

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2 196	100.0%	4.2%	297	100.0%	1.2%	1 899	100.0%	7.0%	796	100.0%	4.5%
Sexe												
Femme	1 899	86.0%	7.0%	-	-	-	1 899	100.0%	7.0%	675	84.0%	7.0%
Homme	297	13.0%	1.0%	297	100.0%	1.0%	-	-	-	122	15.0%	1.0%
Age												
15 à 24 ans	237	10.0%	3.0%	31	10.0%	0.0%	206	10.0%	5.0%	110	13.0%	3.0%
25 à 34 ans	216	9.0%	2.0%	28	9.0%	0.0%	188	9.0%	4.0%	93	11.0%	2.0%
35 à 49 ans	550	25.0%	4.0%	59	19.0%	1.0%	491	25.0%	7.0%	287	36.0%	4.0%
50 à 59 ans	428	19.0%	5.0%	47	15.0%	1.0%	381	20.0%	8.0%	219	27.0%	5.0%
60 ans et plus	765	34.0%	4.0%	132	44.0%	1.0%	633	33.0%	7.0%	87	11.0%	5.0%
Individu												
Ménagères	1 716	78.0%	7.0%	-	-	-	1 716	90.0%	7.0%	577	72.0%	8.0%
Personne de référence	902	41.0%	3.0%	264	88.0%	1.0%	638	33.0%	8.0%	251	31.0%	2.0%
Responsable des achats	1 840	83.0%	5.0%	156	52.0%	1.0%	1 684	88.0%	7.0%	615	77.0%	5.0%
Pcs individu												
Affaires et cadres	219	10.0%	4.0%	32	10.0%	1.0%	187	9.0%	8.0%	183	23.0%	4.0%
Agriculteurs	14	0.0%	2.0%	5	1.0%	1.0%	9	0.0%	4.0%	2	0.0%	4.0%
Autres inactifs	475	21.0%	4.0%	19	6.0%	0.0%	456	24.0%	7.0%	162	20.0%	5.0%
Employés	498	22.0%	5.0%	40	13.0%	1.0%	459	24.0%	7.0%	117	14.0%	6.0%
Ouvriers	75	3.0%	1.0%	30	10.0%	0.0%	44	2.0%	3.0%	12	1.0%	2.0%
Petits patrons	85	3.0%	5.0%	23	7.0%	2.0%	62	3.0%	13.0%	71	8.0%	4.0%
Professions intermédiaires	283	12.0%	3.0%	52	17.0%	1.0%	232	12.0%	6.0%	224	28.0%	3.0%
Retraités	546	24.0%	4.0%	97	32.0%	1.0%	449	23.0%	6.0%	26	3.0%	14.0%
Pcs personne de référence												
Affaires et cadres	324	14.0%	4.0%	37	12.0%	1.0%	287	15.0%	8.0%	324	40.0%	4.0%
Agriculteurs	32	1.0%	4.0%	5	1.0%	1.0%	27	1.0%	6.0%	-	-	-
Autres inactifs	145	6.0%	3.0%	12	3.0%	0.0%	133	7.0%	6.0%	-	-	-
Employés	298	13.0%	5.0%	26	8.0%	1.0%	272	14.0%	8.0%	-	-	-
Ouvriers	282	12.0%	2.0%	32	10.0%	0.0%	250	13.0%	5.0%	-	-	-
Petits patrons	136	6.0%	5.0%	26	8.0%	1.0%	110	5.0%	8.0%	136	17.0%	5.0%
Professions intermédiaires	337	15.0%	4.0%	59	19.0%	1.0%	278	14.0%	7.0%	337	42.0%	4.0%
Retraités	643	29.0%	4.0%	101	33.0%	1.0%	543	28.0%	6.0%	-	-	-

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2 196	100.0%	4.2%	297	100.0%	1.2%	1 899	100.0%	7.0%	796	100.0%	4.5%
Taille du foyer												
1 personne	531	24.0%	5.0%	37	12.0%	0.0%	495	26.0%	8.0%	102	12.0%	4.0%
2 personnes	780	35.0%	4.0%	138	46.0%	1.0%	642	33.0%	6.0%	206	25.0%	4.0%
3 personnes	291	13.0%	3.0%	37	12.0%	0.0%	255	13.0%	5.0%	151	19.0%	3.0%
4 personnes	385	17.0%	4.0%	69	23.0%	1.0%	317	16.0%	7.0%	229	28.0%	4.0%
5 personnes et +	209	9.0%	3.0%	17	5.0%	0.0%	191	10.0%	6.0%	108	13.0%	4.0%
Présence d'enfants de moins de 15 ans												
Non	1 556	70.0%	4.0%	213	71.0%	1.0%	1 344	70.0%	7.0%	483	60.0%	4.0%
Oui	640	29.0%	4.0%	84	28.0%	1.0%	556	29.0%	6.0%	314	39.0%	4.0%
Habitat												
Agglo. + 100 000 hab	740	33.0%	4.0%	91	30.0%	1.0%	649	34.0%	8.0%	250	31.0%	4.0%
Agglo. 20 000 à 100 000 hab	291	13.0%	4.0%	52	17.0%	1.0%	238	12.0%	6.0%	104	13.0%	5.0%
Agglo. - 20 000 hab	331	15.0%	3.0%	60	20.0%	1.0%	271	14.0%	6.0%	125	15.0%	4.0%
Agglo. paris	434	19.0%	5.0%	37	12.0%	0.0%	397	20.0%	8.0%	194	24.0%	4.0%
Communes rurales	400	18.0%	3.0%	56	19.0%	1.0%	344	18.0%	5.0%	123	15.0%	3.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2 196	100.0%	4.2%	297	100.0%	1.2%	1 899	100.0%	7.0%	796	100.0%	4.5%
Régions insee												
Alsace	55	2.0%	3.0%	4	1.0%	0.0%	51	2.0%	6.0%	17	2.0%	3.0%
Aquitaine	133	6.0%	4.0%	20	6.0%	1.0%	113	6.0%	7.0%	59	7.0%	6.0%
Auvergne	37	1.0%	3.0%	8	2.0%	1.0%	30	1.0%	5.0%	13	1.0%	4.0%
Basse normandie	25	1.0%	2.0%	2	0.0%	0.0%	24	1.0%	3.0%	12	1.0%	3.0%
Bourgogne	71	3.0%	5.0%	24	8.0%	3.0%	47	2.0%	6.0%	24	3.0%	6.0%
Bretagne	96	4.0%	3.0%	21	6.0%	1.0%	76	4.0%	5.0%	33	4.0%	3.0%
Centre	50	2.0%	2.0%	2	0.0%	0.0%	48	2.0%	4.0%	15	1.0%	2.0%
Champagne ardennes	45	2.0%	4.0%	11	3.0%	2.0%	34	1.0%	6.0%	8	1.0%	2.0%
Franche-comté	39	1.0%	4.0%	5	1.0%	1.0%	34	1.0%	7.0%	9	1.0%	3.0%
Haute normandie	42	1.0%	2.0%	3	0.0%	0.0%	39	2.0%	5.0%	17	2.0%	3.0%
Ile de france	484	22.0%	5.0%	45	15.0%	1.0%	439	23.0%	8.0%	210	26.0%	4.0%
Languedoc roussillon	108	4.0%	4.0%	20	6.0%	1.0%	88	4.0%	7.0%	40	5.0%	5.0%
Limousin	24	1.0%	3.0%	3	1.0%	1.0%	21	1.0%	6.0%	4	0.0%	2.0%
Lorraine	78	3.0%	4.0%	13	4.0%	1.0%	65	3.0%	6.0%	17	2.0%	3.0%
Midi pyrénées	115	5.0%	4.0%	14	4.0%	1.0%	101	5.0%	7.0%	41	5.0%	4.0%
Nord pas de calais	90	4.0%	2.0%	18	6.0%	1.0%	72	3.0%	4.0%	36	4.0%	3.0%
Pays de loire	116	5.0%	3.0%	9	3.0%	0.0%	107	5.0%	6.0%	27	3.0%	2.0%
Picardie	54	2.0%	3.0%	5	1.0%	0.0%	49	2.0%	6.0%	22	2.0%	5.0%
Poitou charentes	56	2.0%	3.0%	9	3.0%	1.0%	47	2.0%	5.0%	20	2.0%	4.0%
Provence alpes côte d'azur, corse	264	12.0%	6.0%	36	12.0%	1.0%	228	12.0%	9.0%	73	9.0%	5.0%
Rhône alpes	212	9.0%	4.0%	26	8.0%	1.0%	186	9.0%	6.0%	101	12.0%	4.0%
Habitudes de connection à internet												
1 à 2 fois par semaine	126	5.0%	4.0%	19	6.0%	1.0%	107	5.0%	6.0%	30	3.0%	6.0%
1 à 3 fois par mois	12	0.0%	3.0%	-	-	-	12	0.0%	5.0%	4	0.0%	7.0%
Moins souvent	1	0.0%	1.0%	-	-	-	1	0.0%	1.0%	1	0.0%	9.0%
Presque tous les jours	286	13.0%	4.0%	25	8.0%	0.0%	261	13.0%	8.0%	84	10.0%	6.0%
Tous les jours	1 770	80.0%	4.0%	253	85.0%	1.0%	1 517	79.0%	6.0%	677	85.0%	4.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2 196	100.0%	4.2%	297	100.0%	1.2%	1 899	100.0%	7.0%	796	100.0%	4.5%
Revenus du foyer												
65 000 euros et plus par an	201	9.0%	4.0%	38	12.0%	1.0%	163	8.0%	9.0%	150	18.0%	5.0%
De 12 000 à moins de 18 000 euros par an	202	9.0%	4.0%	11	3.0%	0.0%	190	10.0%	6.0%	31	4.0%	4.0%
De 18 000 à moins de 24 000 euros par an	340	15.0%	4.0%	51	17.0%	1.0%	288	15.0%	7.0%	74	9.0%	5.0%
De 24 000 à moins de 36 000 euros par an	547	24.0%	4.0%	67	22.0%	1.0%	480	25.0%	7.0%	173	21.0%	5.0%
De 36 000 à moins de 45 000 euros par an	245	11.0%	3.0%	40	13.0%	1.0%	205	10.0%	5.0%	112	14.0%	3.0%
De 45 000 à moins de 65 000 euros par an	293	13.0%	3.0%	45	15.0%	1.0%	248	13.0%	6.0%	154	19.0%	3.0%
De 9 000 à moins de 12 000 euros par an	125	5.0%	5.0%	21	7.0%	2.0%	105	5.0%	7.0%	14	1.0%	5.0%
Moins de 9 000 euros par an	51	2.0%	3.0%	5	1.0%	0.0%	45	2.0%	6.0%	6	0.0%	3.0%
Ne sait pas	72	3.0%	3.0%	3	0.0%	0.0%	69	3.0%	5.0%	36	4.0%	3.0%
Refus	121	5.0%	5.0%	16	5.0%	1.0%	105	5.0%	8.0%	45	5.0%	5.0%