

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2 283	100.0%	4.4%	1 240	100.0%	4.9%	1 043	100.0%	3.8%	825	100.0%	4.6%
Sexe												
Femme	1 043	45.0%	3.0%	-	-	-	1 043	100.0%	3.0%	312	37.0%	3.0%
Homme	1 240	54.0%	4.0%	1 240	100.0%	4.0%	-	-	-	513	62.0%	5.0%
Age												
15 à 24 ans	191	8.0%	2.0%	105	8.0%	2.0%	86	8.0%	2.0%	113	13.0%	3.0%
25 à 34 ans	318	13.0%	4.0%	187	15.0%	5.0%	130	12.0%	3.0%	146	17.0%	4.0%
35 à 49 ans	435	19.0%	3.0%	224	18.0%	3.0%	212	20.0%	3.0%	274	33.0%	4.0%
50 à 59 ans	254	11.0%	2.0%	129	10.0%	3.0%	125	12.0%	2.0%	137	16.0%	3.0%
60 ans et plus	1 085	47.0%	6.0%	594	47.0%	8.0%	491	47.0%	5.0%	155	18.0%	9.0%
Individu												
Ménagères	936	41.0%	4.0%	-	-	-	936	89.0%	4.0%	261	31.0%	3.0%
Personne de référence	1 367	59.0%	4.0%	1 069	86.0%	5.0%	298	28.0%	4.0%	479	58.0%	5.0%
Responsable des achats	1 599	70.0%	4.0%	671	54.0%	5.0%	928	89.0%	4.0%	506	61.0%	4.0%
Pcs individu												
Affaires et cadres	337	14.0%	6.0%	229	18.0%	7.0%	108	10.0%	5.0%	305	37.0%	6.0%
Agriculteurs	12	0.0%	2.0%	5	0.0%	1.0%	6	0.0%	3.0%	-	-	-
Autres inactifs	405	17.0%	4.0%	133	10.0%	3.0%	272	26.0%	4.0%	130	15.0%	3.0%
Employés	229	10.0%	2.0%	101	8.0%	4.0%	129	12.0%	2.0%	50	6.0%	2.0%
Ouvriers	112	4.0%	1.0%	93	7.0%	1.0%	19	1.0%	1.0%	11	1.0%	2.0%
Petits patrons	112	4.0%	6.0%	92	7.0%	7.0%	20	1.0%	4.0%	111	13.0%	7.0%
Professions intermédiaires	232	10.0%	3.0%	128	10.0%	3.0%	104	10.0%	2.0%	208	25.0%	3.0%
Retraités	844	37.0%	6.0%	459	37.0%	7.0%	385	36.0%	5.0%	9	1.0%	4.0%
Pcs personne de référence												
Affaires et cadres	436	19.0%	6.0%	258	20.0%	7.0%	178	17.0%	5.0%	436	52.0%	6.0%
Agriculteurs	15	0.0%	2.0%	5	0.0%	1.0%	10	0.0%	2.0%	-	-	-
Autres inactifs	142	6.0%	4.0%	56	4.0%	3.0%	86	8.0%	4.0%	-	-	-
Employés	161	7.0%	2.0%	72	5.0%	3.0%	89	8.0%	2.0%	-	-	-
Ouvriers	182	8.0%	1.0%	114	9.0%	2.0%	67	6.0%	1.0%	-	-	-
Petits patrons	144	6.0%	5.0%	113	9.0%	7.0%	30	2.0%	2.0%	144	17.0%	5.0%
Professions intermédiaires	245	10.0%	3.0%	142	11.0%	3.0%	103	9.0%	2.0%	245	29.0%	3.0%
Retraités	957	41.0%	6.0%	479	38.0%	7.0%	479	45.0%	5.0%	-	-	-

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2 283	100.0%	4.4%	1 240	100.0%	4.9%	1 043	100.0%	3.8%	825	100.0%	4.6%
Taille du foyer												
1 personne	470	20.0%	4.0%	226	18.0%	5.0%	243	23.0%	4.0%	135	16.0%	5.0%
2 personnes	991	43.0%	5.0%	538	43.0%	6.0%	452	43.0%	4.0%	200	24.0%	4.0%
3 personnes	284	12.0%	3.0%	176	14.0%	3.0%	108	10.0%	2.0%	150	18.0%	3.0%
4 personnes	329	14.0%	3.0%	207	16.0%	4.0%	122	11.0%	2.0%	221	26.0%	4.0%
5 personnes et +	210	9.0%	3.0%	93	7.0%	3.0%	117	11.0%	3.0%	119	14.0%	4.0%
Présence d'enfants de moins de 15 ans												
Non	1 767	77.0%	4.0%	975	78.0%	5.0%	792	75.0%	4.0%	512	62.0%	5.0%
Oui	516	22.0%	3.0%	265	21.0%	3.0%	251	24.0%	3.0%	313	37.0%	4.0%
Habitat												
Agglo. + 100 000 hab	766	33.0%	4.0%	412	33.0%	5.0%	353	33.0%	4.0%	267	32.0%	4.0%
Agglo. 20 000 à 100 000 hab	280	12.0%	4.0%	167	13.0%	5.0%	113	10.0%	3.0%	74	9.0%	3.0%
Agglo. - 20 000 hab	280	12.0%	3.0%	163	13.0%	3.0%	116	11.0%	2.0%	60	7.0%	2.0%
Agglo. paris	633	27.0%	7.0%	311	25.0%	7.0%	322	30.0%	7.0%	320	38.0%	8.0%
Communes rurales	324	14.0%	2.0%	187	15.0%	3.0%	137	13.0%	2.0%	104	12.0%	3.0%

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2 283	100.0%	4.4%	1 240	100.0%	4.9%	1 043	100.0%	3.8%	825	100.0%	4.6%
Régions insee												
Alsace	43	1.0%	2.0%	14	1.0%	1.0%	29	2.0%	3.0%	18	2.0%	4.0%
Aquitaine	115	5.0%	4.0%	59	4.0%	4.0%	56	5.0%	3.0%	37	4.0%	4.0%
Auvergne	66	2.0%	5.0%	36	2.0%	6.0%	30	2.0%	5.0%	18	2.0%	5.0%
Basse normandie	26	1.0%	2.0%	14	1.0%	2.0%	12	1.0%	1.0%	11	1.0%	3.0%
Bourgogne	54	2.0%	3.0%	29	2.0%	4.0%	25	2.0%	3.0%	12	1.0%	3.0%
Bretagne	66	2.0%	2.0%	31	2.0%	2.0%	34	3.0%	2.0%	14	1.0%	1.0%
Centre	89	3.0%	4.0%	59	4.0%	6.0%	30	2.0%	2.0%	26	3.0%	4.0%
Champagne ardennes	39	1.0%	3.0%	26	2.0%	5.0%	13	1.0%	2.0%	7	0.0%	2.0%
Franche-comté	22	1.0%	2.0%	10	0.0%	2.0%	12	1.0%	2.0%	3	0.0%	1.0%
Haute normandie	57	2.0%	3.0%	34	2.0%	4.0%	23	2.0%	2.0%	13	1.0%	2.0%
Ile de france	678	29.0%	7.0%	337	27.0%	7.0%	341	32.0%	6.0%	326	39.0%	7.0%
Languedoc roussillon	102	4.0%	4.0%	53	4.0%	4.0%	49	4.0%	4.0%	28	3.0%	3.0%
Limousin	19	0.0%	3.0%	12	1.0%	4.0%	6	0.0%	1.0%	4	0.0%	2.0%
Lorraine	68	3.0%	3.0%	48	3.0%	5.0%	20	1.0%	2.0%	20	2.0%	3.0%
Midi pyrénées	100	4.0%	4.0%	56	4.0%	4.0%	43	4.0%	3.0%	26	3.0%	3.0%
Nord pas de calais	100	4.0%	3.0%	42	3.0%	2.0%	58	5.0%	3.0%	41	5.0%	4.0%
Pays de loire	95	4.0%	3.0%	64	5.0%	4.0%	31	3.0%	2.0%	28	3.0%	3.0%
Picardie	43	1.0%	2.0%	28	2.0%	3.0%	15	1.0%	1.0%	9	1.0%	2.0%
Poitou charentes	54	2.0%	3.0%	30	2.0%	4.0%	24	2.0%	3.0%	15	1.0%	3.0%
Provence alpes côte d'azur, corse	208	9.0%	4.0%	108	8.0%	5.0%	100	9.0%	4.0%	63	7.0%	4.0%
Rhône alpes	240	10.0%	4.0%	149	12.0%	5.0%	91	8.0%	3.0%	105	12.0%	5.0%
Habitudes de connection à internet												
1 à 2 fois par semaine	70	3.0%	2.0%	22	1.0%	1.0%	48	4.0%	2.0%	12	1.0%	2.0%
1 à 3 fois par mois	19	0.0%	4.0%	11	0.0%	6.0%	8	0.0%	3.0%	-	-	-
Moins souvent	8	0.0%	7.0%	7	0.0%	19.0%	0	0.0%	0.0%	1	0.0%	6.0%
Presque tous les jours	208	9.0%	3.0%	96	7.0%	3.0%	112	10.0%	3.0%	37	4.0%	2.0%
Tous les jours	1 978	86.0%	4.0%	1 104	89.0%	5.0%	874	83.0%	4.0%	775	93.0%	4.0%



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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2 283	100.0%	4.4%	1 240	100.0%	4.9%	1 043	100.0%	3.8%	825	100.0%	4.6%
Revenus du foyer												
65 000 euros et plus par an	417	18.0%	9.0%	280	22.0%	11.0%	137	13.0%	7.0%	275	33.0%	9.0%
De 12 000 à moins de 18 000 euros par an	130	5.0%	2.0%	59	4.0%	2.0%	71	6.0%	2.0%	36	4.0%	4.0%
De 18 000 à moins de 24 000 euros par an	233	10.0%	3.0%	88	7.0%	3.0%	146	14.0%	3.0%	53	6.0%	3.0%
De 24 000 à moins de 36 000 euros par an	404	17.0%	3.0%	224	18.0%	3.0%	180	17.0%	2.0%	91	11.0%	2.0%
De 36 000 à moins de 45 000 euros par an	284	12.0%	3.0%	151	12.0%	3.0%	133	12.0%	3.0%	86	10.0%	3.0%
De 45 000 à moins de 65 000 euros par an	486	21.0%	6.0%	286	23.0%	6.0%	200	19.0%	5.0%	195	23.0%	5.0%
De 9 000 à moins de 12 000 euros par an	63	2.0%	3.0%	20	1.0%	2.0%	42	4.0%	3.0%	11	1.0%	4.0%
Moins de 9 000 euros par an	50	2.0%	3.0%	22	1.0%	3.0%	27	2.0%	3.0%	5	0.0%	2.0%
Ne sait pas	45	2.0%	2.0%	25	2.0%	3.0%	20	1.0%	2.0%	20	2.0%	3.0%
Refus	171	7.0%	4.0%	85	6.0%	5.0%	85	8.0%	4.0%	53	6.0%	4.0%