

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2 960	100.0%	5.6%	1 247	100.0%	5.0%	1 713	100.0%	6.3%	728	100.0%	4.1%
Sexe												
Femme	1 713	57.0%	6.0%	-	-	-	1 713	100.0%	6.0%	409	56.0%	4.0%
Homme	1 247	42.0%	5.0%	1 247	100.0%	5.0%	-	-	-	320	43.0%	3.0%
Age												
15 à 24 ans	329	11.0%	4.0%	141	11.0%	3.0%	188	11.0%	5.0%	125	17.0%	3.0%
25 à 34 ans	427	14.0%	5.0%	186	14.0%	5.0%	241	14.0%	6.0%	139	19.0%	4.0%
35 à 49 ans	716	24.0%	5.0%	303	24.0%	4.0%	413	24.0%	6.0%	269	36.0%	4.0%
50 à 59 ans	608	20.0%	7.0%	241	19.0%	5.0%	367	21.0%	8.0%	140	19.0%	3.0%
60 ans et plus	880	29.0%	5.0%	376	30.0%	5.0%	504	29.0%	5.0%	56	7.0%	3.0%
Individu												
Ménagères	1 463	49.0%	6.0%	-	-	-	1 463	85.0%	6.0%	342	46.0%	4.0%
Personne de référence	1 527	51.0%	5.0%	1 020	81.0%	5.0%	507	29.0%	6.0%	327	44.0%	3.0%
Responsable des achats	2 104	71.0%	5.0%	637	51.0%	4.0%	1 467	85.0%	6.0%	475	65.0%	4.0%
Pcs individu												
Affaires et cadres	155	5.0%	3.0%	79	6.0%	2.0%	75	4.0%	3.0%	124	17.0%	2.0%
Agriculteurs	19	0.0%	3.0%	12	1.0%	3.0%	7	0.0%	3.0%	1	0.0%	2.0%
Autres inactifs	543	18.0%	5.0%	143	11.0%	3.0%	399	23.0%	6.0%	117	16.0%	3.0%
Employés	675	22.0%	7.0%	156	12.0%	7.0%	519	30.0%	8.0%	136	18.0%	7.0%
Ouvriers	449	15.0%	7.0%	342	27.0%	6.0%	106	6.0%	8.0%	8	1.0%	1.0%
Petits patrons	75	2.0%	4.0%	59	4.0%	4.0%	16	1.0%	3.0%	67	9.0%	4.0%
Professions intermédiaires	330	11.0%	4.0%	136	10.0%	3.0%	194	11.0%	5.0%	270	37.0%	4.0%
Retraités	714	24.0%	5.0%	319	25.0%	5.0%	395	23.0%	5.0%	6	0.0%	2.0%
Pcs personne de référence												
Affaires et cadres	210	7.0%	3.0%	87	7.0%	2.0%	122	7.0%	3.0%	210	28.0%	3.0%
Agriculteurs	32	1.0%	4.0%	13	1.0%	3.0%	19	1.0%	4.0%	-	-	-
Autres inactifs	200	6.0%	5.0%	68	5.0%	4.0%	133	7.0%	6.0%	-	-	-
Employés	366	12.0%	6.0%	147	11.0%	6.0%	218	12.0%	6.0%	-	-	-
Ouvriers	728	24.0%	7.0%	346	27.0%	6.0%	382	22.0%	8.0%	-	-	-
Petits patrons	131	4.0%	4.0%	69	5.0%	4.0%	63	3.0%	5.0%	131	18.0%	4.0%
Professions intermédiaires	387	13.0%	4.0%	164	13.0%	3.0%	223	13.0%	5.0%	387	53.0%	4.0%
Retraités	906	30.0%	6.0%	354	28.0%	5.0%	552	32.0%	6.0%	-	-	-



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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2 960	100.0%	5.6%	1 247	100.0%	5.0%	1 713	100.0%	6.3%	728	100.0%	4.1%
Taille du foyer												
1 personne	529	17.0%	5.0%	181	14.0%	4.0%	348	20.0%	6.0%	89	12.0%	3.0%
2 personnes	1 054	35.0%	5.0%	466	37.0%	5.0%	588	34.0%	6.0%	173	23.0%	4.0%
3 personnes	600	20.0%	6.0%	273	21.0%	5.0%	327	19.0%	7.0%	194	26.0%	4.0%
4 personnes	530	17.0%	5.0%	228	18.0%	4.0%	301	17.0%	6.0%	197	27.0%	4.0%
5 personnes et +	249	8.0%	4.0%	100	8.0%	3.0%	149	8.0%	4.0%	75	10.0%	2.0%
Présence d'enfants de moins de 15 ans												
Non	2 124	71.0%	5.0%	922	73.0%	5.0%	1 202	70.0%	6.0%	433	59.0%	4.0%
Oui	836	28.0%	5.0%	325	26.0%	4.0%	511	29.0%	6.0%	295	40.0%	3.0%
Habitat												
Agglo. + 100 000 hab	867	29.0%	5.0%	397	31.0%	5.0%	469	27.0%	5.0%	204	28.0%	3.0%
Agglo. 20 000 à 100 000 hab	416	14.0%	6.0%	184	14.0%	5.0%	232	13.0%	6.0%	92	12.0%	4.0%
Agglo. - 20 000 hab	612	20.0%	6.0%	265	21.0%	6.0%	347	20.0%	7.0%	142	19.0%	5.0%
Agglo. paris	404	13.0%	4.0%	144	11.0%	3.0%	261	15.0%	5.0%	152	20.0%	3.0%
Communes rurales	661	22.0%	5.0%	258	20.0%	4.0%	403	23.0%	6.0%	139	19.0%	4.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2 960	100.0%	5.6%	1 247	100.0%	5.0%	1 713	100.0%	6.3%	728	100.0%	4.1%
Régions insee												
Alsace	59	2.0%	3.0%	15	1.0%	2.0%	44	2.0%	5.0%	13	1.0%	2.0%
Aquitaine	147	5.0%	5.0%	62	4.0%	4.0%	85	5.0%	5.0%	25	3.0%	2.0%
Auvergne	66	2.0%	5.0%	32	2.0%	5.0%	34	2.0%	5.0%	12	1.0%	4.0%
Basse normandie	57	1.0%	4.0%	30	2.0%	5.0%	27	1.0%	4.0%	21	2.0%	5.0%
Bourgogne	77	2.0%	5.0%	40	3.0%	6.0%	36	2.0%	5.0%	22	3.0%	5.0%
Bretagne	110	3.0%	4.0%	42	3.0%	3.0%	68	4.0%	4.0%	38	5.0%	4.0%
Centre	145	4.0%	7.0%	52	4.0%	5.0%	93	5.0%	8.0%	31	4.0%	4.0%
Champagne ardennes	92	3.0%	8.0%	37	3.0%	7.0%	55	3.0%	9.0%	16	2.0%	5.0%
Franche-comté	53	1.0%	5.0%	22	1.0%	4.0%	31	1.0%	6.0%	18	2.0%	6.0%
Haute normandie	126	4.0%	8.0%	47	3.0%	6.0%	79	4.0%	10.0%	30	4.0%	6.0%
Ile de france	465	15.0%	4.0%	170	13.0%	3.0%	295	17.0%	5.0%	165	22.0%	3.0%
Languedoc roussillon	104	3.0%	4.0%	62	5.0%	5.0%	42	2.0%	3.0%	21	2.0%	2.0%
Limousin	41	1.0%	6.0%	20	1.0%	6.0%	22	1.0%	6.0%	8	1.0%	4.0%
Lorraine	158	5.0%	8.0%	78	6.0%	8.0%	79	4.0%	8.0%	37	5.0%	6.0%
Midi pyrénées	160	5.0%	6.0%	74	5.0%	6.0%	86	5.0%	6.0%	29	4.0%	3.0%
Nord pas de calais	309	10.0%	9.0%	145	11.0%	9.0%	164	9.0%	9.0%	67	9.0%	6.0%
Pays de loire	183	6.0%	6.0%	88	7.0%	6.0%	95	5.0%	6.0%	38	5.0%	4.0%
Picardie	96	3.0%	6.0%	47	3.0%	6.0%	48	2.0%	6.0%	24	3.0%	5.0%
Poitou charentes	92	3.0%	6.0%	29	2.0%	4.0%	63	3.0%	8.0%	18	2.0%	4.0%
Provence alpes côte d'azur, corse	217	7.0%	4.0%	74	5.0%	3.0%	143	8.0%	6.0%	48	6.0%	3.0%
Rhône alpes	205	6.0%	3.0%	81	6.0%	3.0%	123	7.0%	4.0%	46	6.0%	2.0%
Habitudes de connection à internet												
1 à 2 fois par semaine	206	7.0%	6.0%	71	5.0%	5.0%	135	7.0%	7.0%	24	3.0%	4.0%
1 à 3 fois par mois	43	1.0%	10.0%	13	1.0%	6.0%	30	1.0%	14.0%	1	0.0%	1.0%
Moins souvent	9	0.0%	8.0%	6	0.0%	14.0%	3	0.0%	4.0%	3	0.0%	12.0%
Presque tous les jours	405	13.0%	6.0%	156	12.0%	5.0%	249	14.0%	7.0%	67	9.0%	4.0%
Tous les jours	2 298	77.0%	5.0%	1 002	80.0%	4.0%	1 296	75.0%	5.0%	633	87.0%	4.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2 960	100.0%	5.6%	1 247	100.0%	5.0%	1 713	100.0%	6.3%	728	100.0%	4.1%
Revenus du foyer												
65 000 euros et plus par an	100	3.0%	2.0%	48	3.0%	1.0%	52	3.0%	3.0%	73	10.0%	2.0%
De 12 000 à moins de 18 000 euros par an	357	12.0%	7.0%	133	10.0%	6.0%	225	13.0%	7.0%	31	4.0%	3.0%
De 18 000 à moins de 24 000 euros par an	482	16.0%	7.0%	182	14.0%	6.0%	300	17.0%	7.0%	82	11.0%	5.0%
De 24 000 à moins de 36 000 euros par an	755	25.0%	6.0%	319	25.0%	5.0%	436	25.0%	6.0%	146	20.0%	4.0%
De 36 000 à moins de 45 000 euros par an	403	13.0%	5.0%	197	15.0%	5.0%	206	12.0%	5.0%	128	17.0%	4.0%
De 45 000 à moins de 65 000 euros par an	377	12.0%	4.0%	208	16.0%	4.0%	169	9.0%	4.0%	185	25.0%	4.0%
De 9 000 à moins de 12 000 euros par an	134	4.0%	6.0%	52	4.0%	6.0%	82	4.0%	6.0%	7	1.0%	2.0%
Moins de 9 000 euros par an	70	2.0%	5.0%	11	0.0%	1.0%	60	3.0%	8.0%	6	0.0%	3.0%
Ne sait pas	77	2.0%	4.0%	30	2.0%	4.0%	47	2.0%	5.0%	20	2.0%	3.0%
Refus	205	6.0%	5.0%	68	5.0%	4.0%	137	8.0%	6.0%	50	6.0%	3.0%