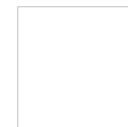
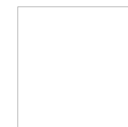


| | Ensemble | | | Hommes | | | Femmes | | | Foyers CSP+ | | |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|-------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Ensemble | 1 257 | 100.0% | 2.4% | 740 | 100.0% | 2.9% | 517 | 100.0% | 1.9% | 444 | 100.0% | 2.5% |
| Sexe | | | | | | | | | | | | |
| Femme | 517 | 41.0% | 1.0% | - | - | - | 517 | 100.0% | 1.0% | 152 | 34.0% | 1.0% |
| Homme | 740 | 58.0% | 2.0% | 740 | 100.0% | 2.0% | - | - | - | 292 | 65.0% | 3.0% |
| Age | | | | | | | | | | | | |
| 15 à 24 ans | 97 | 7.0% | 1.0% | 56 | 7.0% | 1.0% | 41 | 7.0% | 1.0% | 42 | 9.0% | 1.0% |
| 25 à 34 ans | 116 | 9.0% | 1.0% | 70 | 9.0% | 1.0% | 46 | 8.0% | 1.0% | 47 | 10.0% | 1.0% |
| 35 à 49 ans | 252 | 20.0% | 2.0% | 160 | 21.0% | 2.0% | 92 | 17.0% | 1.0% | 165 | 37.0% | 2.0% |
| 50 à 59 ans | 230 | 18.0% | 2.0% | 134 | 18.0% | 3.0% | 97 | 18.0% | 2.0% | 123 | 27.0% | 3.0% |
| 60 ans et plus | 562 | 44.0% | 3.0% | 321 | 43.0% | 4.0% | 241 | 46.0% | 2.0% | 67 | 15.0% | 4.0% |
| Individu | | | | | | | | | | | | |
| Ménagères | 458 | 36.0% | 2.0% | - | - | - | 458 | 88.0% | 2.0% | 132 | 29.0% | 1.0% |
| Personne de référence | 782 | 62.0% | 2.0% | 656 | 88.0% | 3.0% | 126 | 24.0% | 1.0% | 280 | 63.0% | 3.0% |
| Responsable des achats | 861 | 68.0% | 2.0% | 416 | 56.0% | 3.0% | 445 | 86.0% | 1.0% | 291 | 65.0% | 2.0% |
| Pcs individu | | | | | | | | | | | | |
| Affaires et cadres | 194 | 15.0% | 3.0% | 134 | 18.0% | 4.0% | 61 | 11.0% | 2.0% | 168 | 37.0% | 3.0% |
| Agriculteurs | 13 | 1.0% | 2.0% | 13 | 1.0% | 4.0% | - | - | - | - | - | - |
| Autres inactifs | 151 | 12.0% | 1.0% | 67 | 9.0% | 1.0% | 84 | 16.0% | 1.0% | 59 | 13.0% | 1.0% |
| Employés | 112 | 8.0% | 1.0% | 42 | 5.0% | 1.0% | 70 | 13.0% | 1.0% | 17 | 3.0% | 1.0% |
| Ouvriers | 108 | 8.0% | 1.0% | 86 | 11.0% | 1.0% | 23 | 4.0% | 1.0% | 2 | 0.0% | 0.0% |
| Petits patrons | 53 | 4.0% | 3.0% | 36 | 4.0% | 3.0% | 17 | 3.0% | 4.0% | 51 | 11.0% | 3.0% |
| Professions intermédiaires | 158 | 12.0% | 2.0% | 97 | 13.0% | 2.0% | 60 | 11.0% | 1.0% | 143 | 32.0% | 2.0% |
| Retraités | 468 | 37.0% | 3.0% | 266 | 35.0% | 4.0% | 202 | 39.0% | 2.0% | 5 | 1.0% | 2.0% |
| Pcs personne de référence | | | | | | | | | | | | |
| Affaires et cadres | 218 | 17.0% | 3.0% | 134 | 18.0% | 3.0% | 84 | 16.0% | 2.0% | 218 | 49.0% | 3.0% |
| Agriculteurs | 17 | 1.0% | 2.0% | 13 | 1.0% | 3.0% | 4 | 0.0% | 0.0% | - | - | - |
| Autres inactifs | 45 | 3.0% | 1.0% | 16 | 2.0% | 1.0% | 29 | 5.0% | 1.0% | - | - | - |
| Employés | 76 | 6.0% | 1.0% | 33 | 4.0% | 1.0% | 43 | 8.0% | 1.0% | - | - | - |
| Ouvriers | 158 | 12.0% | 1.0% | 103 | 13.0% | 2.0% | 55 | 10.0% | 1.0% | - | - | - |
| Petits patrons | 61 | 4.0% | 2.0% | 44 | 5.0% | 3.0% | 17 | 3.0% | 1.0% | 61 | 13.0% | 2.0% |
| Professions intermédiaires | 165 | 13.0% | 2.0% | 114 | 15.0% | 2.0% | 51 | 9.0% | 1.0% | 165 | 37.0% | 2.0% |
| Retraités | 518 | 41.0% | 3.0% | 283 | 38.0% | 4.0% | 235 | 45.0% | 2.0% | - | - | - |



| | Ensemble | | | Hommes | | | Femmes | | | Foyers CSP+ | | |
|--|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|-------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Ensemble | 1 257 | 100.0% | 2.4% | 740 | 100.0% | 2.9% | 517 | 100.0% | 1.9% | 444 | 100.0% | 2.5% |
| Taille du foyer | | | | | | | | | | | | |
| 1 personne | 260 | 20.0% | 2.0% | 160 | 21.0% | 3.0% | 100 | 19.0% | 1.0% | 57 | 12.0% | 2.0% |
| 2 personnes | 559 | 44.0% | 3.0% | 323 | 43.0% | 3.0% | 236 | 45.0% | 2.0% | 129 | 29.0% | 3.0% |
| 3 personnes | 176 | 14.0% | 1.0% | 108 | 14.0% | 2.0% | 68 | 13.0% | 1.0% | 116 | 26.0% | 2.0% |
| 4 personnes | 167 | 13.0% | 1.0% | 98 | 13.0% | 2.0% | 69 | 13.0% | 1.0% | 103 | 23.0% | 2.0% |
| 5 personnes et + | 95 | 7.0% | 1.0% | 51 | 6.0% | 2.0% | 45 | 8.0% | 1.0% | 38 | 8.0% | 1.0% |
| Présence d'enfants de moins de 15 ans | | | | | | | | | | | | |
| Non | 1 019 | 81.0% | 2.0% | 598 | 80.0% | 3.0% | 421 | 81.0% | 2.0% | 291 | 65.0% | 2.0% |
| Oui | 238 | 18.0% | 1.0% | 142 | 19.0% | 2.0% | 96 | 18.0% | 1.0% | 153 | 34.0% | 2.0% |
| Habitat | | | | | | | | | | | | |
| Agglo. + 100 000 hab | 383 | 30.0% | 2.0% | 234 | 31.0% | 3.0% | 149 | 28.0% | 1.0% | 146 | 33.0% | 2.0% |
| Agglo. 20 000 à 100 000 hab | 150 | 11.0% | 2.0% | 101 | 13.0% | 3.0% | 49 | 9.0% | 1.0% | 56 | 12.0% | 2.0% |
| Agglo. - 20 000 hab | 212 | 16.0% | 2.0% | 114 | 15.0% | 2.0% | 98 | 19.0% | 2.0% | 57 | 12.0% | 2.0% |
| Agglo. paris | 256 | 20.0% | 2.0% | 139 | 18.0% | 3.0% | 117 | 22.0% | 2.0% | 124 | 27.0% | 3.0% |
| Communes rurales | 256 | 20.0% | 2.0% | 152 | 20.0% | 2.0% | 104 | 20.0% | 1.0% | 61 | 13.0% | 1.0% |



| | Ensemble | | | Hommes | | | Femmes | | | Foyers CSP+ | | |
|---|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|-------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Ensemble | 1 257 | 100.0% | 2.4% | 740 | 100.0% | 2.9% | 517 | 100.0% | 1.9% | 444 | 100.0% | 2.5% |
| Régions insee | | | | | | | | | | | | |
| Alsace | 23 | 1.0% | 1.0% | 18 | 2.0% | 2.0% | 5 | 1.0% | 0.0% | 3 | 0.0% | 0.0% |
| Aquitaine | 66 | 5.0% | 2.0% | 46 | 6.0% | 3.0% | 20 | 3.0% | 1.0% | 15 | 3.0% | 1.0% |
| Auvergne | 31 | 2.0% | 2.0% | 17 | 2.0% | 3.0% | 14 | 2.0% | 2.0% | 4 | 0.0% | 1.0% |
| Basse normandie | 21 | 1.0% | 1.0% | 9 | 1.0% | 1.0% | 12 | 2.0% | 1.0% | 12 | 2.0% | 3.0% |
| Bourgogne | 32 | 2.0% | 2.0% | 17 | 2.0% | 2.0% | 15 | 2.0% | 2.0% | 8 | 1.0% | 2.0% |
| Bretagne | 54 | 4.0% | 2.0% | 22 | 3.0% | 1.0% | 32 | 6.0% | 2.0% | 7 | 1.0% | 1.0% |
| Centre | 58 | 4.0% | 2.0% | 41 | 5.0% | 4.0% | 16 | 3.0% | 1.0% | 24 | 5.0% | 3.0% |
| Champagne ardennes | 25 | 2.0% | 2.0% | 20 | 2.0% | 3.0% | 5 | 1.0% | 0.0% | 3 | 0.0% | 0.0% |
| Franche-comté | 23 | 1.0% | 2.0% | 13 | 1.0% | 2.0% | 10 | 2.0% | 2.0% | 2 | 0.0% | 0.0% |
| Haute normandie | 25 | 2.0% | 1.0% | 16 | 2.0% | 2.0% | 9 | 1.0% | 1.0% | 10 | 2.0% | 2.0% |
| Ile de france | 281 | 22.0% | 2.0% | 150 | 20.0% | 3.0% | 131 | 25.0% | 2.0% | 133 | 30.0% | 3.0% |
| Languedoc roussillon | 61 | 4.0% | 2.0% | 41 | 5.0% | 3.0% | 20 | 3.0% | 1.0% | 20 | 4.0% | 2.0% |
| Limousin | 17 | 1.0% | 2.0% | 8 | 1.0% | 2.0% | 9 | 1.0% | 2.0% | 6 | 1.0% | 3.0% |
| Lorraine | 47 | 3.0% | 2.0% | 25 | 3.0% | 2.0% | 22 | 4.0% | 2.0% | 12 | 2.0% | 2.0% |
| Midi pyrénées | 79 | 6.0% | 3.0% | 50 | 6.0% | 4.0% | 29 | 5.0% | 2.0% | 33 | 7.0% | 3.0% |
| Nord pas de calais | 51 | 4.0% | 1.0% | 36 | 4.0% | 2.0% | 15 | 2.0% | 0.0% | 16 | 3.0% | 1.0% |
| Pays de loire | 65 | 5.0% | 2.0% | 41 | 5.0% | 2.0% | 23 | 4.0% | 1.0% | 17 | 3.0% | 1.0% |
| Picardie | 14 | 1.0% | 0.0% | 9 | 1.0% | 1.0% | 6 | 1.0% | 0.0% | 7 | 1.0% | 1.0% |
| Poitou charentes | 48 | 3.0% | 3.0% | 31 | 4.0% | 4.0% | 17 | 3.0% | 2.0% | 18 | 4.0% | 4.0% |
| Provence alpes côte d'azur, corse | 126 | 10.0% | 2.0% | 62 | 8.0% | 3.0% | 63 | 12.0% | 2.0% | 38 | 8.0% | 2.0% |
| Rhône alpes | 113 | 9.0% | 2.0% | 67 | 9.0% | 2.0% | 45 | 8.0% | 1.0% | 55 | 12.0% | 2.0% |
| Habitudes de connection à internet | | | | | | | | | | | | |
| 1 à 2 fois par semaine | 49 | 3.0% | 1.0% | 19 | 2.0% | 1.0% | 30 | 5.0% | 1.0% | 7 | 1.0% | 1.0% |
| 1 à 3 fois par mois | 6 | 0.0% | 1.0% | 5 | 0.0% | 2.0% | 1 | 0.0% | 0.0% | - | - | - |
| Moins souvent | 2 | 0.0% | 2.0% | 2 | 0.0% | 5.0% | 0 | 0.0% | 0.0% | - | - | - |
| Presque tous les jours | 150 | 11.0% | 2.0% | 68 | 9.0% | 2.0% | 82 | 15.0% | 2.0% | 22 | 5.0% | 1.0% |
| Tous les jours | 1 050 | 83.0% | 2.0% | 646 | 87.0% | 3.0% | 403 | 78.0% | 1.0% | 414 | 93.0% | 2.0% |



| | Ensemble | | | Hommes | | | Femmes | | | Foyers CSP+ | | |
|---|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|-------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Ensemble | 1 257 | 100.0% | 2.4% | 740 | 100.0% | 2.9% | 517 | 100.0% | 1.9% | 444 | 100.0% | 2.5% |
| Revenus du foyer | | | | | | | | | | | | |
| 65 000 euros et plus par an | 150 | 11.0% | 3.0% | 109 | 14.0% | 4.0% | 41 | 8.0% | 2.0% | 91 | 20.0% | 3.0% |
| De 12 000 à moins de 18 000 euros par an | 72 | 5.0% | 1.0% | 45 | 6.0% | 2.0% | 28 | 5.0% | 0.0% | 4 | 0.0% | 0.0% |
| De 18 000 à moins de 24 000 euros par an | 105 | 8.0% | 1.0% | 62 | 8.0% | 2.0% | 43 | 8.0% | 1.0% | 29 | 6.0% | 2.0% |
| De 24 000 à moins de 36 000 euros par an | 265 | 21.0% | 2.0% | 134 | 18.0% | 2.0% | 130 | 25.0% | 2.0% | 60 | 13.0% | 1.0% |
| De 36 000 à moins de 45 000 euros par an | 238 | 18.0% | 3.0% | 145 | 19.0% | 3.0% | 93 | 17.0% | 2.0% | 99 | 22.0% | 3.0% |
| De 45 000 à moins de 65 000 euros par an | 277 | 22.0% | 3.0% | 168 | 22.0% | 3.0% | 109 | 21.0% | 3.0% | 117 | 26.0% | 3.0% |
| De 9 000 à moins de 12 000 euros par an | 34 | 2.0% | 1.0% | 16 | 2.0% | 2.0% | 18 | 3.0% | 1.0% | 7 | 1.0% | 2.0% |
| Moins de 9 000 euros par an | 19 | 1.0% | 1.0% | 14 | 1.0% | 2.0% | 5 | 1.0% | 0.0% | 3 | 0.0% | 1.0% |
| Ne sait pas | 34 | 2.0% | 2.0% | 14 | 1.0% | 2.0% | 20 | 3.0% | 2.0% | 7 | 1.0% | 1.0% |
| Refus | 63 | 5.0% | 1.0% | 34 | 4.0% | 2.0% | 30 | 5.0% | 1.0% | 27 | 6.0% | 2.0% |