

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2 430	100.0%	4.6%	639	100.0%	2.5%	1 791	100.0%	6.6%	766	100.0%	4.3%
Sexe												
Femme	1 791	73.0%	6.0%	-	-	-	1 791	100.0%	6.0%	524	68.0%	6.0%
Homme	639	26.0%	2.0%	639	100.0%	2.0%	-	-	-	242	31.0%	2.0%
Age												
15 à 24 ans	278	11.0%	3.0%	84	13.0%	2.0%	194	10.0%	5.0%	112	14.0%	3.0%
25 à 34 ans	313	12.0%	4.0%	77	12.0%	2.0%	235	13.0%	6.0%	112	14.0%	3.0%
35 à 49 ans	732	30.0%	5.0%	195	30.0%	3.0%	537	30.0%	8.0%	328	42.0%	5.0%
50 à 59 ans	449	18.0%	5.0%	132	20.0%	3.0%	317	17.0%	7.0%	159	20.0%	4.0%
60 ans et plus	659	27.0%	4.0%	151	23.0%	2.0%	508	28.0%	5.0%	54	7.0%	3.0%
Individu												
Ménagères	1 557	64.0%	6.0%	-	-	-	1 557	86.0%	6.0%	443	57.0%	6.0%
Personne de référence	1 001	41.0%	3.0%	527	82.0%	2.0%	474	26.0%	6.0%	277	36.0%	3.0%
Responsable des achats	1 853	76.0%	5.0%	323	50.0%	2.0%	1 530	85.0%	6.0%	532	69.0%	4.0%
Pcs individu												
Affaires et cadres	166	6.0%	3.0%	55	8.0%	1.0%	111	6.0%	5.0%	136	17.0%	3.0%
Agriculteurs	13	0.0%	2.0%	3	0.0%	0.0%	11	0.0%	5.0%	1	0.0%	2.0%
Autres inactifs	561	23.0%	5.0%	107	16.0%	2.0%	454	25.0%	7.0%	175	22.0%	5.0%
Employés	651	26.0%	7.0%	76	11.0%	3.0%	576	32.0%	9.0%	147	19.0%	8.0%
Ouvriers	155	6.0%	2.0%	112	17.0%	2.0%	44	2.0%	3.0%	8	1.0%	1.0%
Petits patrons	64	2.0%	3.0%	39	6.0%	3.0%	25	1.0%	5.0%	53	7.0%	3.0%
Professions intermédiaires	298	12.0%	4.0%	113	17.0%	3.0%	185	10.0%	5.0%	230	30.0%	3.0%
Retraités	522	21.0%	4.0%	136	21.0%	2.0%	386	21.0%	5.0%	15	2.0%	8.0%
Pcs personne de référence												
Affaires et cadres	259	10.0%	3.0%	72	11.0%	2.0%	187	10.0%	5.0%	259	33.0%	3.0%
Agriculteurs	27	1.0%	3.0%	4	0.0%	1.0%	23	1.0%	5.0%	-	-	-
Autres inactifs	196	8.0%	5.0%	56	8.0%	3.0%	140	7.0%	6.0%	-	-	-
Employés	351	14.0%	6.0%	79	12.0%	3.0%	272	15.0%	8.0%	-	-	-
Ouvriers	436	18.0%	4.0%	103	16.0%	2.0%	334	18.0%	7.0%	-	-	-
Petits patrons	133	5.0%	5.0%	44	6.0%	3.0%	90	5.0%	6.0%	133	17.0%	5.0%
Professions intermédiaires	374	15.0%	4.0%	126	19.0%	3.0%	247	13.0%	6.0%	374	48.0%	4.0%
Retraités	653	26.0%	4.0%	154	24.0%	2.0%	499	27.0%	6.0%	-	-	-



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2 430	100.0%	4.6%	639	100.0%	2.5%	1 791	100.0%	6.6%	766	100.0%	4.3%
Taille du foyer												
1 personne	403	16.0%	4.0%	74	11.0%	1.0%	329	18.0%	5.0%	59	7.0%	2.0%
2 personnes	773	31.0%	4.0%	232	36.0%	2.0%	540	30.0%	5.0%	169	22.0%	3.0%
3 personnes	512	21.0%	5.0%	126	19.0%	2.0%	386	21.0%	8.0%	209	27.0%	5.0%
4 personnes	498	20.0%	5.0%	164	25.0%	3.0%	334	18.0%	7.0%	224	29.0%	4.0%
5 personnes et +	244	10.0%	4.0%	42	6.0%	1.0%	202	11.0%	6.0%	105	13.0%	3.0%
Présence d'enfants de moins de 15 ans												
Non	1 586	65.0%	4.0%	404	63.0%	2.0%	1 182	66.0%	6.0%	392	51.0%	3.0%
Oui	845	34.0%	5.0%	235	36.0%	3.0%	609	34.0%	7.0%	374	48.0%	5.0%
Habitat												
Agglo. + 100 000 hab	797	32.0%	5.0%	223	34.0%	2.0%	573	32.0%	7.0%	250	32.0%	4.0%
Agglo. 20 000 à 100 000 hab	366	15.0%	5.0%	111	17.0%	3.0%	255	14.0%	7.0%	83	10.0%	4.0%
Agglo. - 20 000 hab	412	16.0%	4.0%	102	15.0%	2.0%	310	17.0%	6.0%	132	17.0%	4.0%
Agglo. paris	387	15.0%	4.0%	87	13.0%	2.0%	300	16.0%	6.0%	153	19.0%	3.0%
Communes rurales	468	19.0%	3.0%	116	18.0%	2.0%	353	19.0%	5.0%	148	19.0%	4.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2 430	100.0%	4.6%	639	100.0%	2.5%	1 791	100.0%	6.6%	766	100.0%	4.3%
Régions insee												
Alsace	73	3.0%	4.0%	31	4.0%	4.0%	42	2.0%	5.0%	22	2.0%	4.0%
Aquitaine	121	5.0%	4.0%	28	4.0%	2.0%	94	5.0%	6.0%	29	3.0%	3.0%
Auvergne	53	2.0%	4.0%	11	1.0%	2.0%	42	2.0%	7.0%	12	1.0%	4.0%
Basse normandie	30	1.0%	2.0%	3	0.0%	0.0%	27	1.0%	4.0%	8	1.0%	2.0%
Bourgogne	53	2.0%	3.0%	16	2.0%	2.0%	37	2.0%	5.0%	20	2.0%	5.0%
Bretagne	92	3.0%	3.0%	24	3.0%	1.0%	68	3.0%	5.0%	26	3.0%	3.0%
Centre	102	4.0%	4.0%	36	5.0%	3.0%	67	3.0%	6.0%	24	3.0%	3.0%
Champagne ardennes	51	2.0%	4.0%	15	2.0%	2.0%	36	2.0%	6.0%	9	1.0%	2.0%
Franche-comté	32	1.0%	3.0%	7	1.0%	1.0%	25	1.0%	5.0%	6	0.0%	2.0%
Haute normandie	54	2.0%	3.0%	16	2.0%	2.0%	38	2.0%	4.0%	7	0.0%	1.0%
Ile de france	454	18.0%	4.0%	112	17.0%	2.0%	341	19.0%	6.0%	178	23.0%	4.0%
Languedoc roussillon	111	4.0%	4.0%	10	1.0%	0.0%	101	5.0%	8.0%	42	5.0%	5.0%
Limousin	25	1.0%	4.0%	6	0.0%	2.0%	19	1.0%	5.0%	10	1.0%	5.0%
Lorraine	120	5.0%	6.0%	43	6.0%	4.0%	78	4.0%	7.0%	32	4.0%	5.0%
Midi pyrénées	125	5.0%	5.0%	33	5.0%	2.0%	92	5.0%	7.0%	46	6.0%	5.0%
Nord pas de calais	154	6.0%	4.0%	41	6.0%	2.0%	113	6.0%	6.0%	57	7.0%	6.0%
Pays de loire	136	5.0%	4.0%	24	3.0%	1.0%	112	6.0%	7.0%	31	4.0%	3.0%
Picardie	68	2.0%	4.0%	14	2.0%	1.0%	53	3.0%	6.0%	14	1.0%	3.0%
Poitou charentes	67	2.0%	4.0%	20	3.0%	2.0%	47	2.0%	6.0%	11	1.0%	2.0%
Provence alpes côte d'azur, corse	266	10.0%	6.0%	79	12.0%	3.0%	187	10.0%	8.0%	92	12.0%	6.0%
Rhône alpes	245	10.0%	4.0%	70	11.0%	2.0%	174	9.0%	6.0%	92	12.0%	4.0%
Habitudes de connection à internet												
1 à 2 fois par semaine	109	4.0%	3.0%	35	5.0%	2.0%	74	4.0%	4.0%	9	1.0%	1.0%
1 à 3 fois par mois	31	1.0%	8.0%	-	-	-	31	1.0%	14.0%	2	0.0%	3.0%
Moins souvent	-	-	-	-	-	-	-	-	-	-	-	-
Presque tous les jours	247	10.0%	4.0%	62	9.0%	2.0%	185	10.0%	5.0%	59	7.0%	4.0%
Tous les jours	2 044	84.0%	4.0%	542	84.0%	2.0%	1 502	83.0%	6.0%	696	90.0%	4.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2 430	100.0%	4.6%	639	100.0%	2.5%	1 791	100.0%	6.6%	766	100.0%	4.3%
Revenus du foyer												
65 000 euros et plus par an	163	6.0%	3.0%	51	8.0%	2.0%	112	6.0%	6.0%	134	17.0%	4.0%
De 12 000 à moins de 18 000 euros par an	256	10.0%	5.0%	51	8.0%	2.0%	205	11.0%	7.0%	25	3.0%	3.0%
De 18 000 à moins de 24 000 euros par an	381	15.0%	5.0%	75	11.0%	2.0%	305	17.0%	7.0%	82	10.0%	5.0%
De 24 000 à moins de 36 000 euros par an	611	25.0%	4.0%	170	26.0%	2.0%	441	24.0%	6.0%	135	17.0%	3.0%
De 36 000 à moins de 45 000 euros par an	323	13.0%	4.0%	110	17.0%	2.0%	213	11.0%	5.0%	112	14.0%	3.0%
De 45 000 à moins de 65 000 euros par an	343	14.0%	4.0%	105	16.0%	2.0%	238	13.0%	6.0%	174	22.0%	4.0%
De 9 000 à moins de 12 000 euros par an	122	5.0%	5.0%	34	5.0%	4.0%	88	4.0%	6.0%	13	1.0%	5.0%
Moins de 9 000 euros par an	39	1.0%	2.0%	6	1.0%	1.0%	33	1.0%	4.0%	8	1.0%	3.0%
Ne sait pas	70	2.0%	3.0%	15	2.0%	1.0%	55	3.0%	4.0%	26	3.0%	2.0%
Refus	123	5.0%	5.0%	21	3.0%	2.0%	101	5.0%	8.0%	57	7.0%	7.0%