

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2 835	100.0%	5.4%	1 185	100.0%	4.7%	1 650	100.0%	6.0%	690	100.0%	3.9%
Sexe												
Femme	1 650	58.0%	6.0%	-	-	-	1 650	100.0%	6.0%	381	55.0%	4.0%
Homme	1 185	41.0%	4.0%	1 185	100.0%	4.0%	-	-	-	309	44.0%	3.0%
Age												
15 à 24 ans	334	11.0%	4.0%	151	12.0%	4.0%	183	11.0%	5.0%	128	18.0%	4.0%
25 à 34 ans	343	12.0%	4.0%	145	12.0%	3.0%	199	12.0%	5.0%	107	15.0%	3.0%
35 à 49 ans	689	24.0%	5.0%	299	25.0%	4.0%	391	23.0%	6.0%	241	34.0%	3.0%
50 à 59 ans	523	18.0%	6.0%	232	19.0%	5.0%	291	17.0%	6.0%	154	22.0%	4.0%
60 ans et plus	945	33.0%	5.0%	358	30.0%	4.0%	587	35.0%	6.0%	60	8.0%	3.0%
Individu												
Ménagères	1 445	51.0%	6.0%	-	-	-	1 445	87.0%	6.0%	308	44.0%	4.0%
Personne de référence	1 449	51.0%	5.0%	977	82.0%	4.0%	472	28.0%	6.0%	292	42.0%	3.0%
Responsable des achats	2 007	70.0%	5.0%	611	51.0%	4.0%	1 395	84.0%	6.0%	452	65.0%	4.0%
Pcs individu												
Affaires et cadres	166	5.0%	3.0%	88	7.0%	3.0%	79	4.0%	3.0%	132	19.0%	2.0%
Agriculteurs	11	0.0%	2.0%	10	0.0%	3.0%	1	0.0%	0.0%	-	-	-
Autres inactifs	514	18.0%	5.0%	145	12.0%	4.0%	369	22.0%	5.0%	137	19.0%	4.0%
Employés	568	20.0%	6.0%	125	10.0%	5.0%	443	26.0%	7.0%	103	14.0%	5.0%
Ouvriers	413	14.0%	6.0%	326	27.0%	6.0%	87	5.0%	6.0%	13	1.0%	2.0%
Petits patrons	38	1.0%	2.0%	22	1.0%	1.0%	16	1.0%	3.0%	31	4.0%	2.0%
Professions intermédiaires	338	11.0%	4.0%	154	13.0%	4.0%	184	11.0%	5.0%	263	38.0%	4.0%
Retraités	787	27.0%	6.0%	315	26.0%	5.0%	472	28.0%	6.0%	12	1.0%	5.0%
Pcs personne de référence												
Affaires et cadres	210	7.0%	3.0%	99	8.0%	2.0%	111	6.0%	3.0%	210	30.0%	3.0%
Agriculteurs	26	0.0%	3.0%	11	0.0%	2.0%	15	0.0%	3.0%	-	-	-
Autres inactifs	173	6.0%	4.0%	83	7.0%	5.0%	90	5.0%	4.0%	-	-	-
Employés	371	13.0%	6.0%	128	10.0%	5.0%	243	14.0%	7.0%	-	-	-
Ouvriers	662	23.0%	6.0%	323	27.0%	6.0%	340	20.0%	7.0%	-	-	-
Petits patrons	84	2.0%	3.0%	30	2.0%	2.0%	53	3.0%	4.0%	84	12.0%	3.0%
Professions intermédiaires	397	14.0%	4.0%	179	15.0%	4.0%	217	13.0%	5.0%	397	57.0%	4.0%
Retraités	913	32.0%	6.0%	333	28.0%	5.0%	580	35.0%	6.0%	-	-	-



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2 835	100.0%	5.4%	1 185	100.0%	4.7%	1 650	100.0%	6.0%	690	100.0%	3.9%
Taille du foyer												
1 personne	532	18.0%	5.0%	168	14.0%	4.0%	363	22.0%	6.0%	74	10.0%	3.0%
2 personnes	1 040	36.0%	5.0%	469	39.0%	5.0%	571	34.0%	6.0%	163	23.0%	3.0%
3 personnes	491	17.0%	5.0%	232	19.0%	4.0%	259	15.0%	5.0%	161	23.0%	4.0%
4 personnes	508	17.0%	5.0%	220	18.0%	4.0%	288	17.0%	6.0%	205	29.0%	4.0%
5 personnes et +	265	9.0%	4.0%	97	8.0%	3.0%	168	10.0%	5.0%	87	12.0%	3.0%
Présence d'enfants de moins de 15 ans												
Non	2 049	72.0%	5.0%	881	74.0%	4.0%	1 168	70.0%	6.0%	416	60.0%	4.0%
Oui	786	27.0%	5.0%	304	25.0%	4.0%	482	29.0%	5.0%	274	39.0%	3.0%
Habitat												
Agglo. + 100 000 hab	865	30.0%	5.0%	378	31.0%	5.0%	487	29.0%	6.0%	222	32.0%	4.0%
Agglo. 20 000 à 100 000 hab	435	15.0%	6.0%	211	17.0%	6.0%	224	13.0%	6.0%	74	10.0%	3.0%
Agglo. - 20 000 hab	546	19.0%	6.0%	215	18.0%	5.0%	330	20.0%	7.0%	133	19.0%	4.0%
Agglo. paris	349	12.0%	4.0%	132	11.0%	3.0%	217	13.0%	4.0%	125	18.0%	3.0%
Communes rurales	640	22.0%	5.0%	249	21.0%	4.0%	392	23.0%	6.0%	137	19.0%	4.0%

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2 835	100.0%	5.4%	1 185	100.0%	4.7%	1 650	100.0%	6.0%	690	100.0%	3.9%
Régions insee												
Alsace	60	2.0%	3.0%	21	1.0%	2.0%	39	2.0%	4.0%	10	1.0%	2.0%
Aquitaine	158	5.0%	5.0%	57	4.0%	4.0%	101	6.0%	7.0%	36	5.0%	4.0%
Auvergne	62	2.0%	5.0%	30	2.0%	5.0%	32	2.0%	5.0%	10	1.0%	3.0%
Basse normandie	59	2.0%	4.0%	22	1.0%	3.0%	37	2.0%	5.0%	8	1.0%	2.0%
Bourgogne	100	3.0%	7.0%	48	4.0%	7.0%	52	3.0%	7.0%	27	3.0%	7.0%
Bretagne	117	4.0%	4.0%	45	3.0%	3.0%	72	4.0%	5.0%	25	3.0%	3.0%
Centre	127	4.0%	6.0%	63	5.0%	6.0%	64	3.0%	5.0%	30	4.0%	4.0%
Champagne ardennes	78	2.0%	7.0%	28	2.0%	5.0%	51	3.0%	8.0%	18	2.0%	6.0%
Franche-comté	60	2.0%	6.0%	23	1.0%	4.0%	37	2.0%	7.0%	16	2.0%	5.0%
Haute normandie	130	4.0%	8.0%	69	5.0%	9.0%	61	3.0%	7.0%	28	4.0%	6.0%
Ile de france	400	14.0%	4.0%	142	12.0%	3.0%	258	15.0%	5.0%	142	20.0%	3.0%
Languedoc roussillon	99	3.0%	4.0%	35	3.0%	3.0%	64	3.0%	5.0%	16	2.0%	2.0%
Limousin	37	1.0%	6.0%	15	1.0%	5.0%	22	1.0%	6.0%	8	1.0%	4.0%
Lorraine	125	4.0%	6.0%	47	4.0%	5.0%	78	4.0%	8.0%	18	2.0%	3.0%
Midi pyrénées	131	4.0%	5.0%	57	4.0%	4.0%	74	4.0%	5.0%	47	6.0%	5.0%
Nord pas de calais	242	8.0%	7.0%	110	9.0%	7.0%	132	8.0%	8.0%	67	9.0%	6.0%
Pays de loire	160	5.0%	5.0%	68	5.0%	4.0%	92	5.0%	5.0%	32	4.0%	3.0%
Picardie	124	4.0%	8.0%	62	5.0%	8.0%	63	3.0%	7.0%	16	2.0%	3.0%
Poitou charentes	102	3.0%	6.0%	44	3.0%	6.0%	57	3.0%	7.0%	28	4.0%	6.0%
Provence alpes côte d'azur, corse	263	9.0%	6.0%	109	9.0%	5.0%	155	9.0%	6.0%	56	8.0%	3.0%
Rhône alpes	201	7.0%	3.0%	91	7.0%	3.0%	110	6.0%	4.0%	51	7.0%	2.0%
Habitudes de connection à internet												
1 à 2 fois par semaine	221	7.0%	7.0%	75	6.0%	5.0%	147	8.0%	8.0%	29	4.0%	5.0%
1 à 3 fois par mois	30	1.0%	7.0%	11	1.0%	6.0%	18	1.0%	8.0%	4	0.0%	7.0%
Moins souvent	4	0.0%	3.0%	2	0.0%	5.0%	2	0.0%	2.0%	-	-	-
Presque tous les jours	332	11.0%	5.0%	123	10.0%	4.0%	210	12.0%	6.0%	54	7.0%	3.0%
Tous les jours	2 248	79.0%	5.0%	975	82.0%	4.0%	1 274	77.0%	5.0%	604	87.0%	3.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2 835	100.0%	5.4%	1 185	100.0%	4.7%	1 650	100.0%	6.0%	690	100.0%	3.9%
Revenus du foyer												
65 000 euros et plus par an	117	4.0%	2.0%	60	5.0%	2.0%	57	3.0%	3.0%	79	11.0%	2.0%
De 12 000 à moins de 18 000 euros par an	398	14.0%	7.0%	144	12.0%	7.0%	254	15.0%	8.0%	29	4.0%	3.0%
De 18 000 à moins de 24 000 euros par an	383	13.0%	5.0%	155	13.0%	5.0%	228	13.0%	5.0%	82	11.0%	5.0%
De 24 000 à moins de 36 000 euros par an	771	27.0%	6.0%	323	27.0%	5.0%	448	27.0%	6.0%	139	20.0%	4.0%
De 36 000 à moins de 45 000 euros par an	408	14.0%	5.0%	195	16.0%	5.0%	214	13.0%	5.0%	128	18.0%	4.0%
De 45 000 à moins de 65 000 euros par an	332	11.0%	4.0%	151	12.0%	3.0%	181	10.0%	5.0%	143	20.0%	3.0%
De 9 000 à moins de 12 000 euros par an	130	4.0%	6.0%	44	3.0%	5.0%	86	5.0%	7.0%	10	1.0%	4.0%
Moins de 9 000 euros par an	58	2.0%	4.0%	16	1.0%	2.0%	42	2.0%	5.0%	4	0.0%	2.0%
Ne sait pas	60	2.0%	3.0%	33	2.0%	4.0%	28	1.0%	3.0%	22	3.0%	3.0%
Refus	178	6.0%	5.0%	64	5.0%	4.0%	114	6.0%	5.0%	54	7.0%	4.0%