

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	3 571	100.0%	6.8%	1 296	100.0%	5.1%	2 275	100.0%	8.3%	923	100.0%	5.2%
Sexe												
Femme	2 275	63.0%	8.0%	-	-	-	2 275	100.0%	8.0%	587	63.0%	6.0%
Homme	1 296	36.0%	5.0%	1 296	100.0%	5.0%	-	-	-	336	36.0%	3.0%
Age												
15 à 24 ans	298	8.0%	4.0%	155	12.0%	4.0%	143	6.0%	3.0%	107	11.0%	3.0%
25 à 34 ans	228	6.0%	3.0%	71	5.0%	1.0%	158	6.0%	4.0%	85	9.0%	2.0%
35 à 49 ans	744	20.0%	5.0%	274	21.0%	4.0%	470	20.0%	7.0%	343	37.0%	5.0%
50 à 59 ans	571	16.0%	6.0%	186	14.0%	4.0%	385	16.0%	8.0%	279	30.0%	7.0%
60 ans et plus	1 729	48.0%	10.0%	610	47.0%	8.0%	1 119	49.0%	12.0%	109	11.0%	6.0%
Individu												
Ménagères	2 095	58.0%	8.0%	-	-	-	2 095	92.0%	8.0%	518	56.0%	7.0%
Personne de référence	1 746	48.0%	6.0%	1 088	84.0%	5.0%	658	28.0%	8.0%	382	41.0%	4.0%
Responsable des achats	2 774	77.0%	7.0%	724	55.0%	5.0%	2 050	90.0%	8.0%	683	74.0%	6.0%
Pcs individu												
Affaires et cadres	330	9.0%	6.0%	120	9.0%	4.0%	210	9.0%	10.0%	275	29.0%	6.0%
Agriculteurs	17	0.0%	3.0%	7	0.0%	2.0%	9	0.0%	4.0%	1	0.0%	2.0%
Autres inactifs	688	19.0%	6.0%	171	13.0%	4.0%	517	22.0%	8.0%	164	17.0%	5.0%
Employés	542	15.0%	6.0%	144	11.0%	6.0%	398	17.0%	6.0%	94	10.0%	5.0%
Ouvriers	167	4.0%	2.0%	131	10.0%	2.0%	35	1.0%	2.0%	17	1.0%	3.0%
Petits patrons	73	2.0%	4.0%	52	4.0%	4.0%	21	0.0%	4.0%	69	7.0%	4.0%
Professions intermédiaires	370	10.0%	5.0%	121	9.0%	3.0%	249	11.0%	6.0%	284	30.0%	4.0%
Retraités	1 385	38.0%	10.0%	550	42.0%	9.0%	835	36.0%	12.0%	20	2.0%	10.0%
Pcs personne de référence												
Affaires et cadres	428	12.0%	6.0%	138	10.0%	3.0%	290	12.0%	8.0%	428	46.0%	6.0%
Agriculteurs	39	1.0%	5.0%	9	0.0%	2.0%	31	1.0%	7.0%	-	-	-
Autres inactifs	264	7.0%	7.0%	93	7.0%	5.0%	171	7.0%	8.0%	-	-	-
Employés	363	10.0%	6.0%	139	10.0%	5.0%	224	9.0%	7.0%	-	-	-
Ouvriers	390	10.0%	4.0%	144	11.0%	2.0%	246	10.0%	5.0%	-	-	-
Petits patrons	144	4.0%	5.0%	64	4.0%	4.0%	80	3.0%	6.0%	144	15.0%	5.0%
Professions intermédiaires	351	9.0%	4.0%	135	10.0%	3.0%	216	9.0%	5.0%	351	38.0%	4.0%
Retraités	1 592	44.0%	10.0%	576	44.0%	8.0%	1 017	44.0%	12.0%	-	-	-

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	3 571	100.0%	6.8%	1 296	100.0%	5.1%	2 275	100.0%	8.3%	923	100.0%	5.2%
Taille du foyer												
1 personne	734	20.0%	7.0%	214	16.0%	5.0%	520	22.0%	9.0%	123	13.0%	5.0%
2 personnes	1 616	45.0%	8.0%	605	46.0%	6.0%	1 011	44.0%	10.0%	248	26.0%	5.0%
3 personnes	503	14.0%	5.0%	201	15.0%	4.0%	302	13.0%	6.0%	182	19.0%	4.0%
4 personnes	432	12.0%	4.0%	161	12.0%	3.0%	271	11.0%	6.0%	235	25.0%	5.0%
5 personnes et +	286	8.0%	5.0%	115	8.0%	4.0%	171	7.0%	5.0%	135	14.0%	5.0%
Présence d'enfants de moins de 15 ans												
Non	2 837	79.0%	7.0%	1 027	79.0%	5.0%	1 810	79.0%	9.0%	552	59.0%	5.0%
Oui	734	20.0%	4.0%	269	20.0%	3.0%	465	20.0%	5.0%	371	40.0%	5.0%
Habitat												
Agglo. + 100 000 hab	1 199	33.0%	7.0%	465	35.0%	6.0%	733	32.0%	9.0%	294	31.0%	5.0%
Agglo. 20 000 à 100 000 hab	584	16.0%	8.0%	227	17.0%	6.0%	356	15.0%	9.0%	123	13.0%	5.0%
Agglo. - 20 000 hab	471	13.0%	5.0%	173	13.0%	3.0%	298	13.0%	6.0%	114	12.0%	4.0%
Agglo. paris	657	18.0%	7.0%	217	16.0%	5.0%	441	19.0%	9.0%	230	24.0%	5.0%
Communes rurales	660	18.0%	5.0%	213	16.0%	3.0%	447	19.0%	6.0%	162	17.0%	4.0%

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	3 571	100.0%	6.8%	1 296	100.0%	5.1%	2 275	100.0%	8.3%	923	100.0%	5.2%
Régions insee												
Alsace	101	2.0%	6.0%	59	4.0%	7.0%	42	1.0%	5.0%	13	1.0%	2.0%
Aquitaine	216	6.0%	7.0%	77	5.0%	5.0%	140	6.0%	9.0%	54	5.0%	6.0%
Auvergne	87	2.0%	7.0%	31	2.0%	5.0%	56	2.0%	9.0%	20	2.0%	6.0%
Basse normandie	53	1.0%	4.0%	26	2.0%	4.0%	27	1.0%	4.0%	16	1.0%	4.0%
Bourgogne	84	2.0%	6.0%	20	1.0%	3.0%	63	2.0%	8.0%	22	2.0%	5.0%
Bretagne	168	4.0%	6.0%	72	5.0%	5.0%	95	4.0%	7.0%	44	4.0%	5.0%
Centre	139	3.0%	6.0%	55	4.0%	5.0%	84	3.0%	7.0%	43	4.0%	6.0%
Champagne ardennes	81	2.0%	7.0%	24	1.0%	4.0%	57	2.0%	10.0%	12	1.0%	3.0%
Franche-comté	52	1.0%	5.0%	18	1.0%	3.0%	34	1.0%	7.0%	13	1.0%	4.0%
Haute normandie	73	2.0%	4.0%	37	2.0%	5.0%	36	1.0%	4.0%	9	1.0%	2.0%
Ile de france	710	19.0%	7.0%	241	18.0%	5.0%	469	20.0%	9.0%	256	27.0%	5.0%
Languedoc roussillon	143	4.0%	6.0%	47	3.0%	4.0%	96	4.0%	7.0%	20	2.0%	2.0%
Limousin	58	1.0%	9.0%	24	1.0%	8.0%	34	1.0%	10.0%	7	0.0%	4.0%
Lorraine	124	3.0%	6.0%	42	3.0%	4.0%	83	3.0%	8.0%	26	2.0%	4.0%
Midi pyrénées	206	5.0%	8.0%	81	6.0%	6.0%	125	5.0%	9.0%	57	6.0%	6.0%
Nord pas de calais	117	3.0%	3.0%	42	3.0%	2.0%	74	3.0%	4.0%	56	6.0%	5.0%
Pays de loire	197	5.0%	6.0%	41	3.0%	2.0%	156	6.0%	9.0%	20	2.0%	2.0%
Picardie	108	3.0%	6.0%	41	3.0%	5.0%	67	2.0%	8.0%	37	4.0%	8.0%
Poitou charentes	116	3.0%	7.0%	32	2.0%	4.0%	84	3.0%	10.0%	13	1.0%	2.0%
Provence alpes côte d'azur, corse	369	10.0%	8.0%	145	11.0%	7.0%	224	9.0%	9.0%	74	8.0%	5.0%
Rhône alpes	367	10.0%	6.0%	140	10.0%	5.0%	227	10.0%	8.0%	110	11.0%	5.0%
Habitudes de connection à internet												
1 à 2 fois par semaine	235	6.0%	8.0%	95	7.0%	7.0%	141	6.0%	8.0%	29	3.0%	6.0%
1 à 3 fois par mois	28	0.0%	7.0%	7	0.0%	4.0%	21	0.0%	9.0%	7	0.0%	12.0%
Moins souvent	16	0.0%	12.0%	2	0.0%	3.0%	14	0.0%	18.0%	1	0.0%	8.0%
Presque tous les jours	403	11.0%	6.0%	166	12.0%	6.0%	237	10.0%	7.0%	55	6.0%	4.0%
Tous les jours	2 888	80.0%	6.0%	1 026	79.0%	4.0%	1 862	81.0%	8.0%	830	90.0%	5.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	3 571	100.0%	6.8%	1 296	100.0%	5.1%	2 275	100.0%	8.3%	923	100.0%	5.2%
Revenus du foyer												
65 000 euros et plus par an	420	11.0%	9.0%	181	14.0%	7.0%	239	10.0%	14.0%	257	27.0%	8.0%
De 12 000 à moins de 18 000 euros par an	227	6.0%	4.0%	86	6.0%	4.0%	141	6.0%	4.0%	23	2.0%	3.0%
De 18 000 à moins de 24 000 euros par an	456	12.0%	6.0%	143	11.0%	4.0%	313	13.0%	7.0%	64	6.0%	4.0%
De 24 000 à moins de 36 000 euros par an	848	23.0%	6.0%	266	20.0%	4.0%	581	25.0%	8.0%	135	14.0%	3.0%
De 36 000 à moins de 45 000 euros par an	501	14.0%	6.0%	190	14.0%	4.0%	311	13.0%	8.0%	143	15.0%	4.0%
De 45 000 à moins de 65 000 euros par an	596	16.0%	7.0%	251	19.0%	5.0%	344	15.0%	9.0%	192	20.0%	4.0%
De 9 000 à moins de 12 000 euros par an	153	4.0%	7.0%	52	4.0%	6.0%	101	4.0%	7.0%	13	1.0%	5.0%
Moins de 9 000 euros par an	76	2.0%	5.0%	28	2.0%	4.0%	47	2.0%	6.0%	8	0.0%	3.0%
Ne sait pas	111	3.0%	4.0%	43	3.0%	4.0%	68	3.0%	5.0%	37	4.0%	3.0%
Refus	184	5.0%	8.0%	54	4.0%	5.0%	130	5.0%	10.0%	49	5.0%	6.0%