

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	3 856	100.0%	7.4%	1 744	100.0%	6.9%	2 112	100.0%	7.7%	1 158	100.0%	6.5%
Sexe												
Femme	2 112	54.0%	7.0%	-	-	-	2 112	100.0%	7.0%	612	52.0%	7.0%
Homme	1 744	45.0%	6.0%	1 744	100.0%	6.0%	-	-	-	546	47.0%	6.0%
Age												
15 à 24 ans	710	18.0%	9.0%	352	20.0%	9.0%	358	16.0%	9.0%	227	19.0%	7.0%
25 à 34 ans	580	15.0%	7.0%	246	14.0%	6.0%	334	15.0%	8.0%	228	19.0%	7.0%
35 à 49 ans	797	20.0%	6.0%	375	21.0%	6.0%	423	20.0%	6.0%	328	28.0%	5.0%
50 à 59 ans	717	18.0%	8.0%	319	18.0%	7.0%	398	18.0%	9.0%	297	25.0%	8.0%
60 ans et plus	1 052	27.0%	6.0%	453	26.0%	6.0%	599	28.0%	6.0%	77	6.0%	4.0%
Individu												
Ménagères	1 756	45.0%	7.0%	-	-	-	1 756	83.0%	7.0%	501	43.0%	7.0%
Personne de référence	1 821	47.0%	6.0%	1 319	75.0%	6.0%	501	23.0%	6.0%	506	43.0%	5.0%
Responsable des achats	2 633	68.0%	7.0%	873	50.0%	6.0%	1 760	83.0%	7.0%	735	63.0%	6.0%
Pcs individu												
Affaires et cadres	202	5.0%	4.0%	121	6.0%	4.0%	82	3.0%	3.0%	178	15.0%	3.0%
Agriculteurs	15	0.0%	3.0%	3	0.0%	1.0%	12	0.0%	6.0%	4	0.0%	10.0%
Autres inactifs	796	20.0%	7.0%	259	14.0%	6.0%	537	25.0%	8.0%	239	20.0%	7.0%
Employés	857	22.0%	10.0%	207	11.0%	9.0%	650	30.0%	10.0%	176	15.0%	9.0%
Ouvriers	550	14.0%	8.0%	416	23.0%	8.0%	134	6.0%	9.0%	57	4.0%	12.0%
Petits patrons	59	1.0%	3.0%	47	2.0%	4.0%	12	0.0%	2.0%	57	4.0%	3.0%
Professions intermédiaires	555	14.0%	7.0%	295	16.0%	8.0%	260	12.0%	7.0%	439	37.0%	7.0%
Retraités	821	21.0%	6.0%	397	22.0%	6.0%	425	20.0%	6.0%	9	0.0%	4.0%
Pcs personne de référence												
Affaires et cadres	328	8.0%	4.0%	163	9.0%	4.0%	165	7.0%	4.0%	328	28.0%	4.0%
Agriculteurs	42	1.0%	5.0%	8	0.0%	2.0%	34	1.0%	8.0%	-	-	-
Autres inactifs	262	6.0%	7.0%	114	6.0%	7.0%	148	7.0%	6.0%	-	-	-
Employés	527	13.0%	9.0%	206	11.0%	8.0%	322	15.0%	10.0%	-	-	-
Ouvriers	818	21.0%	8.0%	429	24.0%	8.0%	389	18.0%	8.0%	-	-	-
Petits patrons	162	4.0%	6.0%	56	3.0%	4.0%	105	5.0%	8.0%	162	14.0%	6.0%
Professions intermédiaires	668	17.0%	8.0%	326	18.0%	7.0%	341	16.0%	8.0%	668	57.0%	8.0%
Retraités	1 049	27.0%	7.0%	442	25.0%	6.0%	607	28.0%	7.0%	-	-	-

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Ensemble	3 856	100.0%	7.4%	1 744	100.0%	6.9%	2 112	100.0%	7.7%	1 158	100.0%	6.5%
Taille du foyer												
1 personne	641	16.0%	6.0%	260	14.0%	6.0%	381	18.0%	6.0%	119	10.0%	5.0%
2 personnes	1 267	32.0%	6.0%	579	33.0%	6.0%	688	32.0%	7.0%	262	22.0%	6.0%
3 personnes	881	22.0%	9.0%	374	21.0%	8.0%	507	24.0%	10.0%	283	24.0%	7.0%
4 personnes	652	16.0%	6.0%	321	18.0%	6.0%	331	15.0%	7.0%	317	27.0%	6.0%
5 personnes et +	415	10.0%	7.0%	211	12.0%	8.0%	204	9.0%	6.0%	177	15.0%	6.0%
Présence d'enfants de moins de 15 ans												
Non	2 775	72.0%	7.0%	1 285	73.0%	7.0%	1 491	70.0%	7.0%	712	61.0%	6.0%
Oui	1 081	28.0%	6.0%	459	26.0%	6.0%	621	29.0%	7.0%	446	38.0%	6.0%
Habitat												
Agglo. + 100 000 hab	1 277	33.0%	8.0%	565	32.0%	7.0%	712	33.0%	8.0%	412	35.0%	7.0%
Agglo. 20 000 à 100 000 hab	502	13.0%	7.0%	227	13.0%	6.0%	275	13.0%	7.0%	134	11.0%	6.0%
Agglo. - 20 000 hab	685	17.0%	7.0%	331	19.0%	7.0%	353	16.0%	7.0%	225	19.0%	8.0%
Agglo. paris	450	11.0%	5.0%	188	10.0%	4.0%	262	12.0%	5.0%	144	12.0%	3.0%
Communes rurales	942	24.0%	7.0%	433	24.0%	7.0%	509	24.0%	7.0%	242	20.0%	7.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	3 856	100.0%	7.4%	1 744	100.0%	6.9%	2 112	100.0%	7.7%	1 158	100.0%	6.5%
Régions insee												
Alsace	115	3.0%	7.0%	52	3.0%	6.0%	63	3.0%	7.0%	34	2.0%	7.0%
Aquitaine	214	5.0%	7.0%	85	4.0%	6.0%	130	6.0%	8.0%	70	6.0%	7.0%
Auvergne	66	1.0%	5.0%	27	1.0%	4.0%	39	1.0%	6.0%	23	2.0%	7.0%
Basse normandie	102	2.0%	8.0%	62	3.0%	10.0%	40	1.0%	6.0%	18	1.0%	5.0%
Bourgogne	137	3.0%	10.0%	69	3.0%	10.0%	68	3.0%	9.0%	52	4.0%	13.0%
Bretagne	164	4.0%	6.0%	77	4.0%	5.0%	87	4.0%	6.0%	53	4.0%	6.0%
Centre	182	4.0%	8.0%	113	6.0%	11.0%	68	3.0%	6.0%	58	5.0%	9.0%
Champagne ardennes	96	2.0%	8.0%	41	2.0%	7.0%	55	2.0%	9.0%	27	2.0%	8.0%
Franche-comté	71	1.0%	7.0%	35	2.0%	7.0%	36	1.0%	7.0%	21	1.0%	7.0%
Haute normandie	125	3.0%	8.0%	68	3.0%	9.0%	58	2.0%	7.0%	37	3.0%	8.0%
Ile de france	526	13.0%	5.0%	224	12.0%	4.0%	302	14.0%	6.0%	171	14.0%	3.0%
Languedoc roussillon	142	3.0%	6.0%	51	2.0%	4.0%	91	4.0%	7.0%	39	3.0%	5.0%
Limousin	59	1.0%	9.0%	22	1.0%	7.0%	37	1.0%	11.0%	8	0.0%	4.0%
Lorraine	120	3.0%	6.0%	51	2.0%	5.0%	69	3.0%	7.0%	40	3.0%	7.0%
Midi pyrénées	169	4.0%	6.0%	58	3.0%	4.0%	111	5.0%	8.0%	61	5.0%	7.0%
Nord pas de calais	364	9.0%	11.0%	167	9.0%	10.0%	198	9.0%	11.0%	113	9.0%	11.0%
Pays de loire	189	4.0%	6.0%	91	5.0%	6.0%	98	4.0%	6.0%	60	5.0%	6.0%
Picardie	199	5.0%	12.0%	115	6.0%	15.0%	85	4.0%	10.0%	49	4.0%	11.0%
Poitou charentes	109	2.0%	7.0%	29	1.0%	4.0%	80	3.0%	10.0%	22	1.0%	5.0%
Provence alpes côte d'azur, corse	398	10.0%	9.0%	162	9.0%	7.0%	236	11.0%	10.0%	106	9.0%	7.0%
Rhône alpes	309	8.0%	5.0%	148	8.0%	5.0%	161	7.0%	5.0%	96	8.0%	4.0%
Habitudes de connection à internet												
1 à 2 fois par semaine	218	5.0%	7.0%	89	5.0%	7.0%	129	6.0%	7.0%	33	2.0%	6.0%
1 à 3 fois par mois	29	0.0%	7.0%	11	0.0%	7.0%	18	0.0%	8.0%	7	0.0%	12.0%
Moins souvent	2	0.0%	1.0%	2	0.0%	3.0%	0	0.0%	0.0%	1	0.0%	8.0%
Presque tous les jours	440	11.0%	7.0%	202	11.0%	7.0%	238	11.0%	7.0%	110	9.0%	8.0%
Tous les jours	3 167	82.0%	7.0%	1 440	82.0%	6.0%	1 726	81.0%	7.0%	1 006	86.0%	6.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	3 856	100.0%	7.4%	1 744	100.0%	6.9%	2 112	100.0%	7.7%	1 158	100.0%	6.5%
Revenus du foyer												
65 000 euros et plus par an	180	4.0%	4.0%	92	5.0%	3.0%	89	4.0%	5.0%	131	11.0%	4.0%
De 12 000 à moins de 18 000 euros par an	370	9.0%	7.0%	136	7.0%	6.0%	234	11.0%	8.0%	52	4.0%	7.0%
De 18 000 à moins de 24 000 euros par an	544	14.0%	7.0%	212	12.0%	7.0%	332	15.0%	8.0%	110	9.0%	7.0%
De 24 000 à moins de 36 000 euros par an	1 012	26.0%	8.0%	461	26.0%	7.0%	551	26.0%	8.0%	264	22.0%	7.0%
De 36 000 à moins de 45 000 euros par an	571	14.0%	7.0%	283	16.0%	7.0%	289	13.0%	7.0%	209	18.0%	7.0%
De 45 000 à moins de 65 000 euros par an	527	13.0%	6.0%	283	16.0%	6.0%	245	11.0%	6.0%	253	21.0%	6.0%
De 9 000 à moins de 12 000 euros par an	175	4.0%	8.0%	66	3.0%	7.0%	110	5.0%	8.0%	14	1.0%	5.0%
Moins de 9 000 euros par an	96	2.0%	7.0%	64	3.0%	10.0%	32	1.0%	4.0%	16	1.0%	7.0%
Ne sait pas	205	5.0%	9.0%	104	6.0%	9.0%	101	4.0%	8.0%	59	5.0%	6.0%
Refus	175	4.0%	7.0%	44	2.0%	4.0%	130	6.0%	10.0%	50	4.0%	6.0%