

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 772	100.0%	3.4%	1 384	100.0%	5.5%	389	100.0%	1.4%	699	100.0%	3.9%
Sexe												
Femme	389	21.0%	1.0%	-	-	-	389	100.0%	1.0%	124	17.0%	1.0%
Homme	1 384	78.0%	5.0%	1 384	100.0%	5.0%	-	-	-	575	82.0%	6.0%
Age												
15 à 24 ans	486	27.0%	6.0%	367	26.0%	9.0%	119	30.0%	3.0%	205	29.0%	6.0%
25 à 34 ans	344	19.0%	4.0%	279	20.0%	7.0%	65	16.0%	1.0%	147	21.0%	4.0%
35 à 49 ans	406	22.0%	3.0%	337	24.0%	5.0%	70	17.0%	1.0%	192	27.0%	3.0%
50 à 59 ans	209	11.0%	2.0%	153	11.0%	3.0%	55	14.0%	1.0%	95	13.0%	2.0%
60 ans et plus	327	18.0%	2.0%	247	17.0%	3.0%	79	20.0%	0.0%	60	8.0%	3.0%
Individu												
Ménagères	276	15.0%	1.0%	-	-	-	276	71.0%	1.0%	89	12.0%	1.0%
Personne de référence	1 063	60.0%	3.0%	966	69.0%	4.0%	96	24.0%	1.0%	421	60.0%	4.0%
Responsable des achats	972	54.0%	2.0%	691	49.0%	5.0%	281	72.0%	1.0%	360	51.0%	3.0%
Pcs individu												
Affaires et cadres	203	11.0%	4.0%	166	12.0%	5.0%	37	9.0%	1.0%	182	26.0%	4.0%
Agriculteurs	9	0.0%	1.0%	8	0.0%	2.0%	1	0.0%	0.0%	-	-	-
Autres inactifs	445	25.0%	4.0%	303	21.0%	8.0%	142	36.0%	2.0%	164	23.0%	4.0%
Employés	214	12.0%	2.0%	130	9.0%	5.0%	84	21.0%	1.0%	26	3.0%	1.0%
Ouvriers	334	18.0%	5.0%	319	23.0%	6.0%	15	3.0%	1.0%	26	3.0%	5.0%
Petits patrons	55	3.0%	3.0%	49	3.0%	4.0%	6	1.0%	1.0%	55	7.0%	3.0%
Professions intermédiaires	269	15.0%	3.0%	225	16.0%	6.0%	44	11.0%	1.0%	237	33.0%	3.0%
Retraités	244	13.0%	1.0%	184	13.0%	3.0%	60	15.0%	0.0%	8	1.0%	3.0%
Pcs personne de référence												
Affaires et cadres	301	17.0%	4.0%	236	17.0%	6.0%	65	16.0%	1.0%	301	43.0%	4.0%
Agriculteurs	9	0.0%	1.0%	8	0.0%	2.0%	1	0.0%	0.0%	-	-	-
Autres inactifs	126	7.0%	3.0%	81	5.0%	5.0%	44	11.0%	2.0%	-	-	-
Employés	205	11.0%	3.0%	142	10.0%	6.0%	63	16.0%	2.0%	-	-	-
Ouvriers	412	23.0%	4.0%	340	24.0%	6.0%	71	18.0%	1.0%	-	-	-
Petits patrons	80	4.0%	3.0%	72	5.0%	4.0%	9	2.0%	0.0%	80	11.0%	3.0%
Professions intermédiaires	318	17.0%	3.0%	267	19.0%	6.0%	51	13.0%	1.0%	318	45.0%	3.0%
Retraités	322	18.0%	2.0%	238	17.0%	3.0%	84	21.0%	1.0%	-	-	-

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 772	100.0%	3.4%	1 384	100.0%	5.5%	389	100.0%	1.4%	699	100.0%	3.9%
Taille du foyer												
1 personne	250	14.0%	2.0%	193	13.0%	4.0%	57	14.0%	1.0%	84	12.0%	3.0%
2 personnes	501	28.0%	2.0%	366	26.0%	4.0%	135	34.0%	1.0%	160	22.0%	3.0%
3 personnes	385	21.0%	4.0%	311	22.0%	6.0%	74	19.0%	1.0%	165	23.0%	4.0%
4 personnes	405	22.0%	4.0%	343	24.0%	7.0%	62	15.0%	1.0%	216	30.0%	4.0%
5 personnes et +	230	13.0%	4.0%	170	12.0%	6.0%	61	15.0%	2.0%	74	10.0%	2.0%
Présence d'enfants de moins de 15 ans												
Non	1 174	66.0%	3.0%	917	66.0%	5.0%	257	66.0%	1.0%	438	62.0%	4.0%
Oui	598	33.0%	3.0%	467	33.0%	6.0%	132	33.0%	1.0%	261	37.0%	3.0%
Habitat												
Agglo. + 100 000 hab	608	34.0%	3.0%	475	34.0%	6.0%	133	34.0%	1.0%	222	31.0%	4.0%
Agglo. 20 000 à 100 000 hab	221	12.0%	3.0%	180	13.0%	5.0%	41	10.0%	1.0%	90	12.0%	4.0%
Agglo. - 20 000 hab	322	18.0%	3.0%	241	17.0%	5.0%	82	21.0%	1.0%	98	14.0%	3.0%
Agglo. paris	352	19.0%	4.0%	266	19.0%	6.0%	86	22.0%	1.0%	174	24.0%	4.0%
Communes rurales	270	15.0%	2.0%	223	16.0%	3.0%	47	12.0%	0.0%	115	16.0%	3.0%

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 772	100.0%	3.4%	1 384	100.0%	5.5%	389	100.0%	1.4%	699	100.0%	3.9%
Régions insee												
Alsace	41	2.0%	2.0%	35	2.0%	4.0%	6	1.0%	0.0%	18	2.0%	3.0%
Aquitaine	66	3.0%	2.0%	56	4.0%	4.0%	10	2.0%	0.0%	24	3.0%	2.0%
Auvergne	30	1.0%	2.0%	25	1.0%	4.0%	5	1.0%	0.0%	10	1.0%	3.0%
Basse normandie	31	1.0%	2.0%	26	1.0%	4.0%	6	1.0%	0.0%	14	1.0%	3.0%
Bourgogne	54	3.0%	3.0%	46	3.0%	7.0%	8	2.0%	1.0%	25	3.0%	6.0%
Bretagne	90	5.0%	3.0%	69	5.0%	5.0%	21	5.0%	1.0%	25	3.0%	3.0%
Centre	54	3.0%	2.0%	44	3.0%	4.0%	10	2.0%	1.0%	27	3.0%	4.0%
Champagne ardennes	35	2.0%	3.0%	30	2.0%	5.0%	5	1.0%	0.0%	12	1.0%	3.0%
Franche-comté	29	1.0%	3.0%	23	1.0%	4.0%	6	1.0%	1.0%	15	2.0%	5.0%
Haute normandie	52	2.0%	3.0%	38	2.0%	5.0%	14	3.0%	1.0%	22	3.0%	4.0%
Ile de france	392	22.0%	4.0%	295	21.0%	6.0%	97	24.0%	1.0%	188	26.0%	4.0%
Languedoc roussillon	78	4.0%	3.0%	67	4.0%	6.0%	11	2.0%	0.0%	22	3.0%	3.0%
Limousin	14	0.0%	2.0%	11	0.0%	3.0%	3	0.0%	0.0%	3	0.0%	1.0%
Lorraine	60	3.0%	3.0%	44	3.0%	4.0%	17	4.0%	1.0%	18	2.0%	3.0%
Midi pyrénées	74	4.0%	3.0%	57	4.0%	4.0%	17	4.0%	1.0%	25	3.0%	2.0%
Nord pas de calais	104	5.0%	3.0%	78	5.0%	5.0%	25	6.0%	1.0%	49	7.0%	4.0%
Pays de loire	93	5.0%	3.0%	74	5.0%	5.0%	19	4.0%	1.0%	28	4.0%	3.0%
Picardie	65	3.0%	4.0%	51	3.0%	6.0%	14	3.0%	1.0%	13	1.0%	3.0%
Poitou charentes	54	3.0%	3.0%	43	3.0%	6.0%	12	3.0%	1.0%	20	2.0%	4.0%
Provence alpes côte d'azur, corse	190	10.0%	4.0%	151	10.0%	7.0%	39	10.0%	1.0%	70	10.0%	4.0%
Rhône alpes	166	9.0%	3.0%	122	8.0%	4.0%	44	11.0%	1.0%	72	10.0%	3.0%
Habitudes de connection à internet												
1 à 2 fois par semaine	26	1.0%	0.0%	23	1.0%	1.0%	3	0.0%	0.0%	2	0.0%	0.0%
1 à 3 fois par mois	8	0.0%	2.0%	6	0.0%	3.0%	2	0.0%	1.0%	1	0.0%	1.0%
Moins souvent	-	-	-	-	-	-	-	-	-	-	-	-
Presque tous les jours	77	4.0%	1.0%	59	4.0%	2.0%	18	4.0%	0.0%	30	4.0%	2.0%
Tous les jours	1 661	93.0%	3.0%	1 296	93.0%	6.0%	365	94.0%	1.0%	666	95.0%	4.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 772	100.0%	3.4%	1 384	100.0%	5.5%	389	100.0%	1.4%	699	100.0%	3.9%
Revenus du foyer												
65 000 euros et plus par an	179	10.0%	4.0%	149	10.0%	5.0%	30	7.0%	1.0%	122	17.0%	4.0%
De 12 000 à moins de 18 000 euros par an	163	9.0%	3.0%	115	8.0%	5.0%	48	12.0%	1.0%	26	3.0%	3.0%
De 18 000 à moins de 24 000 euros par an	185	10.0%	2.0%	144	10.0%	4.0%	41	10.0%	1.0%	58	8.0%	3.0%
De 24 000 à moins de 36 000 euros par an	387	21.0%	3.0%	312	22.0%	5.0%	75	19.0%	1.0%	139	19.0%	4.0%
De 36 000 à moins de 45 000 euros par an	255	14.0%	3.0%	209	15.0%	5.0%	46	11.0%	1.0%	100	14.0%	3.0%
De 45 000 à moins de 65 000 euros par an	278	15.0%	3.0%	233	16.0%	5.0%	46	11.0%	1.0%	143	20.0%	3.0%
De 9 000 à moins de 12 000 euros par an	82	4.0%	4.0%	51	3.0%	6.0%	31	8.0%	2.0%	9	1.0%	3.0%
Moins de 9 000 euros par an	38	2.0%	2.0%	23	1.0%	3.0%	15	3.0%	2.0%	9	1.0%	4.0%
Ne sait pas	71	4.0%	4.0%	42	3.0%	5.0%	29	7.0%	3.0%	38	5.0%	5.0%
Refus	135	7.0%	3.0%	107	7.0%	7.0%	28	7.0%	1.0%	55	7.0%	4.0%