

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 197	100.0%	2.3%	593	100.0%	2.4%	604	100.0%	2.2%	321	100.0%	1.8%
Sexe												
Femme	604	50.0%	2.0%	-	-	-	604	100.0%	2.0%	105	32.0%	1.0%
Homme	593	49.0%	2.0%	593	100.0%	2.0%	-	-	-	217	67.0%	2.0%
Age												
15 à 24 ans	53	4.0%	0.0%	21	3.0%	0.0%	32	5.0%	0.0%	11	3.0%	0.0%
25 à 34 ans	62	5.0%	0.0%	47	7.0%	1.0%	16	2.0%	0.0%	20	6.0%	0.0%
35 à 49 ans	212	17.0%	1.0%	137	23.0%	2.0%	74	12.0%	1.0%	114	35.0%	1.0%
50 à 59 ans	210	17.0%	2.0%	106	17.0%	2.0%	104	17.0%	2.0%	103	32.0%	2.0%
60 ans et plus	660	55.0%	4.0%	282	47.0%	3.0%	377	62.0%	4.0%	72	22.0%	4.0%
Individu												
Ménagères	576	48.0%	2.0%	-	-	-	576	95.0%	2.0%	98	30.0%	1.0%
Personne de référence	754	63.0%	2.0%	550	92.0%	2.0%	204	33.0%	2.0%	230	71.0%	2.0%
Responsable des achats	953	79.0%	2.0%	381	64.0%	2.0%	571	94.0%	2.0%	213	66.0%	1.0%
Pcs individu												
Affaires et cadres	132	11.0%	2.0%	93	15.0%	3.0%	40	6.0%	1.0%	116	36.0%	2.0%
Agriculteurs	2	0.0%	0.0%	-	-	-	2	0.0%	0.0%	-	-	-
Autres inactifs	151	12.0%	1.0%	50	8.0%	1.0%	101	16.0%	1.0%	31	9.0%	0.0%
Employés	160	13.0%	1.0%	66	11.0%	2.0%	93	15.0%	1.0%	16	5.0%	0.0%
Ouvriers	53	4.0%	0.0%	38	6.0%	0.0%	15	2.0%	1.0%	4	1.0%	0.0%
Petits patrons	59	5.0%	3.0%	55	9.0%	4.0%	4	0.0%	0.0%	56	17.0%	3.0%
Professions intermédiaires	111	9.0%	1.0%	73	12.0%	2.0%	39	6.0%	1.0%	97	30.0%	1.0%
Retraités	529	44.0%	4.0%	219	36.0%	3.0%	311	51.0%	4.0%	1	0.0%	0.0%
Pcs personne de référence												
Affaires et cadres	151	12.0%	2.0%	92	15.0%	2.0%	59	9.0%	1.0%	151	47.0%	2.0%
Agriculteurs	3	0.0%	0.0%	1	0.0%	0.0%	2	0.0%	0.0%	-	-	-
Autres inactifs	76	6.0%	2.0%	47	7.0%	2.0%	29	4.0%	1.0%	-	-	-
Employés	112	9.0%	2.0%	63	10.0%	2.0%	49	8.0%	1.0%	-	-	-
Ouvriers	100	8.0%	1.0%	41	7.0%	0.0%	58	9.0%	1.0%	-	-	-
Petits patrons	59	5.0%	2.0%	52	8.0%	3.0%	7	1.0%	0.0%	59	18.0%	2.0%
Professions intermédiaires	111	9.0%	1.0%	72	12.0%	1.0%	39	6.0%	1.0%	111	34.0%	1.0%
Retraités	585	48.0%	3.0%	225	37.0%	3.0%	360	59.0%	4.0%	-	-	-

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 197	100.0%	2.3%	593	100.0%	2.4%	604	100.0%	2.2%	321	100.0%	1.8%
Taille du foyer												
1 personne	312	26.0%	3.0%	144	24.0%	3.0%	168	27.0%	3.0%	51	15.0%	2.0%
2 personnes	581	48.0%	3.0%	273	46.0%	3.0%	308	51.0%	3.0%	125	38.0%	2.0%
3 personnes	128	10.0%	1.0%	58	9.0%	1.0%	70	11.0%	1.0%	55	17.0%	1.0%
4 personnes	120	10.0%	1.0%	75	12.0%	1.0%	44	7.0%	1.0%	62	19.0%	1.0%
5 personnes et +	56	4.0%	1.0%	43	7.0%	1.0%	13	2.0%	0.0%	29	8.0%	1.0%
Présence d'enfants de moins de 15 ans												
Non	990	82.0%	2.0%	468	78.0%	2.0%	523	86.0%	2.0%	226	70.0%	2.0%
Oui	206	17.0%	1.0%	126	21.0%	1.0%	81	13.0%	1.0%	95	29.0%	1.0%
Habitat												
Agglo. + 100 000 hab	334	27.0%	2.0%	166	27.0%	2.0%	169	28.0%	2.0%	90	28.0%	1.0%
Agglo. 20 000 à 100 000 hab	182	15.0%	2.0%	81	13.0%	2.0%	102	16.0%	2.0%	25	7.0%	1.0%
Agglo. - 20 000 hab	165	13.0%	1.0%	88	14.0%	2.0%	77	12.0%	1.0%	42	13.0%	1.0%
Agglo. paris	320	26.0%	3.0%	172	29.0%	4.0%	148	24.0%	3.0%	117	36.0%	3.0%
Communes rurales	195	16.0%	1.0%	87	14.0%	1.0%	108	18.0%	1.0%	47	14.0%	1.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 197	100.0%	2.3%	593	100.0%	2.4%	604	100.0%	2.2%	321	100.0%	1.8%
Régions insee												
Alsace	8	0.0%	0.0%	1	0.0%	0.0%	7	1.0%	0.0%	5	1.0%	1.0%
Aquitaine	79	6.0%	2.0%	37	6.0%	2.0%	42	7.0%	2.0%	18	5.0%	2.0%
Auvergne	31	2.0%	2.0%	13	2.0%	2.0%	18	3.0%	3.0%	5	1.0%	1.0%
Basse normandie	20	1.0%	1.0%	10	1.0%	1.0%	10	1.0%	1.0%	1	0.0%	0.0%
Bourgogne	30	2.0%	2.0%	13	2.0%	2.0%	17	2.0%	2.0%	4	1.0%	1.0%
Bretagne	93	7.0%	3.0%	41	7.0%	3.0%	52	8.0%	3.0%	15	4.0%	1.0%
Centre	30	2.0%	1.0%	20	3.0%	2.0%	10	1.0%	0.0%	9	2.0%	1.0%
Champagne ardennes	20	1.0%	1.0%	9	1.0%	1.0%	11	1.0%	1.0%	3	1.0%	1.0%
Franche-comté	38	3.0%	3.0%	8	1.0%	1.0%	30	5.0%	6.0%	1	0.0%	0.0%
Haute normandie	44	3.0%	2.0%	36	6.0%	4.0%	8	1.0%	1.0%	6	1.0%	1.0%
Ile de france	329	27.0%	3.0%	173	29.0%	3.0%	156	25.0%	3.0%	121	37.0%	2.0%
Languedoc roussillon	28	2.0%	1.0%	16	2.0%	1.0%	12	2.0%	1.0%	5	1.0%	0.0%
Limousin	19	1.0%	3.0%	7	1.0%	2.0%	12	1.0%	3.0%	5	1.0%	2.0%
Lorraine	32	2.0%	1.0%	7	1.0%	0.0%	25	4.0%	2.0%	10	3.0%	1.0%
Midi pyrénées	53	4.0%	2.0%	21	3.0%	1.0%	31	5.0%	2.0%	15	4.0%	1.0%
Nord pas de calais	42	3.0%	1.0%	25	4.0%	1.0%	17	2.0%	1.0%	12	3.0%	1.0%
Pays de loire	78	6.0%	2.0%	36	6.0%	2.0%	42	7.0%	2.0%	22	6.0%	2.0%
Picardie	19	1.0%	1.0%	8	1.0%	1.0%	11	1.0%	1.0%	3	0.0%	0.0%
Poitou charentes	11	0.0%	0.0%	7	1.0%	1.0%	4	0.0%	0.0%	-	-	-
Provence alpes côte d'azur, corse	97	8.0%	2.0%	58	9.0%	2.0%	39	6.0%	1.0%	31	9.0%	2.0%
Rhône alpes	97	8.0%	1.0%	47	8.0%	1.0%	50	8.0%	1.0%	32	9.0%	1.0%
Habitudes de connection à internet												
1 à 2 fois par semaine	72	6.0%	2.0%	16	2.0%	1.0%	55	9.0%	3.0%	7	2.0%	1.0%
1 à 3 fois par mois	16	1.0%	4.0%	9	1.0%	6.0%	6	1.0%	2.0%	-	-	-
Moins souvent	13	1.0%	10.0%	12	2.0%	21.0%	1	0.0%	1.0%	3	0.0%	18.0%
Presque tous les jours	189	15.0%	3.0%	73	12.0%	2.0%	116	19.0%	3.0%	30	9.0%	2.0%
Tous les jours	908	75.0%	2.0%	483	81.0%	2.0%	425	70.0%	1.0%	282	87.0%	1.0%



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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 197	100.0%	2.3%	593	100.0%	2.4%	604	100.0%	2.2%	321	100.0%	1.8%
Revenus du foyer												
65 000 euros et plus par an	175	14.0%	4.0%	113	19.0%	4.0%	62	10.0%	3.0%	111	34.0%	3.0%
De 12 000 à moins de 18 000 euros par an	64	5.0%	1.0%	17	2.0%	0.0%	47	7.0%	1.0%	7	2.0%	0.0%
De 18 000 à moins de 24 000 euros par an	150	12.0%	2.0%	75	12.0%	2.0%	75	12.0%	1.0%	13	4.0%	0.0%
De 24 000 à moins de 36 000 euros par an	297	24.0%	2.0%	129	21.0%	2.0%	168	27.0%	2.0%	45	13.0%	1.0%
De 36 000 à moins de 45 000 euros par an	176	14.0%	2.0%	93	15.0%	2.0%	83	13.0%	2.0%	55	17.0%	1.0%
De 45 000 à moins de 65 000 euros par an	162	13.0%	2.0%	89	15.0%	2.0%	74	12.0%	2.0%	67	20.0%	1.0%
De 9 000 à moins de 12 000 euros par an	57	4.0%	2.0%	27	4.0%	3.0%	30	5.0%	2.0%	1	0.0%	0.0%
Moins de 9 000 euros par an	22	1.0%	1.0%	17	2.0%	2.0%	5	0.0%	0.0%	1	0.0%	0.0%
Ne sait pas	11	0.0%	0.0%	4	0.0%	0.0%	7	1.0%	0.0%	6	1.0%	0.0%
Refus	83	6.0%	3.0%	30	5.0%	2.0%	54	8.0%	4.0%	17	5.0%	2.0%