

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	3 005	100.0%	5.7%	1 080	100.0%	4.3%	1 925	100.0%	7.0%	990	100.0%	5.5%
Sexe												
Femme	1 925	64.0%	7.0%	-	-	-	1 925	100.0%	7.0%	602	60.0%	6.0%
Homme	1 080	35.0%	4.0%	1 080	100.0%	4.0%	-	-	-	388	39.0%	4.0%
Age												
15 à 24 ans	105	3.0%	1.0%	31	2.0%	0.0%	74	3.0%	2.0%	31	3.0%	1.0%
25 à 34 ans	318	10.0%	4.0%	118	11.0%	3.0%	199	10.0%	5.0%	133	13.0%	4.0%
35 à 49 ans	913	30.0%	7.0%	398	36.0%	6.0%	514	26.0%	8.0%	468	47.0%	7.0%
50 à 59 ans	723	24.0%	8.0%	288	26.0%	6.0%	435	22.0%	9.0%	265	26.0%	7.0%
60 ans et plus	947	31.0%	5.0%	245	22.0%	3.0%	702	36.0%	7.0%	93	9.0%	5.0%
Individu												
Ménagères	1 819	60.0%	7.0%	-	-	-	1 819	94.0%	7.0%	575	58.0%	8.0%
Personne de référence	1 573	52.0%	5.0%	1 006	93.0%	4.0%	567	29.0%	7.0%	489	49.0%	5.0%
Responsable des achats	2 380	79.0%	6.0%	602	55.0%	4.0%	1 778	92.0%	7.0%	755	76.0%	6.0%
Pcs individu												
Affaires et cadres	278	9.0%	5.0%	107	9.0%	3.0%	171	8.0%	7.0%	242	24.0%	5.0%
Agriculteurs	48	1.0%	9.0%	12	1.0%	3.0%	36	1.0%	18.0%	2	0.0%	6.0%
Autres inactifs	388	12.0%	3.0%	101	9.0%	2.0%	287	14.0%	4.0%	92	9.0%	2.0%
Employés	557	18.0%	6.0%	94	8.0%	4.0%	463	24.0%	7.0%	118	11.0%	6.0%
Ouvriers	401	13.0%	6.0%	307	28.0%	6.0%	94	4.0%	7.0%	14	1.0%	3.0%
Petits patrons	113	3.0%	6.0%	62	5.0%	5.0%	51	2.0%	12.0%	93	9.0%	6.0%
Professions intermédiaires	483	16.0%	6.0%	208	19.0%	5.0%	275	14.0%	7.0%	410	41.0%	6.0%
Retraités	736	24.0%	5.0%	189	17.0%	3.0%	547	28.0%	7.0%	18	1.0%	8.0%
Pcs personne de référence												
Affaires et cadres	351	11.0%	5.0%	107	9.0%	3.0%	244	12.0%	6.0%	351	35.0%	5.0%
Agriculteurs	80	2.0%	10.0%	10	1.0%	2.0%	69	3.0%	16.0%	-	-	-
Autres inactifs	182	6.0%	5.0%	68	6.0%	4.0%	115	5.0%	5.0%	-	-	-
Employés	339	11.0%	6.0%	112	10.0%	4.0%	227	11.0%	7.0%	-	-	-
Ouvriers	558	18.0%	5.0%	300	27.0%	5.0%	259	13.0%	5.0%	-	-	-
Petits patrons	160	5.0%	6.0%	70	6.0%	4.0%	90	4.0%	7.0%	160	16.0%	6.0%
Professions intermédiaires	479	16.0%	5.0%	211	19.0%	5.0%	268	13.0%	6.0%	479	48.0%	5.0%
Retraités	857	28.0%	5.0%	202	18.0%	3.0%	654	34.0%	7.0%	-	-	-



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	3 005	100.0%	5.7%	1 080	100.0%	4.3%	1 925	100.0%	7.0%	990	100.0%	5.5%
Taille du foyer												
1 personne	554	18.0%	5.0%	133	12.0%	3.0%	421	21.0%	7.0%	114	11.0%	4.0%
2 personnes	1 067	35.0%	5.0%	344	31.0%	3.0%	724	37.0%	7.0%	235	23.0%	5.0%
3 personnes	478	15.0%	5.0%	203	18.0%	4.0%	275	14.0%	6.0%	225	22.0%	5.0%
4 personnes	596	19.0%	6.0%	259	24.0%	5.0%	338	17.0%	7.0%	283	28.0%	6.0%
5 personnes et +	310	10.0%	5.0%	142	13.0%	5.0%	168	8.0%	5.0%	134	13.0%	5.0%
Présence d'enfants de moins de 15 ans												
Non	1 981	65.0%	5.0%	648	60.0%	3.0%	1 333	69.0%	7.0%	492	49.0%	4.0%
Oui	1 024	34.0%	6.0%	432	40.0%	6.0%	592	30.0%	7.0%	498	50.0%	6.0%
Habitat												
Agglo. + 100 000 hab	787	26.0%	5.0%	271	25.0%	3.0%	516	26.0%	6.0%	277	27.0%	4.0%
Agglo. 20 000 à 100 000 hab	387	12.0%	5.0%	157	14.0%	4.0%	230	11.0%	6.0%	129	13.0%	6.0%
Agglo. - 20 000 hab	666	22.0%	7.0%	257	23.0%	6.0%	408	21.0%	8.0%	186	18.0%	6.0%
Agglo. paris	370	12.0%	4.0%	127	11.0%	3.0%	243	12.0%	5.0%	161	16.0%	4.0%
Communes rurales	795	26.0%	6.0%	268	24.0%	4.0%	528	27.0%	8.0%	237	24.0%	7.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	3 005	100.0%	5.7%	1 080	100.0%	4.3%	1 925	100.0%	7.0%	990	100.0%	5.5%
Régions insee												
Alsace	74	2.0%	4.0%	28	2.0%	3.0%	46	2.0%	5.0%	26	2.0%	5.0%
Aquitaine	160	5.0%	5.0%	54	5.0%	4.0%	105	5.0%	7.0%	61	6.0%	6.0%
Auvergne	65	2.0%	5.0%	20	1.0%	3.0%	45	2.0%	7.0%	15	1.0%	5.0%
Basse normandie	78	2.0%	6.0%	31	2.0%	5.0%	47	2.0%	7.0%	21	2.0%	5.0%
Bourgogne	94	3.0%	6.0%	41	3.0%	6.0%	52	2.0%	7.0%	25	2.0%	6.0%
Bretagne	187	6.0%	6.0%	73	6.0%	5.0%	114	5.0%	8.0%	65	6.0%	8.0%
Centre	160	5.0%	7.0%	68	6.0%	6.0%	92	4.0%	8.0%	43	4.0%	6.0%
Champagne ardennes	65	2.0%	5.0%	33	3.0%	6.0%	32	1.0%	5.0%	21	2.0%	7.0%
Franche-comté	52	1.0%	5.0%	16	1.0%	3.0%	36	1.0%	7.0%	17	1.0%	6.0%
Haute normandie	82	2.0%	5.0%	33	3.0%	4.0%	48	2.0%	6.0%	32	3.0%	6.0%
Ile de france	469	15.0%	4.0%	158	14.0%	3.0%	310	16.0%	6.0%	184	18.0%	4.0%
Languedoc roussillon	122	4.0%	5.0%	31	2.0%	2.0%	91	4.0%	7.0%	35	3.0%	4.0%
Limousin	46	1.0%	7.0%	21	2.0%	7.0%	25	1.0%	7.0%	11	1.0%	6.0%
Lorraine	132	4.0%	6.0%	49	4.0%	5.0%	83	4.0%	8.0%	35	3.0%	6.0%
Midi pyrénées	139	4.0%	5.0%	47	4.0%	3.0%	92	4.0%	7.0%	51	5.0%	5.0%
Nord pas de calais	194	6.0%	6.0%	80	7.0%	5.0%	114	5.0%	6.0%	49	4.0%	4.0%
Pays de loire	180	6.0%	6.0%	60	5.0%	4.0%	120	6.0%	7.0%	49	4.0%	5.0%
Picardie	87	2.0%	5.0%	25	2.0%	3.0%	61	3.0%	7.0%	28	2.0%	6.0%
Poitou charentes	114	3.0%	7.0%	45	4.0%	6.0%	69	3.0%	8.0%	37	3.0%	9.0%
Provence alpes côte d'azur, corse	236	7.0%	5.0%	71	6.0%	3.0%	166	8.0%	7.0%	72	7.0%	4.0%
Rhône alpes	272	9.0%	5.0%	97	8.0%	3.0%	175	9.0%	6.0%	113	11.0%	5.0%
Habitudes de connection à internet												
1 à 2 fois par semaine	211	7.0%	7.0%	59	5.0%	4.0%	151	7.0%	8.0%	40	4.0%	7.0%
1 à 3 fois par mois	27	0.0%	6.0%	7	0.0%	3.0%	20	1.0%	9.0%	4	0.0%	6.0%
Moins souvent	6	0.0%	5.0%	-	-	-	6	0.0%	8.0%	-	-	-
Presque tous les jours	368	12.0%	6.0%	128	11.0%	4.0%	240	12.0%	7.0%	93	9.0%	6.0%
Tous les jours	2 393	79.0%	5.0%	885	82.0%	4.0%	1 507	78.0%	6.0%	853	86.0%	5.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	3 005	100.0%	5.7%	1 080	100.0%	4.3%	1 925	100.0%	7.0%	990	100.0%	5.5%
Revenus du foyer												
65 000 euros et plus par an	248	8.0%	5.0%	114	10.0%	4.0%	134	7.0%	7.0%	180	18.0%	6.0%
De 12 000 à moins de 18 000 euros par an	301	10.0%	6.0%	80	7.0%	3.0%	220	11.0%	7.0%	31	3.0%	3.0%
De 18 000 à moins de 24 000 euros par an	363	12.0%	5.0%	115	10.0%	3.0%	248	12.0%	6.0%	82	8.0%	5.0%
De 24 000 à moins de 36 000 euros par an	747	24.0%	6.0%	268	24.0%	4.0%	479	24.0%	7.0%	197	19.0%	5.0%
De 36 000 à moins de 45 000 euros par an	508	16.0%	6.0%	197	18.0%	5.0%	311	16.0%	8.0%	210	21.0%	7.0%
De 45 000 à moins de 65 000 euros par an	436	14.0%	5.0%	194	17.0%	4.0%	242	12.0%	7.0%	199	20.0%	5.0%
De 9 000 à moins de 12 000 euros par an	102	3.0%	5.0%	17	1.0%	2.0%	85	4.0%	6.0%	10	1.0%	3.0%
Moins de 9 000 euros par an	63	2.0%	4.0%	23	2.0%	3.0%	40	2.0%	5.0%	5	0.0%	2.0%
Ne sait pas	29	1.0%	1.0%	13	1.0%	1.0%	16	0.0%	1.0%	12	1.0%	1.0%
Refus	208	6.0%	5.0%	59	5.0%	3.0%	149	7.0%	7.0%	64	6.0%	4.0%