

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2 064	100.0%	3.9%	1 050	100.0%	4.2%	1 014	100.0%	3.7%	864	100.0%	4.9%
Sexe												
Femme	1 014	49.0%	3.0%	-	-	-	1 014	100.0%	3.0%	407	47.0%	4.0%
Homme	1 050	50.0%	4.0%	1 050	100.0%	4.0%	-	-	-	457	52.0%	5.0%
Age												
15 à 24 ans	588	28.0%	7.0%	265	25.0%	7.0%	323	31.0%	8.0%	269	31.0%	8.0%
25 à 34 ans	319	15.0%	4.0%	182	17.0%	4.0%	137	13.0%	3.0%	143	16.0%	4.0%
35 à 49 ans	369	17.0%	2.0%	201	19.0%	3.0%	168	16.0%	2.0%	212	24.0%	3.0%
50 à 59 ans	207	10.0%	2.0%	84	8.0%	2.0%	124	12.0%	2.0%	127	14.0%	3.0%
60 ans et plus	581	28.0%	3.0%	319	30.0%	4.0%	262	25.0%	3.0%	114	13.0%	7.0%
Individu												
Ménagères	718	34.0%	3.0%	-	-	-	718	70.0%	3.0%	255	29.0%	3.0%
Personne de référence	998	48.0%	3.0%	762	72.0%	3.0%	236	23.0%	3.0%	386	44.0%	4.0%
Responsable des achats	1 294	62.0%	3.0%	562	53.0%	4.0%	732	72.0%	3.0%	477	55.0%	4.0%
Pcs individu												
Affaires et cadres	321	15.0%	6.0%	190	18.0%	6.0%	132	13.0%	6.0%	281	32.0%	6.0%
Agriculteurs	7	0.0%	1.0%	1	0.0%	0.0%	7	0.0%	3.0%	1	0.0%	2.0%
Autres inactifs	648	31.0%	6.0%	237	22.0%	6.0%	411	40.0%	6.0%	259	30.0%	7.0%
Employés	234	11.0%	2.0%	104	9.0%	4.0%	130	12.0%	2.0%	47	5.0%	2.0%
Ouvriers	159	7.0%	2.0%	128	12.0%	2.0%	32	3.0%	2.0%	18	2.0%	3.0%
Petits patrons	56	2.0%	3.0%	44	4.0%	3.0%	12	1.0%	2.0%	52	6.0%	3.0%
Professions intermédiaires	237	11.0%	3.0%	127	12.0%	3.0%	110	10.0%	3.0%	203	23.0%	3.0%
Retraités	401	19.0%	3.0%	221	21.0%	3.0%	180	17.0%	2.0%	3	0.0%	1.0%
Pcs personne de référence												
Affaires et cadres	412	19.0%	5.0%	232	22.0%	6.0%	180	17.0%	5.0%	412	47.0%	5.0%
Agriculteurs	18	0.0%	2.0%	4	0.0%	1.0%	15	1.0%	3.0%	-	-	-
Autres inactifs	181	8.0%	4.0%	72	6.0%	4.0%	109	10.0%	5.0%	-	-	-
Employés	226	10.0%	4.0%	106	10.0%	4.0%	120	11.0%	3.0%	-	-	-
Ouvriers	260	12.0%	2.0%	152	14.0%	2.0%	108	10.0%	2.0%	-	-	-
Petits patrons	114	5.0%	4.0%	62	5.0%	4.0%	52	5.0%	4.0%	114	13.0%	4.0%
Professions intermédiaires	339	16.0%	4.0%	163	15.0%	3.0%	175	17.0%	4.0%	339	39.0%	4.0%
Retraités	514	24.0%	3.0%	259	24.0%	4.0%	255	25.0%	3.0%	-	-	-

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2 064	100.0%	3.9%	1 050	100.0%	4.2%	1 014	100.0%	3.7%	864	100.0%	4.9%
Taille du foyer												
1 personne	369	17.0%	3.0%	188	17.0%	4.0%	181	17.0%	3.0%	103	12.0%	4.0%
2 personnes	639	31.0%	3.0%	320	30.0%	3.0%	319	31.0%	3.0%	227	26.0%	5.0%
3 personnes	368	17.0%	3.0%	164	15.0%	3.0%	205	20.0%	4.0%	181	20.0%	4.0%
4 personnes	439	21.0%	4.0%	274	26.0%	5.0%	165	16.0%	3.0%	222	25.0%	4.0%
5 personnes et +	248	12.0%	4.0%	103	9.0%	3.0%	145	14.0%	4.0%	131	15.0%	4.0%
Présence d'enfants de moins de 15 ans												
Non	1 497	72.0%	4.0%	757	72.0%	4.0%	739	72.0%	3.0%	578	66.0%	5.0%
Oui	567	27.0%	3.0%	292	27.0%	3.0%	275	27.0%	3.0%	286	33.0%	3.0%
Habitat												
Agglo. + 100 000 hab	685	33.0%	4.0%	361	34.0%	4.0%	324	32.0%	4.0%	258	29.0%	4.0%
Agglo. 20 000 à 100 000 hab	237	11.0%	3.0%	117	11.0%	3.0%	120	11.0%	3.0%	91	10.0%	4.0%
Agglo. - 20 000 hab	273	13.0%	3.0%	149	14.0%	3.0%	125	12.0%	2.0%	110	12.0%	4.0%
Agglo. paris	553	26.0%	6.0%	258	24.0%	6.0%	295	29.0%	6.0%	284	32.0%	7.0%
Communes rurales	316	15.0%	2.0%	165	15.0%	3.0%	150	14.0%	2.0%	121	14.0%	3.0%

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2 064	100.0%	3.9%	1 050	100.0%	4.2%	1 014	100.0%	3.7%	864	100.0%	4.9%
Régions insee												
Alsace	50	2.0%	3.0%	23	2.0%	3.0%	28	2.0%	3.0%	18	2.0%	3.0%
Aquitaine	86	4.0%	3.0%	47	4.0%	3.0%	39	3.0%	2.0%	34	3.0%	3.0%
Auvergne	30	1.0%	2.0%	18	1.0%	3.0%	12	1.0%	1.0%	11	1.0%	3.0%
Basse normandie	23	1.0%	1.0%	7	0.0%	1.0%	16	1.0%	2.0%	12	1.0%	3.0%
Bourgogne	50	2.0%	3.0%	22	2.0%	3.0%	28	2.0%	3.0%	20	2.0%	5.0%
Bretagne	79	3.0%	3.0%	37	3.0%	2.0%	42	4.0%	3.0%	29	3.0%	3.0%
Centre	57	2.0%	2.0%	31	2.0%	3.0%	26	2.0%	2.0%	23	2.0%	3.0%
Champagne ardennes	38	1.0%	3.0%	22	2.0%	4.0%	16	1.0%	2.0%	16	1.0%	5.0%
Franche-comté	34	1.0%	3.0%	17	1.0%	3.0%	17	1.0%	3.0%	19	2.0%	6.0%
Haute normandie	35	1.0%	2.0%	22	2.0%	3.0%	13	1.0%	1.0%	17	2.0%	4.0%
Ile de france	596	28.0%	6.0%	285	27.0%	6.0%	310	30.0%	6.0%	294	34.0%	6.0%
Languedoc roussillon	94	4.0%	4.0%	57	5.0%	5.0%	38	3.0%	3.0%	26	3.0%	3.0%
Limousin	16	0.0%	2.0%	10	0.0%	3.0%	7	0.0%	2.0%	4	0.0%	2.0%
Lorraine	81	3.0%	4.0%	46	4.0%	4.0%	35	3.0%	3.0%	29	3.0%	5.0%
Midi pyrénées	102	4.0%	4.0%	40	3.0%	3.0%	62	6.0%	4.0%	43	4.0%	5.0%
Nord pas de calais	78	3.0%	2.0%	46	4.0%	3.0%	32	3.0%	1.0%	41	4.0%	4.0%
Pays de loire	75	3.0%	2.0%	26	2.0%	1.0%	49	4.0%	3.0%	39	4.0%	4.0%
Picardie	46	2.0%	3.0%	22	2.0%	2.0%	24	2.0%	3.0%	14	1.0%	3.0%
Poitou charentes	54	2.0%	3.0%	28	2.0%	3.0%	26	2.0%	3.0%	17	2.0%	4.0%
Provence alpes côte d'azur, corse	225	10.0%	5.0%	132	12.0%	6.0%	93	9.0%	4.0%	72	8.0%	4.0%
Rhône alpes	216	10.0%	4.0%	113	10.0%	4.0%	103	10.0%	3.0%	84	9.0%	4.0%
Habitudes de connection à internet												
1 à 2 fois par semaine	53	2.0%	1.0%	26	2.0%	2.0%	27	2.0%	1.0%	7	0.0%	1.0%
1 à 3 fois par mois	8	0.0%	2.0%	4	0.0%	2.0%	4	0.0%	1.0%	4	0.0%	7.0%
Moins souvent	3	0.0%	2.0%	1	0.0%	1.0%	3	0.0%	3.0%	1	0.0%	9.0%
Presque tous les jours	187	9.0%	3.0%	99	9.0%	3.0%	87	8.0%	2.0%	54	6.0%	4.0%
Tous les jours	1 813	87.0%	4.0%	921	87.0%	4.0%	892	88.0%	4.0%	798	92.0%	5.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2 064	100.0%	3.9%	1 050	100.0%	4.2%	1 014	100.0%	3.7%	864	100.0%	4.9%
Revenus du foyer												
65 000 euros et plus par an	333	16.0%	7.0%	203	19.0%	7.0%	131	12.0%	7.0%	222	25.0%	7.0%
De 12 000 à moins de 18 000 euros par an	95	4.0%	2.0%	40	3.0%	2.0%	56	5.0%	1.0%	15	1.0%	2.0%
De 18 000 à moins de 24 000 euros par an	248	12.0%	3.0%	96	9.0%	3.0%	152	15.0%	3.0%	95	11.0%	6.0%
De 24 000 à moins de 36 000 euros par an	415	20.0%	3.0%	214	20.0%	3.0%	201	19.0%	3.0%	147	17.0%	4.0%
De 36 000 à moins de 45 000 euros par an	251	12.0%	3.0%	141	13.0%	3.0%	110	10.0%	3.0%	112	13.0%	3.0%
De 45 000 à moins de 65 000 euros par an	375	18.0%	4.0%	192	18.0%	4.0%	182	18.0%	5.0%	179	20.0%	4.0%
De 9 000 à moins de 12 000 euros par an	91	4.0%	4.0%	40	3.0%	4.0%	51	5.0%	3.0%	6	0.0%	2.0%
Moins de 9 000 euros par an	53	2.0%	3.0%	24	2.0%	3.0%	29	2.0%	3.0%	4	0.0%	2.0%
Ne sait pas	125	6.0%	5.0%	51	4.0%	4.0%	74	7.0%	6.0%	52	6.0%	5.0%
Refus	78	3.0%	3.0%	50	4.0%	4.0%	29	2.0%	2.0%	32	3.0%	3.0%