

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	5 603	100.0%	10.7%	1 818	100.0%	7.2%	3 785	100.0%	13.9%	1 745	100.0%	9.8%
Sexe												
Femme	3 785	67.0%	13.0%	-	-	-	3 785	100.0%	13.0%	1 143	65.0%	13.0%
Homme	1 818	32.0%	7.0%	1 818	100.0%	7.0%	-	-	-	602	34.0%	6.0%
Age												
15 à 24 ans	948	16.0%	12.0%	290	15.0%	7.0%	658	17.0%	18.0%	321	18.0%	10.0%
25 à 34 ans	1 052	18.0%	13.0%	376	20.0%	10.0%	676	17.0%	17.0%	389	22.0%	12.0%
35 à 49 ans	1 337	23.0%	10.0%	477	26.0%	7.0%	860	22.0%	13.0%	624	35.0%	10.0%
50 à 59 ans	908	16.0%	10.0%	264	14.0%	6.0%	644	17.0%	14.0%	315	18.0%	8.0%
60 ans et plus	1 358	24.0%	8.0%	412	22.0%	5.0%	946	25.0%	10.0%	95	5.0%	6.0%
Individu												
Ménagères	3 150	56.0%	13.0%	-	-	-	3 150	83.0%	13.0%	914	52.0%	12.0%
Personne de référence	2 385	42.0%	8.0%	1 481	81.0%	7.0%	904	23.0%	12.0%	643	36.0%	7.0%
Responsable des achats	4 199	74.0%	11.0%	1 084	59.0%	8.0%	3 115	82.0%	13.0%	1 233	70.0%	11.0%
Pcs individu												
Affaires et cadres	391	7.0%	7.0%	132	7.0%	4.0%	258	6.0%	12.0%	331	19.0%	7.0%
Agriculteurs	50	0.0%	9.0%	16	0.0%	4.0%	34	0.0%	17.0%	3	0.0%	9.0%
Autres inactifs	1 172	20.0%	11.0%	281	15.0%	7.0%	892	23.0%	14.0%	330	18.0%	9.0%
Employés	1 265	22.0%	14.0%	204	11.0%	9.0%	1 061	28.0%	16.0%	261	14.0%	14.0%
Ouvriers	730	13.0%	11.0%	483	26.0%	9.0%	246	6.0%	18.0%	57	3.0%	13.0%
Petits patrons	126	2.0%	7.0%	65	3.0%	5.0%	61	1.0%	14.0%	100	5.0%	6.0%
Professions intermédiaires	806	14.0%	10.0%	308	16.0%	8.0%	498	13.0%	13.0%	640	36.0%	10.0%
Retraités	1 063	19.0%	8.0%	330	18.0%	5.0%	734	19.0%	10.0%	23	1.0%	10.0%
Pcs personne de référence												
Affaires et cadres	610	10.0%	8.0%	183	10.0%	5.0%	427	11.0%	12.0%	610	35.0%	8.0%
Agriculteurs	71	1.0%	9.0%	17	1.0%	4.0%	54	1.0%	13.0%	-	-	-
Autres inactifs	428	7.0%	12.0%	152	8.0%	10.0%	276	7.0%	13.0%	-	-	-
Employés	744	13.0%	13.0%	190	10.0%	8.0%	554	14.0%	17.0%	-	-	-
Ouvriers	1 277	22.0%	13.0%	484	26.0%	9.0%	793	21.0%	17.0%	-	-	-
Petits patrons	246	4.0%	9.0%	81	4.0%	5.0%	165	4.0%	13.0%	246	14.0%	9.0%
Professions intermédiaires	889	15.0%	11.0%	338	18.0%	8.0%	551	14.0%	14.0%	889	50.0%	11.0%
Retraités	1 337	23.0%	8.0%	372	20.0%	5.0%	965	25.0%	11.0%	-	-	-



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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	5 603	100.0%	10.7%	1 818	100.0%	7.2%	3 785	100.0%	13.9%	1 745	100.0%	9.8%
Taille du foyer												
1 personne	941	16.0%	9.0%	329	18.0%	7.0%	612	16.0%	11.0%	201	11.0%	8.0%
2 personnes	1 864	33.0%	10.0%	580	31.0%	6.0%	1 285	33.0%	13.0%	420	24.0%	10.0%
3 personnes	1 066	19.0%	11.0%	361	19.0%	7.0%	705	18.0%	15.0%	384	22.0%	9.0%
4 personnes	1 074	19.0%	11.0%	410	22.0%	8.0%	664	17.0%	14.0%	504	28.0%	10.0%
5 personnes et +	657	11.0%	11.0%	138	7.0%	5.0%	519	13.0%	17.0%	237	13.0%	9.0%
Présence d'enfants de moins de 15 ans												
Non	3 698	66.0%	10.0%	1 227	67.0%	6.0%	2 471	65.0%	13.0%	970	55.0%	9.0%
Oui	1 905	34.0%	12.0%	591	32.0%	8.0%	1 314	34.0%	15.0%	775	44.0%	10.0%
Habitat												
Agglo. + 100 000 hab	1 661	29.0%	10.0%	546	30.0%	7.0%	1 115	29.0%	13.0%	549	31.0%	9.0%
Agglo. 20 000 à 100 000 hab	739	13.0%	10.0%	227	12.0%	6.0%	512	13.0%	13.0%	208	11.0%	9.0%
Agglo. - 20 000 hab	1 063	19.0%	11.0%	346	19.0%	8.0%	717	18.0%	15.0%	296	16.0%	10.0%
Agglo. paris	789	14.0%	9.0%	269	14.0%	6.0%	520	13.0%	11.0%	330	18.0%	8.0%
Communes rurales	1 351	24.0%	11.0%	430	23.0%	7.0%	921	24.0%	14.0%	364	20.0%	10.0%

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	5 603	100.0%	10.7%	1 818	100.0%	7.2%	3 785	100.0%	13.9%	1 745	100.0%	9.8%
Régions insee												
Alsace	135	2.0%	8.0%	54	3.0%	7.0%	81	2.0%	10.0%	33	1.0%	7.0%
Aquitaine	283	5.0%	10.0%	79	4.0%	5.0%	204	5.0%	14.0%	96	5.0%	10.0%
Auvergne	120	2.0%	10.0%	37	2.0%	6.0%	83	2.0%	14.0%	38	2.0%	13.0%
Basse normandie	130	2.0%	10.0%	29	1.0%	5.0%	101	2.0%	15.0%	35	2.0%	9.0%
Bourgogne	162	2.0%	11.0%	62	3.0%	9.0%	100	2.0%	14.0%	46	2.0%	12.0%
Bretagne	305	5.0%	11.0%	87	4.0%	6.0%	217	5.0%	15.0%	83	4.0%	10.0%
Centre	201	3.0%	9.0%	72	3.0%	7.0%	129	3.0%	12.0%	52	3.0%	8.0%
Champagne ardennes	135	2.0%	12.0%	46	2.0%	8.0%	89	2.0%	15.0%	31	1.0%	10.0%
Franche-comté	97	1.0%	10.0%	23	1.0%	4.0%	74	2.0%	14.0%	29	1.0%	10.0%
Haute normandie	166	3.0%	11.0%	57	3.0%	8.0%	109	2.0%	14.0%	50	2.0%	10.0%
Ile de france	897	16.0%	9.0%	305	16.0%	6.0%	592	15.0%	11.0%	373	21.0%	8.0%
Languedoc roussillon	240	4.0%	10.0%	93	5.0%	8.0%	147	3.0%	12.0%	81	4.0%	11.0%
Limousin	75	1.0%	12.0%	15	0.0%	5.0%	60	1.0%	18.0%	18	1.0%	10.0%
Lorraine	253	4.0%	13.0%	107	5.0%	11.0%	146	3.0%	14.0%	54	3.0%	10.0%
Midi pyrénées	265	4.0%	10.0%	78	4.0%	6.0%	187	4.0%	14.0%	91	5.0%	10.0%
Nord pas de calais	398	7.0%	12.0%	146	8.0%	9.0%	252	6.0%	15.0%	101	5.0%	10.0%
Pays de loire	333	5.0%	11.0%	100	5.0%	7.0%	233	6.0%	14.0%	85	4.0%	9.0%
Picardie	170	3.0%	11.0%	60	3.0%	8.0%	110	2.0%	13.0%	61	3.0%	14.0%
Poitou charentes	185	3.0%	12.0%	67	3.0%	9.0%	118	3.0%	15.0%	47	2.0%	11.0%
Provence alpes côte d'azur, corse	506	9.0%	11.0%	140	7.0%	6.0%	367	9.0%	15.0%	169	9.0%	11.0%
Rhône alpes	546	9.0%	10.0%	160	8.0%	6.0%	385	10.0%	14.0%	170	9.0%	8.0%
Habitudes de connection à internet												
1 à 2 fois par semaine	329	5.0%	10.0%	90	5.0%	7.0%	239	6.0%	13.0%	51	2.0%	9.0%
1 à 3 fois par mois	30	0.0%	7.0%	21	1.0%	11.0%	8	0.0%	4.0%	1	0.0%	2.0%
Moins souvent	15	0.0%	13.0%	5	0.0%	13.0%	9	0.0%	13.0%	3	0.0%	12.0%
Presque tous les jours	627	11.0%	10.0%	164	9.0%	6.0%	462	12.0%	13.0%	147	8.0%	10.0%
Tous les jours	4 602	82.0%	10.0%	1 537	84.0%	7.0%	3 065	81.0%	14.0%	1 543	88.0%	9.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	5 603	100.0%	10.7%	1 818	100.0%	7.2%	3 785	100.0%	13.9%	1 745	100.0%	9.8%
Revenus du foyer												
65 000 euros et plus par an	330	5.0%	7.0%	137	7.0%	5.0%	193	5.0%	11.0%	214	12.0%	7.0%
De 12 000 à moins de 18 000 euros par an	609	10.0%	12.0%	193	10.0%	9.0%	416	11.0%	14.0%	81	4.0%	10.0%
De 18 000 à moins de 24 000 euros par an	716	12.0%	10.0%	197	10.0%	6.0%	518	13.0%	13.0%	167	9.0%	11.0%
De 24 000 à moins de 36 000 euros par an	1 481	26.0%	12.0%	486	26.0%	8.0%	995	26.0%	15.0%	394	22.0%	11.0%
De 36 000 à moins de 45 000 euros par an	779	13.0%	10.0%	276	15.0%	7.0%	503	13.0%	13.0%	319	18.0%	11.0%
De 45 000 à moins de 65 000 euros par an	724	12.0%	9.0%	299	16.0%	7.0%	424	11.0%	12.0%	344	19.0%	9.0%
De 9 000 à moins de 12 000 euros par an	252	4.0%	12.0%	70	3.0%	9.0%	182	4.0%	14.0%	18	1.0%	7.0%
Moins de 9 000 euros par an	144	2.0%	10.0%	33	1.0%	5.0%	111	2.0%	14.0%	12	0.0%	5.0%
Ne sait pas	180	3.0%	11.0%	37	2.0%	5.0%	142	3.0%	17.0%	64	3.0%	9.0%
Refus	389	6.0%	11.0%	89	4.0%	5.0%	300	7.0%	14.0%	131	7.0%	9.0%