

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	5 693	100.0%	10.9%	1 850	100.0%	7.3%	3 843	100.0%	14.1%	1 862	100.0%	10.5%
Sexe												
Femme	3 843	67.0%	14.0%	-	-	-	3 843	100.0%	14.0%	1 211	65.0%	13.0%
Homme	1 850	32.0%	7.0%	1 850	100.0%	7.0%	-	-	-	651	34.0%	7.0%
Age												
15 à 24 ans	960	16.0%	12.0%	315	17.0%	8.0%	645	16.0%	17.0%	358	19.0%	11.0%
25 à 34 ans	1 090	19.0%	14.0%	357	19.0%	9.0%	733	19.0%	18.0%	461	24.0%	14.0%
35 à 49 ans	1 420	24.0%	11.0%	519	28.0%	8.0%	901	23.0%	14.0%	622	33.0%	10.0%
50 à 59 ans	839	14.0%	9.0%	233	12.0%	5.0%	605	15.0%	13.0%	319	17.0%	8.0%
60 ans et plus	1 384	24.0%	8.0%	426	23.0%	5.0%	958	24.0%	10.0%	102	5.0%	6.0%
Individu												
Ménagères	3 207	56.0%	13.0%	-	-	-	3 207	83.0%	13.0%	973	52.0%	13.0%
Personne de référence	2 392	42.0%	8.0%	1 505	81.0%	7.0%	887	23.0%	11.0%	676	36.0%	7.0%
Responsable des achats	4 246	74.0%	11.0%	1 026	55.0%	7.0%	3 220	83.0%	14.0%	1 310	70.0%	11.0%
Pcs individu												
Affaires et cadres	387	6.0%	7.0%	138	7.0%	4.0%	249	6.0%	11.0%	337	18.0%	7.0%
Agriculteurs	49	0.0%	9.0%	16	0.0%	5.0%	33	0.0%	16.0%	1	0.0%	2.0%
Autres inactifs	1 239	21.0%	12.0%	272	14.0%	7.0%	966	25.0%	15.0%	374	20.0%	11.0%
Employés	1 254	22.0%	14.0%	201	10.0%	8.0%	1 053	27.0%	16.0%	289	15.0%	16.0%
Ouvriers	734	12.0%	11.0%	491	26.0%	9.0%	243	6.0%	17.0%	77	4.0%	16.0%
Petits patrons	118	2.0%	7.0%	66	3.0%	5.0%	53	1.0%	11.0%	104	5.0%	7.0%
Professions intermédiaires	828	14.0%	11.0%	324	17.0%	8.0%	503	13.0%	13.0%	663	35.0%	10.0%
Retraités	1 084	19.0%	8.0%	340	18.0%	5.0%	744	19.0%	10.0%	18	1.0%	10.0%
Pcs personne de référence												
Affaires et cadres	648	11.0%	9.0%	201	10.0%	5.0%	448	11.0%	12.0%	648	34.0%	9.0%
Agriculteurs	66	1.0%	8.0%	21	1.0%	5.0%	45	1.0%	10.0%	-	-	-
Autres inactifs	462	8.0%	12.0%	112	6.0%	7.0%	349	9.0%	16.0%	-	-	-
Employés	693	12.0%	12.0%	191	10.0%	7.0%	502	13.0%	16.0%	-	-	-
Ouvriers	1 290	22.0%	13.0%	496	26.0%	9.0%	794	20.0%	17.0%	-	-	-
Petits patrons	271	4.0%	10.0%	79	4.0%	5.0%	192	5.0%	14.0%	271	14.0%	10.0%
Professions intermédiaires	943	16.0%	11.0%	371	20.0%	8.0%	572	14.0%	14.0%	943	50.0%	11.0%
Retraités	1 321	23.0%	8.0%	379	20.0%	5.0%	942	24.0%	11.0%	-	-	-

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	5 693	100.0%	10.9%	1 850	100.0%	7.3%	3 843	100.0%	14.1%	1 862	100.0%	10.5%
Taille du foyer												
1 personne	864	15.0%	8.0%	271	14.0%	6.0%	593	15.0%	10.0%	196	10.0%	8.0%
2 personnes	1 959	34.0%	10.0%	667	36.0%	7.0%	1 292	33.0%	13.0%	456	24.0%	10.0%
3 personnes	1 131	19.0%	12.0%	355	19.0%	7.0%	776	20.0%	16.0%	451	24.0%	11.0%
4 personnes	1 061	18.0%	11.0%	398	21.0%	8.0%	663	17.0%	14.0%	489	26.0%	10.0%
5 personnes et +	677	11.0%	12.0%	158	8.0%	6.0%	519	13.0%	17.0%	270	14.0%	10.0%
Présence d'enfants de moins de 15 ans												
Non	3 698	65.0%	10.0%	1 242	67.0%	7.0%	2 456	63.0%	12.0%	1 035	55.0%	10.0%
Oui	1 995	35.0%	12.0%	608	32.0%	8.0%	1 387	36.0%	17.0%	827	44.0%	11.0%
Habitat												
Agglo. + 100 000 hab	1 717	30.0%	10.0%	567	30.0%	7.0%	1 149	29.0%	14.0%	612	32.0%	10.0%
Agglo. 20 000 à 100 000 hab	858	15.0%	12.0%	248	13.0%	7.0%	610	15.0%	16.0%	239	12.0%	11.0%
Agglo. - 20 000 hab	1 058	18.0%	11.0%	375	20.0%	8.0%	683	17.0%	15.0%	288	15.0%	10.0%
Agglo. paris	664	11.0%	7.0%	210	11.0%	5.0%	454	11.0%	9.0%	303	16.0%	7.0%
Communes rurales	1 397	24.0%	11.0%	450	24.0%	8.0%	947	24.0%	14.0%	420	22.0%	12.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	5 693	100.0%	10.9%	1 850	100.0%	7.3%	3 843	100.0%	14.1%	1 862	100.0%	10.5%
Régions insee												
Alsace	164	2.0%	10.0%	58	3.0%	7.0%	105	2.0%	13.0%	53	2.0%	11.0%
Aquitaine	278	4.0%	10.0%	85	4.0%	6.0%	193	5.0%	13.0%	98	5.0%	10.0%
Auvergne	130	2.0%	11.0%	39	2.0%	7.0%	91	2.0%	15.0%	40	2.0%	13.0%
Basse normandie	127	2.0%	10.0%	42	2.0%	7.0%	85	2.0%	13.0%	28	1.0%	7.0%
Bourgogne	165	2.0%	12.0%	59	3.0%	9.0%	106	2.0%	14.0%	53	2.0%	13.0%
Bretagne	329	5.0%	12.0%	105	5.0%	8.0%	224	5.0%	16.0%	96	5.0%	11.0%
Centre	248	4.0%	11.0%	80	4.0%	8.0%	167	4.0%	15.0%	63	3.0%	10.0%
Champagne ardennes	173	3.0%	15.0%	72	3.0%	13.0%	101	2.0%	17.0%	44	2.0%	14.0%
Franche-comté	108	1.0%	11.0%	26	1.0%	5.0%	82	2.0%	16.0%	34	1.0%	11.0%
Haute normandie	164	2.0%	10.0%	50	2.0%	6.0%	114	3.0%	14.0%	45	2.0%	10.0%
Ile de france	779	13.0%	8.0%	258	13.0%	5.0%	522	13.0%	10.0%	341	18.0%	7.0%
Languedoc roussillon	258	4.0%	11.0%	80	4.0%	7.0%	177	4.0%	14.0%	87	4.0%	11.0%
Limousin	91	1.0%	14.0%	18	1.0%	6.0%	73	1.0%	22.0%	24	1.0%	12.0%
Lorraine	229	4.0%	11.0%	79	4.0%	8.0%	150	3.0%	15.0%	61	3.0%	11.0%
Midi pyrénées	297	5.0%	11.0%	91	4.0%	7.0%	206	5.0%	16.0%	102	5.0%	11.0%
Nord pas de calais	362	6.0%	11.0%	118	6.0%	7.0%	243	6.0%	14.0%	99	5.0%	10.0%
Pays de loire	318	5.0%	10.0%	92	5.0%	6.0%	226	5.0%	14.0%	105	5.0%	11.0%
Picardie	211	3.0%	13.0%	78	4.0%	10.0%	132	3.0%	16.0%	73	3.0%	16.0%
Poitou charentes	215	3.0%	14.0%	78	4.0%	10.0%	137	3.0%	17.0%	53	2.0%	12.0%
Provence alpes côte d'azur, corse	484	8.0%	10.0%	148	8.0%	7.0%	336	8.0%	14.0%	185	10.0%	12.0%
Rhône alpes	563	9.0%	10.0%	191	10.0%	7.0%	372	9.0%	13.0%	178	9.0%	8.0%
Habitudes de connection à internet												
1 à 2 fois par semaine	304	5.0%	10.0%	65	3.0%	5.0%	238	6.0%	14.0%	36	2.0%	7.0%
1 à 3 fois par mois	26	0.0%	7.0%	14	0.0%	9.0%	12	0.0%	5.0%	3	0.0%	6.0%
Moins souvent	13	0.0%	9.0%	8	0.0%	13.0%	6	0.0%	7.0%	-	-	-
Presque tous les jours	568	10.0%	9.0%	162	8.0%	6.0%	405	10.0%	12.0%	132	7.0%	10.0%
Tous les jours	4 782	84.0%	11.0%	1 600	86.0%	7.0%	3 182	82.0%	14.0%	1 691	90.0%	10.0%



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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	5 693	100.0%	10.9%	1 850	100.0%	7.3%	3 843	100.0%	14.1%	1 862	100.0%	10.5%
Revenus du foyer												
65 000 euros et plus par an	326	5.0%	7.0%	152	8.0%	5.0%	174	4.0%	10.0%	225	12.0%	7.0%
De 12 000 à moins de 18 000 euros par an	579	10.0%	11.0%	178	9.0%	8.0%	401	10.0%	14.0%	74	4.0%	10.0%
De 18 000 à moins de 24 000 euros par an	785	13.0%	11.0%	227	12.0%	7.0%	558	14.0%	13.0%	169	9.0%	11.0%
De 24 000 à moins de 36 000 euros par an	1 505	26.0%	11.0%	515	27.0%	8.0%	990	25.0%	14.0%	419	22.0%	12.0%
De 36 000 à moins de 45 000 euros par an	778	13.0%	10.0%	270	14.0%	6.0%	508	13.0%	13.0%	338	18.0%	11.0%
De 45 000 à moins de 65 000 euros par an	794	13.0%	10.0%	302	16.0%	7.0%	492	12.0%	13.0%	373	20.0%	9.0%
De 9 000 à moins de 12 000 euros par an	282	5.0%	13.0%	64	3.0%	7.0%	218	5.0%	16.0%	27	1.0%	11.0%
Moins de 9 000 euros par an	122	2.0%	8.0%	28	1.0%	4.0%	94	2.0%	12.0%	23	1.0%	11.0%
Ne sait pas	272	4.0%	11.0%	47	2.0%	4.0%	225	5.0%	18.0%	113	6.0%	11.0%
Refus	251	4.0%	11.0%	66	3.0%	6.0%	185	4.0%	14.0%	99	5.0%	12.0%