2.0%
Lorraine	38	3.0%	2.0%	11	1.0%	1.0%	27	4.0%	2.0%	-	-	-
Midi pyrénées	50	4.0%	2.0%	21	3.0%	1.0%	28	4.0%	2.0%	15	4.0%	1.0%
Nord pas de calais	29	2.0%	0.0%	21	3.0%	1.0%	8	1.0%	0.0%	12	3.0%	1.0%
Pays de loire	76	6.0%	2.0%	32	5.0%	2.0%	44	6.0%	2.0%	21	5.0%	2.0%
Picardie	13	1.0%	0.0%	9	1.0%	1.0%	4	0.0%	0.0%	5	1.0%	1.0%
Poitou charentes	23	1.0%	1.0%	11	1.0%	1.0%	12	1.0%	1.0%	4	1.0%	1.0%
Provence alpes côte d'azur, corse	82	6.0%	1.0%	48	8.0%	2.0%	34	5.0%	1.0%	34	9.0%	2.0%
Rhône alpes	106	8.0%	2.0%	54	9.0%	2.0%	52	8.0%	1.0%	28	8.0%	1.0%
Habitudes de connection à internet												
1 à 2 fois par semaine	79	6.0%	2.0%	11	1.0%	0.0%	69	10.0%	3.0%	6	1.0%	1.0%
1 à 3 fois par mois	8	0.0%	2.0%	4	0.0%	2.0%	4	0.0%	2.0%	2	0.0%	3.0%
Moins souvent	4	0.0%	3.0%	4	0.0%	9.0%	-	-	-	1	0.0%	6.0%
Presque tous les jours	184	15.0%	3.0%	76	13.0%	2.0%	108	17.0%	3.0%	24	6.0%	1.0%
Tous les jours	942	77.0%	2.0%	490	83.0%	2.0%	453	71.0%	2.0%	318	90.0%	2.0%



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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 218	100.0%	2.3%	584	100.0%	2.3%	634	100.0%	2.3%	352	100.0%	2.0%
Revenus du foyer												
65 000 euros et plus par an	201	16.0%	4.0%	115	19.0%	4.0%	86	13.0%	5.0%	122	34.0%	4.0%
De 12 000 à moins de 18 000 euros par an	93	7.0%	1.0%	38	6.0%	1.0%	54	8.0%	1.0%	5	1.0%	0.0%
De 18 000 à moins de 24 000 euros par an	106	8.0%	1.0%	44	7.0%	1.0%	62	9.0%	1.0%	15	4.0%	1.0%
De 24 000 à moins de 36 000 euros par an	286	23.0%	2.0%	120	20.0%	2.0%	166	26.0%	2.0%	41	11.0%	1.0%
De 36 000 à moins de 45 000 euros par an	185	15.0%	2.0%	81	13.0%	2.0%	105	16.0%	2.0%	65	18.0%	2.0%
De 45 000 à moins de 65 000 euros par an	201	16.0%	2.0%	123	21.0%	2.0%	78	12.0%	2.0%	72	20.0%	1.0%
De 9 000 à moins de 12 000 euros par an	26	2.0%	1.0%	14	2.0%	1.0%	12	1.0%	0.0%	1	0.0%	0.0%
Moins de 9 000 euros par an	15	1.0%	1.0%	13	2.0%	2.0%	2	0.0%	0.0%	-	-	-
Ne sait pas	8	0.0%	0.0%	2	0.0%	0.0%	6	1.0%	0.0%	1	0.0%	0.0%
Refus	97	7.0%	2.0%	33	5.0%	2.0%	64	10.0%	3.0%	30	8.0%	2.0%