

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2 905	100.0%	5.5%	1 231	100.0%	4.9%	1 674	100.0%	6.1%	700	100.0%	3.9%
Sexe												
Femme	1 674	57.0%	6.0%	-	-	-	1 674	100.0%	6.0%	395	56.0%	4.0%
Homme	1 231	42.0%	4.0%	1 231	100.0%	4.0%	-	-	-	305	43.0%	3.0%
Age												
15 à 24 ans	392	13.0%	5.0%	175	14.0%	4.0%	216	12.0%	5.0%	136	19.0%	4.0%
25 à 34 ans	346	11.0%	4.0%	154	12.0%	4.0%	192	11.0%	4.0%	112	16.0%	3.0%
35 à 49 ans	700	24.0%	5.0%	312	25.0%	5.0%	388	23.0%	6.0%	268	38.0%	4.0%
50 à 59 ans	557	19.0%	6.0%	219	17.0%	5.0%	337	20.0%	7.0%	136	19.0%	3.0%
60 ans et plus	911	31.0%	5.0%	371	30.0%	5.0%	540	32.0%	6.0%	48	6.0%	3.0%
Individu												
Ménagères	1 391	47.0%	5.0%	-	-	-	1 391	83.0%	5.0%	314	44.0%	4.0%
Personne de référence	1 415	48.0%	5.0%	973	79.0%	4.0%	442	26.0%	5.0%	290	41.0%	3.0%
Responsable des achats	2 013	69.0%	5.0%	602	48.0%	4.0%	1 411	84.0%	6.0%	444	63.0%	3.0%
Pcs individu												
Affaires et cadres	149	5.0%	3.0%	81	6.0%	2.0%	68	4.0%	3.0%	122	17.0%	2.0%
Agriculteurs	12	0.0%	2.0%	7	0.0%	2.0%	6	0.0%	2.0%	-	-	-
Autres inactifs	593	20.0%	5.0%	174	14.0%	4.0%	419	25.0%	6.0%	151	21.0%	4.0%
Employés	661	22.0%	7.0%	143	11.0%	6.0%	517	30.0%	8.0%	134	19.0%	7.0%
Ouvriers	376	13.0%	5.0%	304	24.0%	6.0%	72	4.0%	5.0%	11	1.0%	2.0%
Petits patrons	55	1.0%	3.0%	41	3.0%	3.0%	14	0.0%	3.0%	50	7.0%	3.0%
Professions intermédiaires	289	9.0%	3.0%	140	11.0%	3.0%	148	8.0%	4.0%	227	32.0%	3.0%
Retraités	769	26.0%	6.0%	340	27.0%	5.0%	429	25.0%	6.0%	5	0.0%	2.0%
Pcs personne de référence												
Affaires et cadres	212	7.0%	3.0%	98	7.0%	2.0%	114	6.0%	3.0%	212	30.0%	3.0%
Agriculteurs	32	1.0%	4.0%	8	0.0%	2.0%	24	1.0%	5.0%	-	-	-
Autres inactifs	198	6.0%	5.0%	76	6.0%	4.0%	122	7.0%	5.0%	-	-	-
Employés	348	12.0%	6.0%	142	11.0%	5.0%	206	12.0%	6.0%	-	-	-
Ouvriers	682	23.0%	7.0%	321	26.0%	6.0%	361	21.0%	8.0%	-	-	-
Petits patrons	111	3.0%	4.0%	54	4.0%	3.0%	57	3.0%	4.0%	111	15.0%	4.0%
Professions intermédiaires	378	13.0%	4.0%	153	12.0%	3.0%	224	13.0%	5.0%	378	53.0%	4.0%
Retraités	946	32.0%	6.0%	379	30.0%	5.0%	567	33.0%	6.0%	-	-	-



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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2 905	100.0%	5.5%	1 231	100.0%	4.9%	1 674	100.0%	6.1%	700	100.0%	3.9%
Taille du foyer												
1 personne	482	16.0%	4.0%	179	14.0%	4.0%	303	18.0%	5.0%	72	10.0%	3.0%
2 personnes	1 084	37.0%	5.0%	468	38.0%	5.0%	615	36.0%	6.0%	174	24.0%	4.0%
3 personnes	559	19.0%	6.0%	246	20.0%	5.0%	312	18.0%	6.0%	171	24.0%	4.0%
4 personnes	491	16.0%	5.0%	231	18.0%	4.0%	261	15.0%	5.0%	179	25.0%	3.0%
5 personnes et +	290	10.0%	5.0%	107	8.0%	4.0%	183	10.0%	6.0%	104	14.0%	3.0%
Présence d'enfants de moins de 15 ans												
Non	2 128	73.0%	5.0%	937	76.0%	5.0%	1 191	71.0%	6.0%	411	58.0%	4.0%
Oui	777	26.0%	5.0%	294	23.0%	4.0%	483	28.0%	5.0%	289	41.0%	3.0%
Habitat												
Agglo. + 100 000 hab	859	29.0%	5.0%	365	29.0%	4.0%	494	29.0%	6.0%	216	30.0%	3.0%
Agglo. 20 000 à 100 000 hab	426	14.0%	6.0%	176	14.0%	5.0%	249	14.0%	6.0%	90	12.0%	4.0%
Agglo. - 20 000 hab	529	18.0%	5.0%	252	20.0%	5.0%	277	16.0%	6.0%	117	16.0%	4.0%
Agglo. paris	375	12.0%	4.0%	139	11.0%	3.0%	236	14.0%	5.0%	128	18.0%	3.0%
Communes rurales	717	24.0%	6.0%	299	24.0%	5.0%	418	25.0%	6.0%	149	21.0%	4.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2 905	100.0%	5.5%	1 231	100.0%	4.9%	1 674	100.0%	6.1%	700	100.0%	3.9%
Régions insee												
Alsace	60	2.0%	3.0%	29	2.0%	3.0%	31	1.0%	3.0%	20	2.0%	4.0%
Aquitaine	128	4.0%	4.0%	66	5.0%	5.0%	62	3.0%	4.0%	22	3.0%	2.0%
Auvergne	60	2.0%	5.0%	34	2.0%	6.0%	27	1.0%	4.0%	13	1.0%	4.0%
Basse normandie	83	2.0%	6.0%	35	2.0%	6.0%	48	2.0%	7.0%	20	2.0%	5.0%
Bourgogne	65	2.0%	4.0%	27	2.0%	4.0%	38	2.0%	5.0%	19	2.0%	4.0%
Bretagne	120	4.0%	4.0%	46	3.0%	3.0%	73	4.0%	5.0%	42	6.0%	5.0%
Centre	149	5.0%	7.0%	58	4.0%	5.0%	91	5.0%	8.0%	23	3.0%	3.0%
Champagne ardennes	91	3.0%	8.0%	36	3.0%	6.0%	55	3.0%	9.0%	19	2.0%	6.0%
Franche-comté	59	2.0%	6.0%	27	2.0%	5.0%	32	1.0%	6.0%	15	2.0%	5.0%
Haute normandie	139	4.0%	9.0%	56	4.0%	7.0%	83	5.0%	10.0%	28	4.0%	6.0%
Ile de france	456	15.0%	4.0%	164	13.0%	3.0%	292	17.0%	5.0%	154	22.0%	3.0%
Languedoc roussillon	85	2.0%	3.0%	48	3.0%	4.0%	37	2.0%	3.0%	19	2.0%	2.0%
Limousin	42	1.0%	6.0%	15	1.0%	5.0%	26	1.0%	8.0%	7	1.0%	3.0%
Lorraine	199	6.0%	10.0%	94	7.0%	10.0%	105	6.0%	10.0%	36	5.0%	6.0%
Midi pyrénées	121	4.0%	4.0%	55	4.0%	4.0%	66	3.0%	5.0%	18	2.0%	2.0%
Nord pas de calais	269	9.0%	8.0%	113	9.0%	7.0%	156	9.0%	9.0%	69	9.0%	7.0%
Pays de loire	168	5.0%	5.0%	76	6.0%	5.0%	91	5.0%	5.0%	37	5.0%	4.0%
Picardie	117	4.0%	7.0%	56	4.0%	7.0%	61	3.0%	7.0%	18	2.0%	4.0%
Poitou charentes	90	3.0%	6.0%	28	2.0%	3.0%	62	3.0%	7.0%	19	2.0%	4.0%
Provence alpes côte d'azur, corse	193	6.0%	4.0%	70	5.0%	3.0%	123	7.0%	5.0%	56	8.0%	3.0%
Rhône alpes	212	7.0%	4.0%	97	7.0%	3.0%	115	6.0%	4.0%	46	6.0%	2.0%
Habitudes de connection à internet												
1 à 2 fois par semaine	183	6.0%	6.0%	70	5.0%	5.0%	113	6.0%	6.0%	25	3.0%	5.0%
1 à 3 fois par mois	32	1.0%	8.0%	15	1.0%	9.0%	17	1.0%	7.0%	3	0.0%	5.0%
Moins souvent	5	0.0%	3.0%	-	-	-	5	0.0%	5.0%	-	-	-
Presque tous les jours	423	14.0%	7.0%	181	14.0%	6.0%	243	14.0%	7.0%	70	10.0%	5.0%
Tous les jours	2 261	77.0%	5.0%	965	78.0%	4.0%	1 296	77.0%	5.0%	602	86.0%	3.0%



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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2 905	100.0%	5.5%	1 231	100.0%	4.9%	1 674	100.0%	6.1%	700	100.0%	3.9%
Revenus du foyer												
65 000 euros et plus par an	121	4.0%	2.0%	64	5.0%	2.0%	56	3.0%	3.0%	85	12.0%	2.0%
De 12 000 à moins de 18 000 euros par an	304	10.0%	6.0%	120	9.0%	6.0%	183	11.0%	6.0%	19	2.0%	2.0%
De 18 000 à moins de 24 000 euros par an	448	15.0%	6.0%	170	13.0%	5.0%	278	16.0%	6.0%	81	11.0%	5.0%
De 24 000 à moins de 36 000 euros par an	750	25.0%	5.0%	305	24.0%	5.0%	445	26.0%	6.0%	117	16.0%	3.0%
De 36 000 à moins de 45 000 euros par an	400	13.0%	5.0%	166	13.0%	4.0%	235	14.0%	6.0%	131	18.0%	4.0%
De 45 000 à moins de 65 000 euros par an	405	13.0%	5.0%	218	17.0%	5.0%	187	11.0%	5.0%	180	25.0%	4.0%
De 9 000 à moins de 12 000 euros par an	139	4.0%	6.0%	63	5.0%	7.0%	75	4.0%	5.0%	5	0.0%	2.0%
Moins de 9 000 euros par an	66	2.0%	4.0%	22	1.0%	3.0%	43	2.0%	5.0%	12	1.0%	5.0%
Ne sait pas	124	4.0%	5.0%	56	4.0%	5.0%	68	4.0%	5.0%	42	6.0%	4.0%
Refus	149	5.0%	6.0%	47	3.0%	4.0%	103	6.0%	8.0%	28	4.0%	3.0%