

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2 788	100.0%	5.3%	1 059	100.0%	4.2%	1 728	100.0%	6.3%	898	100.0%	5.1%
Sexe												
Femme	1 728	62.0%	6.0%	-	-	-	1 728	100.0%	6.0%	534	59.0%	6.0%
Homme	1 059	38.0%	4.0%	1 059	100.0%	4.0%	-	-	-	364	40.0%	4.0%
Age												
15 à 24 ans	89	3.0%	1.0%	29	2.0%	0.0%	60	3.0%	1.0%	32	3.0%	1.0%
25 à 34 ans	241	8.0%	3.0%	93	8.0%	2.0%	147	8.0%	3.0%	100	11.0%	3.0%
35 à 49 ans	872	31.0%	6.0%	387	36.0%	6.0%	485	28.0%	7.0%	408	45.0%	6.0%
50 à 59 ans	687	24.0%	8.0%	270	25.0%	6.0%	418	24.0%	9.0%	272	30.0%	7.0%
60 ans et plus	899	32.0%	5.0%	281	26.0%	3.0%	618	35.0%	7.0%	85	9.0%	5.0%
Individu												
Ménagères	1 660	59.0%	7.0%	-	-	-	1 660	96.0%	7.0%	515	57.0%	7.0%
Personne de référence	1 495	53.0%	5.0%	988	93.0%	4.0%	507	29.0%	6.0%	456	50.0%	5.0%
Responsable des achats	2 183	78.0%	6.0%	584	55.0%	4.0%	1 599	92.0%	6.0%	670	74.0%	5.0%
Pcs individu												
Affaires et cadres	241	8.0%	4.0%	86	8.0%	2.0%	155	9.0%	7.0%	193	21.0%	4.0%
Agriculteurs	45	1.0%	8.0%	14	1.0%	4.0%	31	1.0%	16.0%	3	0.0%	7.0%
Autres inactifs	380	13.0%	3.0%	91	8.0%	2.0%	289	16.0%	4.0%	100	11.0%	3.0%
Employés	511	18.0%	6.0%	102	9.0%	4.0%	410	23.0%	6.0%	106	11.0%	6.0%
Ouvriers	338	12.0%	5.0%	261	24.0%	5.0%	78	4.0%	5.0%	14	1.0%	3.0%
Petits patrons	91	3.0%	5.0%	52	4.0%	4.0%	39	2.0%	8.0%	83	9.0%	5.0%
Professions intermédiaires	469	16.0%	6.0%	205	19.0%	5.0%	264	15.0%	7.0%	386	43.0%	6.0%
Retraités	711	25.0%	5.0%	249	23.0%	4.0%	462	26.0%	6.0%	13	1.0%	7.0%
Pcs personne de référence												
Affaires et cadres	306	11.0%	4.0%	89	8.0%	2.0%	217	12.0%	6.0%	306	34.0%	4.0%
Agriculteurs	68	2.0%	8.0%	15	1.0%	4.0%	53	3.0%	12.0%	-	-	-
Autres inactifs	209	7.0%	5.0%	63	5.0%	3.0%	146	8.0%	6.0%	-	-	-
Employés	305	10.0%	5.0%	111	10.0%	4.0%	194	11.0%	6.0%	-	-	-
Ouvriers	475	17.0%	4.0%	250	23.0%	4.0%	224	13.0%	5.0%	-	-	-
Petits patrons	137	4.0%	5.0%	59	5.0%	4.0%	78	4.0%	6.0%	137	15.0%	5.0%
Professions intermédiaires	455	16.0%	5.0%	216	20.0%	5.0%	239	13.0%	6.0%	455	50.0%	5.0%
Retraités	833	29.0%	5.0%	257	24.0%	3.0%	576	33.0%	6.0%	-	-	-



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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2 788	100.0%	5.3%	1 059	100.0%	4.2%	1 728	100.0%	6.3%	898	100.0%	5.1%
Taille du foyer												
1 personne	509	18.0%	5.0%	146	13.0%	3.0%	363	21.0%	6.0%	102	11.0%	4.0%
2 personnes	1 062	38.0%	5.0%	362	34.0%	4.0%	700	40.0%	7.0%	248	27.0%	5.0%
3 personnes	450	16.0%	4.0%	216	20.0%	4.0%	234	13.0%	4.0%	181	20.0%	4.0%
4 personnes	502	18.0%	5.0%	212	20.0%	4.0%	290	16.0%	6.0%	253	28.0%	5.0%
5 personnes et +	265	9.0%	4.0%	123	11.0%	4.0%	141	8.0%	4.0%	114	12.0%	4.0%
Présence d'enfants de moins de 15 ans												
Non	1 915	68.0%	5.0%	668	63.0%	3.0%	1 247	72.0%	6.0%	502	55.0%	4.0%
Oui	873	31.0%	5.0%	392	37.0%	5.0%	481	27.0%	5.0%	396	44.0%	5.0%
Habitat												
Agglo. + 100 000 hab	727	26.0%	4.0%	276	26.0%	3.0%	451	26.0%	5.0%	251	28.0%	4.0%
Agglo. 20 000 à 100 000 hab	405	14.0%	5.0%	164	15.0%	5.0%	240	13.0%	6.0%	112	12.0%	5.0%
Agglo. - 20 000 hab	581	20.0%	6.0%	230	21.0%	5.0%	351	20.0%	7.0%	187	20.0%	6.0%
Agglo. paris	343	12.0%	3.0%	129	12.0%	3.0%	214	12.0%	4.0%	144	16.0%	3.0%
Communes rurales	731	26.0%	6.0%	259	24.0%	4.0%	472	27.0%	7.0%	204	22.0%	5.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2 788	100.0%	5.3%	1 059	100.0%	4.2%	1 728	100.0%	6.3%	898	100.0%	5.1%
Régions insee												
Alsace	60	2.0%	3.0%	29	2.0%	3.0%	31	1.0%	3.0%	22	2.0%	4.0%
Aquitaine	157	5.0%	5.0%	64	6.0%	4.0%	94	5.0%	6.0%	63	7.0%	7.0%
Auvergne	61	2.0%	5.0%	19	1.0%	3.0%	42	2.0%	7.0%	18	2.0%	6.0%
Basse normandie	80	2.0%	6.0%	41	3.0%	7.0%	39	2.0%	6.0%	22	2.0%	6.0%
Bourgogne	87	3.0%	6.0%	42	3.0%	6.0%	46	2.0%	6.0%	21	2.0%	5.0%
Bretagne	135	4.0%	5.0%	64	6.0%	5.0%	71	4.0%	5.0%	43	4.0%	5.0%
Centre	124	4.0%	6.0%	44	4.0%	4.0%	80	4.0%	7.0%	23	2.0%	3.0%
Champagne ardennes	90	3.0%	8.0%	38	3.0%	7.0%	52	3.0%	9.0%	25	2.0%	8.0%
Franche-comté	47	1.0%	4.0%	15	1.0%	3.0%	33	1.0%	6.0%	15	1.0%	4.0%
Haute normandie	92	3.0%	6.0%	23	2.0%	3.0%	69	4.0%	8.0%	22	2.0%	5.0%
Ile de france	436	15.0%	4.0%	168	15.0%	3.0%	267	15.0%	5.0%	170	18.0%	3.0%
Languedoc roussillon	109	3.0%	4.0%	25	2.0%	2.0%	84	4.0%	7.0%	27	3.0%	3.0%
Limousin	44	1.0%	7.0%	16	1.0%	5.0%	28	1.0%	8.0%	13	1.0%	6.0%
Lorraine	97	3.0%	5.0%	34	3.0%	3.0%	63	3.0%	6.0%	31	3.0%	5.0%
Midi pyrénées	154	5.0%	6.0%	55	5.0%	4.0%	99	5.0%	7.0%	57	6.0%	6.0%
Nord pas de calais	164	5.0%	5.0%	80	7.0%	5.0%	84	4.0%	5.0%	52	5.0%	5.0%
Pays de loire	138	5.0%	4.0%	43	4.0%	3.0%	95	5.0%	6.0%	38	4.0%	4.0%
Picardie	117	4.0%	7.0%	35	3.0%	4.0%	81	4.0%	10.0%	25	2.0%	5.0%
Poitou charentes	122	4.0%	8.0%	58	5.0%	8.0%	63	3.0%	8.0%	35	3.0%	8.0%
Provence alpes côte d'azur, corse	207	7.0%	4.0%	70	6.0%	3.0%	136	7.0%	5.0%	73	8.0%	5.0%
Rhône alpes	267	9.0%	5.0%	96	9.0%	3.0%	172	9.0%	6.0%	102	11.0%	5.0%
Habitudes de connection à internet												
1 à 2 fois par semaine	192	6.0%	6.0%	71	6.0%	5.0%	121	7.0%	7.0%	42	4.0%	8.0%
1 à 3 fois par mois	24	0.0%	6.0%	6	0.0%	3.0%	18	1.0%	8.0%	4	0.0%	6.0%
Moins souvent	7	0.0%	5.0%	1	0.0%	1.0%	6	0.0%	8.0%	-	-	-
Presque tous les jours	379	13.0%	6.0%	152	14.0%	5.0%	228	13.0%	7.0%	66	7.0%	5.0%
Tous les jours	2 185	78.0%	5.0%	831	78.0%	4.0%	1 355	78.0%	6.0%	787	87.0%	4.0%



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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2 788	100.0%	5.3%	1 059	100.0%	4.2%	1 728	100.0%	6.3%	898	100.0%	5.1%
Revenus du foyer												
65 000 euros et plus par an	207	7.0%	4.0%	95	9.0%	3.0%	112	6.0%	6.0%	144	16.0%	4.0%
De 12 000 à moins de 18 000 euros par an	256	9.0%	5.0%	72	6.0%	3.0%	184	10.0%	6.0%	32	3.0%	4.0%
De 18 000 à moins de 24 000 euros par an	378	13.0%	5.0%	119	11.0%	4.0%	259	15.0%	6.0%	80	8.0%	5.0%
De 24 000 à moins de 36 000 euros par an	778	27.0%	6.0%	314	29.0%	5.0%	464	26.0%	6.0%	189	21.0%	5.0%
De 36 000 à moins de 45 000 euros par an	429	15.0%	5.0%	180	17.0%	4.0%	249	14.0%	6.0%	172	19.0%	5.0%
De 45 000 à moins de 65 000 euros par an	426	15.0%	5.0%	181	17.0%	4.0%	244	14.0%	6.0%	189	21.0%	4.0%
De 9 000 à moins de 12 000 euros par an	77	2.0%	3.0%	12	1.0%	1.0%	65	3.0%	4.0%	7	0.0%	2.0%
Moins de 9 000 euros par an	66	2.0%	4.0%	25	2.0%	4.0%	41	2.0%	5.0%	6	0.0%	2.0%
Ne sait pas	45	1.0%	2.0%	12	1.0%	1.0%	33	1.0%	2.0%	25	2.0%	2.0%
Refus	126	4.0%	5.0%	50	4.0%	4.0%	77	4.0%	6.0%	54	6.0%	6.0%