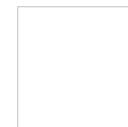


	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2 905	100.0%	5.5%	1 736	100.0%	6.9%	1 169	100.0%	4.3%	1 120	100.0%	6.3%
Sexe												
Femme	1 169	40.0%	4.0%	-	-	-	1 169	100.0%	4.0%	433	38.0%	5.0%
Homme	1 736	59.0%	6.0%	1 736	100.0%	6.0%	-	-	-	688	61.0%	7.0%
Age												
15 à 24 ans	669	23.0%	9.0%	432	24.0%	11.0%	236	20.0%	6.0%	268	24.0%	8.0%
25 à 34 ans	445	15.0%	5.0%	255	14.0%	6.0%	190	16.0%	4.0%	159	14.0%	4.0%
35 à 49 ans	754	25.0%	6.0%	464	26.0%	7.0%	290	24.0%	4.0%	380	33.0%	6.0%
50 à 59 ans	443	15.0%	5.0%	268	15.0%	6.0%	174	14.0%	3.0%	206	18.0%	5.0%
60 ans et plus	595	20.0%	3.0%	316	18.0%	4.0%	279	23.0%	3.0%	106	9.0%	6.0%
Individu												
Ménagères	942	32.0%	4.0%	-	-	-	942	80.0%	4.0%	334	29.0%	4.0%
Personne de référence	1 693	58.0%	6.0%	1 311	75.0%	6.0%	382	32.0%	5.0%	618	55.0%	7.0%
Responsable des achats	1 883	64.0%	5.0%	953	54.0%	7.0%	930	79.0%	4.0%	678	60.0%	6.0%
Pcs individu												
Affaires et cadres	339	11.0%	6.0%	210	12.0%	7.0%	129	11.0%	6.0%	300	26.0%	6.0%
Agriculteurs	16	0.0%	3.0%	10	0.0%	3.0%	6	0.0%	2.0%	-	-	-
Autres inactifs	717	24.0%	7.0%	385	22.0%	10.0%	331	28.0%	5.0%	257	22.0%	7.0%
Employés	416	14.0%	4.0%	169	9.0%	7.0%	247	21.0%	3.0%	58	5.0%	3.0%
Ouvriers	461	15.0%	7.0%	395	22.0%	7.0%	65	5.0%	4.0%	28	2.0%	6.0%
Petits patrons	115	4.0%	7.0%	90	5.0%	7.0%	25	2.0%	5.0%	108	9.0%	7.0%
Professions intermédiaires	425	14.0%	5.0%	254	14.0%	7.0%	171	14.0%	4.0%	368	32.0%	6.0%
Retraités	417	14.0%	3.0%	222	12.0%	3.0%	195	16.0%	2.0%	2	0.0%	0.0%
Pcs personne de référence												
Affaires et cadres	468	16.0%	6.0%	269	15.0%	7.0%	199	17.0%	5.0%	468	41.0%	6.0%
Agriculteurs	25	0.0%	3.0%	13	0.0%	3.0%	13	1.0%	3.0%	-	-	-
Autres inactifs	311	10.0%	8.0%	175	10.0%	10.0%	136	11.0%	6.0%	-	-	-
Employés	364	12.0%	6.0%	187	10.0%	7.0%	176	15.0%	5.0%	-	-	-
Ouvriers	576	19.0%	5.0%	407	23.0%	7.0%	169	14.0%	3.0%	-	-	-
Petits patrons	151	5.0%	5.0%	104	6.0%	7.0%	48	4.0%	3.0%	151	13.0%	5.0%
Professions intermédiaires	501	17.0%	6.0%	315	18.0%	7.0%	186	15.0%	4.0%	501	44.0%	6.0%
Retraités	509	17.0%	3.0%	266	15.0%	4.0%	243	20.0%	2.0%	-	-	-



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2 905	100.0%	5.5%	1 736	100.0%	6.9%	1 169	100.0%	4.3%	1 120	100.0%	6.3%
Taille du foyer												
1 personne	585	20.0%	6.0%	345	19.0%	8.0%	239	20.0%	4.0%	166	14.0%	7.0%
2 personnes	854	29.0%	4.0%	493	28.0%	5.0%	361	30.0%	3.0%	248	22.0%	5.0%
3 personnes	563	19.0%	6.0%	332	19.0%	7.0%	231	19.0%	4.0%	262	23.0%	6.0%
4 personnes	499	17.0%	5.0%	295	17.0%	6.0%	204	17.0%	4.0%	272	24.0%	5.0%
5 personnes et +	405	13.0%	7.0%	270	15.0%	10.0%	135	11.0%	4.0%	173	15.0%	6.0%
Présence d'enfants de moins de 15 ans												
Non	1 990	68.0%	5.0%	1 201	69.0%	6.0%	789	67.0%	4.0%	670	59.0%	6.0%
Oui	915	31.0%	5.0%	535	30.0%	7.0%	380	32.0%	4.0%	451	40.0%	6.0%
Habitat												
Agglo. + 100 000 hab	978	33.0%	6.0%	582	33.0%	7.0%	395	33.0%	4.0%	369	32.0%	6.0%
Agglo. 20 000 à 100 000 hab	382	13.0%	5.0%	246	14.0%	7.0%	137	11.0%	3.0%	151	13.0%	7.0%
Agglo. - 20 000 hab	452	15.0%	5.0%	300	17.0%	6.0%	152	13.0%	3.0%	160	14.0%	5.0%
Agglo. paris	591	20.0%	6.0%	327	18.0%	7.0%	264	22.0%	5.0%	263	23.0%	6.0%
Communes rurales	502	17.0%	4.0%	280	16.0%	5.0%	221	18.0%	3.0%	179	15.0%	5.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2 905	100.0%	5.5%	1 736	100.0%	6.9%	1 169	100.0%	4.3%	1 120	100.0%	6.3%
Régions insee												
Alsace	91	3.0%	5.0%	53	3.0%	7.0%	38	3.0%	4.0%	34	3.0%	7.0%
Aquitaine	193	6.0%	6.0%	116	6.0%	8.0%	77	6.0%	5.0%	53	4.0%	5.0%
Auvergne	59	2.0%	5.0%	39	2.0%	7.0%	20	1.0%	3.0%	15	1.0%	5.0%
Basse normandie	28	1.0%	2.0%	14	0.0%	2.0%	14	1.0%	2.0%	10	0.0%	3.0%
Bourgogne	72	2.0%	5.0%	46	2.0%	7.0%	27	2.0%	3.0%	21	1.0%	5.0%
Bretagne	126	4.0%	4.0%	82	4.0%	6.0%	44	3.0%	3.0%	54	4.0%	6.0%
Centre	81	2.0%	3.0%	42	2.0%	4.0%	39	3.0%	3.0%	40	3.0%	6.0%
Champagne ardennes	45	1.0%	4.0%	21	1.0%	4.0%	24	2.0%	4.0%	19	1.0%	6.0%
Franche-comté	49	1.0%	5.0%	38	2.0%	8.0%	12	1.0%	2.0%	17	1.0%	5.0%
Haute normandie	61	2.0%	4.0%	38	2.0%	5.0%	23	1.0%	2.0%	23	2.0%	5.0%
Ile de france	651	22.0%	6.0%	374	21.0%	8.0%	277	23.0%	5.0%	287	25.0%	6.0%
Languedoc roussillon	168	5.0%	7.0%	92	5.0%	8.0%	76	6.0%	6.0%	56	5.0%	7.0%
Limousin	35	1.0%	5.0%	18	1.0%	6.0%	17	1.0%	5.0%	13	1.0%	7.0%
Lorraine	94	3.0%	4.0%	54	3.0%	5.0%	39	3.0%	4.0%	23	2.0%	4.0%
Midi pyrénées	154	5.0%	6.0%	83	4.0%	6.0%	71	6.0%	5.0%	54	4.0%	6.0%
Nord pas de calais	128	4.0%	3.0%	94	5.0%	6.0%	33	2.0%	2.0%	64	5.0%	6.0%
Pays de loire	111	3.0%	3.0%	62	3.0%	4.0%	49	4.0%	3.0%	40	3.0%	4.0%
Picardie	97	3.0%	6.0%	63	3.0%	8.0%	34	2.0%	4.0%	31	2.0%	7.0%
Poitou charentes	52	1.0%	3.0%	28	1.0%	3.0%	23	2.0%	3.0%	16	1.0%	3.0%
Provence alpes côte d'azur, corse	285	9.0%	6.0%	170	9.0%	8.0%	115	9.0%	4.0%	111	9.0%	7.0%
Rhône alpes	324	11.0%	6.0%	208	12.0%	8.0%	117	10.0%	4.0%	139	12.0%	6.0%
Habitudes de connection à internet												
1 à 2 fois par semaine	75	2.0%	2.0%	41	2.0%	3.0%	34	2.0%	2.0%	12	1.0%	2.0%
1 à 3 fois par mois	14	0.0%	3.0%	1	0.0%	0.0%	14	1.0%	6.0%	4	0.0%	6.0%
Moins souvent	4	0.0%	2.0%	3	0.0%	5.0%	1	0.0%	1.0%	2	0.0%	16.0%
Presque tous les jours	318	10.0%	5.0%	177	10.0%	6.0%	140	12.0%	4.0%	90	8.0%	6.0%
Tous les jours	2 494	85.0%	5.0%	1 514	87.0%	7.0%	980	83.0%	4.0%	1 012	90.0%	6.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2 905	100.0%	5.5%	1 736	100.0%	6.9%	1 169	100.0%	4.3%	1 120	100.0%	6.3%
Revenus du foyer												
65 000 euros et plus par an	286	9.0%	6.0%	194	11.0%	7.0%	92	7.0%	5.0%	201	17.0%	6.0%
De 12 000 à moins de 18 000 euros par an	286	9.0%	5.0%	168	9.0%	8.0%	118	10.0%	4.0%	59	5.0%	8.0%
De 18 000 à moins de 24 000 euros par an	392	13.0%	5.0%	211	12.0%	7.0%	181	15.0%	4.0%	81	7.0%	5.0%
De 24 000 à moins de 36 000 euros par an	622	21.0%	4.0%	348	20.0%	5.0%	274	23.0%	4.0%	216	19.0%	6.0%
De 36 000 à moins de 45 000 euros par an	344	11.0%	4.0%	220	12.0%	5.0%	124	10.0%	3.0%	159	14.0%	5.0%
De 45 000 à moins de 65 000 euros par an	442	15.0%	5.0%	290	16.0%	6.0%	152	13.0%	4.0%	246	22.0%	6.0%
De 9 000 à moins de 12 000 euros par an	171	5.0%	7.0%	85	4.0%	10.0%	86	7.0%	6.0%	21	1.0%	8.0%
Moins de 9 000 euros par an	89	3.0%	6.0%	51	2.0%	8.0%	38	3.0%	5.0%	16	1.0%	7.0%
Ne sait pas	168	5.0%	7.0%	105	6.0%	9.0%	63	5.0%	5.0%	73	6.0%	7.0%
Refus	105	3.0%	4.0%	64	3.0%	6.0%	40	3.0%	3.0%	49	4.0%	5.0%