

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	3 880	100.0%	7.4%	1 729	100.0%	6.9%	2 151	100.0%	7.9%	1 067	100.0%	6.0%
Sexe												
Femme	2 151	55.0%	7.0%	-	-	-	2 151	100.0%	7.0%	575	53.0%	6.0%
Homme	1 729	44.0%	6.0%	1 729	100.0%	6.0%	-	-	-	492	46.0%	5.0%
Age												
15 à 24 ans	637	16.0%	8.0%	286	16.0%	7.0%	351	16.0%	9.0%	210	19.0%	6.0%
25 à 34 ans	603	15.0%	7.0%	264	15.0%	7.0%	340	15.0%	8.0%	217	20.0%	6.0%
35 à 49 ans	835	21.0%	6.0%	411	23.0%	6.0%	424	19.0%	6.0%	307	28.0%	4.0%
50 à 59 ans	736	19.0%	8.0%	305	17.0%	7.0%	431	20.0%	9.0%	253	23.0%	7.0%
60 ans et plus	1 070	27.0%	6.0%	463	26.0%	6.0%	607	28.0%	6.0%	79	7.0%	5.0%
Individu												
Ménagères	1 804	46.0%	7.0%	-	-	-	1 804	83.0%	7.0%	460	43.0%	6.0%
Personne de référence	1 932	49.0%	6.0%	1 377	79.0%	6.0%	555	25.0%	7.0%	475	44.0%	5.0%
Responsable des achats	2 671	68.0%	7.0%	883	51.0%	6.0%	1 788	83.0%	7.0%	660	61.0%	5.0%
Pcs individu												
Affaires et cadres	222	5.0%	4.0%	111	6.0%	3.0%	111	5.0%	5.0%	189	17.0%	4.0%
Agriculteurs	28	0.0%	5.0%	7	0.0%	2.0%	21	1.0%	10.0%	-	-	-
Autres inactifs	806	20.0%	8.0%	226	13.0%	6.0%	580	27.0%	9.0%	204	19.0%	6.0%
Employés	857	22.0%	10.0%	228	13.0%	10.0%	628	29.0%	10.0%	159	14.0%	9.0%
Ouvriers	555	14.0%	8.0%	440	25.0%	8.0%	115	5.0%	8.0%	43	4.0%	9.0%
Petits patrons	75	1.0%	4.0%	52	3.0%	4.0%	23	1.0%	5.0%	69	6.0%	4.0%
Professions intermédiaires	496	12.0%	6.0%	242	14.0%	6.0%	253	11.0%	6.0%	383	35.0%	6.0%
Retraités	842	21.0%	6.0%	423	24.0%	7.0%	419	19.0%	6.0%	18	1.0%	8.0%
Pcs personne de référence												
Affaires et cadres	345	8.0%	4.0%	151	8.0%	4.0%	195	9.0%	5.0%	345	32.0%	4.0%
Agriculteurs	40	1.0%	5.0%	6	0.0%	1.0%	34	1.0%	8.0%	-	-	-
Autres inactifs	283	7.0%	8.0%	99	5.0%	6.0%	184	8.0%	9.0%	-	-	-
Employés	569	14.0%	10.0%	209	12.0%	9.0%	359	16.0%	11.0%	-	-	-
Ouvriers	872	22.0%	9.0%	447	25.0%	8.0%	425	19.0%	9.0%	-	-	-
Petits patrons	155	4.0%	5.0%	73	4.0%	5.0%	83	3.0%	6.0%	155	14.0%	5.0%
Professions intermédiaires	566	14.0%	7.0%	268	15.0%	6.0%	298	13.0%	7.0%	566	53.0%	7.0%
Retraités	1 050	27.0%	7.0%	476	27.0%	7.0%	574	26.0%	6.0%	-	-	-

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	3 880	100.0%	7.4%	1 729	100.0%	6.9%	2 151	100.0%	7.9%	1 067	100.0%	6.0%
Taille du foyer												
1 personne	613	15.0%	6.0%	202	11.0%	4.0%	411	19.0%	7.0%	121	11.0%	5.0%
2 personnes	1 343	34.0%	7.0%	630	36.0%	7.0%	714	33.0%	7.0%	249	23.0%	5.0%
3 personnes	821	21.0%	8.0%	376	21.0%	8.0%	445	20.0%	9.0%	273	25.0%	6.0%
4 personnes	690	17.0%	7.0%	313	18.0%	6.0%	377	17.0%	8.0%	278	26.0%	5.0%
5 personnes et +	413	10.0%	7.0%	208	12.0%	8.0%	205	9.0%	6.0%	146	13.0%	5.0%
Présence d'enfants de moins de 15 ans												
Non	2 735	70.0%	7.0%	1 256	72.0%	7.0%	1 479	68.0%	7.0%	646	60.0%	6.0%
Oui	1 145	29.0%	7.0%	473	27.0%	6.0%	672	31.0%	8.0%	421	39.0%	5.0%
Habitat												
Agglo. + 100 000 hab	1 198	30.0%	7.0%	556	32.0%	7.0%	642	29.0%	7.0%	365	34.0%	6.0%
Agglo. 20 000 à 100 000 hab	511	13.0%	7.0%	214	12.0%	6.0%	297	13.0%	8.0%	133	12.0%	6.0%
Agglo. - 20 000 hab	712	18.0%	7.0%	311	18.0%	7.0%	400	18.0%	8.0%	204	19.0%	7.0%
Agglo. paris	466	12.0%	5.0%	184	10.0%	4.0%	281	13.0%	6.0%	139	13.0%	3.0%
Communes rurales	994	25.0%	8.0%	464	26.0%	8.0%	530	24.0%	8.0%	226	21.0%	6.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	3 880	100.0%	7.4%	1 729	100.0%	6.9%	2 151	100.0%	7.9%	1 067	100.0%	6.0%
Régions insee												
Alsace	69	1.0%	4.0%	25	1.0%	3.0%	44	2.0%	5.0%	22	2.0%	4.0%
Aquitaine	239	6.0%	8.0%	119	6.0%	8.0%	121	5.0%	8.0%	77	7.0%	8.0%
Auvergne	67	1.0%	5.0%	25	1.0%	4.0%	43	2.0%	7.0%	15	1.0%	4.0%
Basse normandie	111	2.0%	9.0%	53	3.0%	9.0%	58	2.0%	9.0%	29	2.0%	8.0%
Bourgogne	132	3.0%	9.0%	62	3.0%	9.0%	69	3.0%	9.0%	43	4.0%	11.0%
Bretagne	192	4.0%	7.0%	74	4.0%	5.0%	118	5.0%	8.0%	54	5.0%	6.0%
Centre	200	5.0%	9.0%	106	6.0%	10.0%	94	4.0%	8.0%	58	5.0%	9.0%
Champagne ardennes	101	2.0%	9.0%	39	2.0%	7.0%	62	2.0%	10.0%	21	2.0%	7.0%
Franche-comté	72	1.0%	7.0%	35	2.0%	7.0%	37	1.0%	7.0%	18	1.0%	6.0%
Haute normandie	130	3.0%	8.0%	66	3.0%	9.0%	64	3.0%	8.0%	42	3.0%	9.0%
Ile de france	551	14.0%	5.0%	213	12.0%	4.0%	338	15.0%	6.0%	165	15.0%	3.0%
Languedoc roussillon	135	3.0%	5.0%	55	3.0%	5.0%	80	3.0%	6.0%	28	2.0%	3.0%
Limousin	48	1.0%	7.0%	22	1.0%	7.0%	26	1.0%	8.0%	10	1.0%	5.0%
Lorraine	124	3.0%	6.0%	59	3.0%	6.0%	65	3.0%	6.0%	30	2.0%	5.0%
Midi pyrénées	174	4.0%	7.0%	63	3.0%	5.0%	111	5.0%	8.0%	57	5.0%	6.0%
Nord pas de calais	341	8.0%	10.0%	168	9.0%	10.0%	173	8.0%	10.0%	96	9.0%	9.0%
Pays de loire	230	5.0%	7.0%	100	5.0%	6.0%	130	6.0%	8.0%	62	5.0%	6.0%
Picardie	176	4.0%	11.0%	83	4.0%	11.0%	93	4.0%	11.0%	39	3.0%	9.0%
Poitou charentes	124	3.0%	8.0%	51	3.0%	7.0%	73	3.0%	9.0%	21	2.0%	5.0%
Provence alpes côte d'azur, corse	370	9.0%	8.0%	143	8.0%	6.0%	227	10.0%	9.0%	90	8.0%	5.0%
Rhône alpes	294	7.0%	5.0%	169	9.0%	6.0%	125	5.0%	4.0%	89	8.0%	4.0%
Habitudes de connection à internet												
1 à 2 fois par semaine	245	6.0%	8.0%	92	5.0%	7.0%	152	7.0%	8.0%	31	2.0%	6.0%
1 à 3 fois par mois	35	0.0%	8.0%	16	0.0%	8.0%	19	0.0%	9.0%	4	0.0%	6.0%
Moins souvent	7	0.0%	6.0%	5	0.0%	13.0%	2	0.0%	2.0%	1	0.0%	6.0%
Presque tous les jours	400	10.0%	6.0%	165	9.0%	6.0%	235	10.0%	7.0%	83	7.0%	6.0%
Tous les jours	3 193	82.0%	7.0%	1 451	83.0%	6.0%	1 742	81.0%	7.0%	947	88.0%	6.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	3 880	100.0%	7.4%	1 729	100.0%	6.9%	2 151	100.0%	7.9%	1 067	100.0%	6.0%
Revenus du foyer												
65 000 euros et plus par an	180	4.0%	4.0%	101	5.0%	4.0%	79	3.0%	4.0%	122	11.0%	4.0%
De 12 000 à moins de 18 000 euros par an	415	10.0%	8.0%	138	8.0%	6.0%	278	12.0%	9.0%	43	4.0%	5.0%
De 18 000 à moins de 24 000 euros par an	532	13.0%	7.0%	213	12.0%	7.0%	319	14.0%	8.0%	116	10.0%	7.0%
De 24 000 à moins de 36 000 euros par an	1 030	26.0%	8.0%	467	27.0%	8.0%	563	26.0%	8.0%	237	22.0%	6.0%
De 36 000 à moins de 45 000 euros par an	614	15.0%	8.0%	292	16.0%	7.0%	322	15.0%	8.0%	200	18.0%	6.0%
De 45 000 à moins de 65 000 euros par an	494	12.0%	6.0%	269	15.0%	6.0%	225	10.0%	6.0%	220	20.0%	5.0%
De 9 000 à moins de 12 000 euros par an	183	4.0%	9.0%	53	3.0%	7.0%	129	6.0%	10.0%	11	1.0%	4.0%
Moins de 9 000 euros par an	90	2.0%	6.0%	50	2.0%	8.0%	39	1.0%	5.0%	11	1.0%	5.0%
Ne sait pas	122	3.0%	7.0%	62	3.0%	8.0%	60	2.0%	7.0%	39	3.0%	5.0%
Refus	220	5.0%	6.0%	84	4.0%	5.0%	137	6.0%	6.0%	68	6.0%	5.0%