

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 341	100.0%	2.6%	449	100.0%	1.8%	892	100.0%	3.3%	302	100.0%	1.7%
Sexe												
Femme	892	66.0%	3.0%	-	-	-	892	100.0%	3.0%	206	68.0%	2.0%
Homme	449	33.0%	1.0%	449	100.0%	1.0%	-	-	-	96	31.0%	1.0%
Age												
15 à 24 ans	35	2.0%	0.0%	18	4.0%	0.0%	17	1.0%	0.0%	13	4.0%	0.0%
25 à 34 ans	59	4.0%	0.0%	28	6.0%	0.0%	32	3.0%	0.0%	29	9.0%	0.0%
35 à 49 ans	238	17.0%	1.0%	113	25.0%	1.0%	124	14.0%	1.0%	98	32.0%	1.0%
50 à 59 ans	302	22.0%	3.0%	95	21.0%	2.0%	207	23.0%	4.0%	120	39.0%	3.0%
60 ans et plus	706	52.0%	4.0%	195	43.0%	2.0%	511	57.0%	5.0%	42	13.0%	2.0%
Individu												
Ménagères	857	63.0%	3.0%	-	-	-	857	96.0%	3.0%	198	65.0%	2.0%
Personne de référence	702	52.0%	2.0%	417	92.0%	2.0%	285	32.0%	3.0%	139	46.0%	1.0%
Responsable des achats	1 123	83.0%	3.0%	285	63.0%	2.0%	838	94.0%	3.0%	247	81.0%	2.0%
Pcs individu												
Affaires et cadres	85	6.0%	1.0%	22	4.0%	0.0%	63	7.0%	3.0%	66	21.0%	1.0%
Agriculteurs	10	0.0%	2.0%	5	1.0%	1.0%	5	0.0%	2.0%	-	-	-
Autres inactifs	165	12.0%	1.0%	63	14.0%	1.0%	102	11.0%	1.0%	25	8.0%	0.0%
Employés	228	17.0%	2.0%	48	10.0%	2.0%	180	20.0%	2.0%	45	14.0%	2.0%
Ouvriers	93	6.0%	1.0%	67	14.0%	1.0%	26	2.0%	1.0%	7	2.0%	1.0%
Petits patrons	23	1.0%	1.0%	13	2.0%	1.0%	10	1.0%	2.0%	21	7.0%	1.0%
Professions intermédiaires	151	11.0%	2.0%	53	11.0%	1.0%	98	11.0%	2.0%	121	40.0%	2.0%
Retraités	585	43.0%	4.0%	178	39.0%	3.0%	407	45.0%	5.0%	17	5.0%	9.0%
Pcs personne de référence												
Affaires et cadres	100	7.0%	1.0%	22	5.0%	0.0%	78	8.0%	2.0%	100	33.0%	1.0%
Agriculteurs	22	1.0%	2.0%	5	1.0%	1.0%	17	1.0%	4.0%	-	-	-
Autres inactifs	99	7.0%	2.0%	61	13.0%	3.0%	38	4.0%	1.0%	-	-	-
Employés	111	8.0%	2.0%	43	9.0%	1.0%	68	7.0%	2.0%	-	-	-
Ouvriers	151	11.0%	1.0%	65	14.0%	1.0%	87	9.0%	1.0%	-	-	-
Petits patrons	45	3.0%	1.0%	17	3.0%	1.0%	29	3.0%	2.0%	45	15.0%	1.0%
Professions intermédiaires	157	11.0%	1.0%	57	12.0%	1.0%	100	11.0%	2.0%	157	51.0%	1.0%
Retraités	656	48.0%	4.0%	180	40.0%	2.0%	476	53.0%	5.0%	-	-	-

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 341	100.0%	2.6%	449	100.0%	1.8%	892	100.0%	3.3%	302	100.0%	1.7%
Taille du foyer												
1 personne	333	24.0%	3.0%	83	18.0%	2.0%	250	28.0%	4.0%	48	15.0%	2.0%
2 personnes	655	48.0%	3.0%	197	43.0%	2.0%	458	51.0%	4.0%	110	36.0%	2.0%
3 personnes	152	11.0%	1.0%	84	18.0%	1.0%	68	7.0%	1.0%	57	18.0%	1.0%
4 personnes	117	8.0%	1.0%	36	8.0%	0.0%	82	9.0%	1.0%	56	18.0%	1.0%
5 personnes et +	83	6.0%	1.0%	50	11.0%	1.0%	33	3.0%	1.0%	32	10.0%	1.0%
Présence d'enfants de moins de 15 ans												
Non	1 115	83.0%	3.0%	335	74.0%	1.0%	780	87.0%	4.0%	192	63.0%	1.0%
Oui	226	16.0%	1.0%	114	25.0%	1.0%	112	12.0%	1.0%	110	36.0%	1.0%
Habitat												
Agglo. + 100 000 hab	303	22.0%	1.0%	88	19.0%	1.0%	215	24.0%	2.0%	68	22.0%	1.0%
Agglo. 20 000 à 100 000 hab	211	15.0%	3.0%	79	17.0%	2.0%	132	14.0%	3.0%	44	14.0%	2.0%
Agglo. - 20 000 hab	257	19.0%	2.0%	98	21.0%	2.0%	159	17.0%	3.0%	53	17.0%	2.0%
Agglo. paris	143	10.0%	1.0%	61	13.0%	1.0%	82	9.0%	1.0%	48	15.0%	1.0%
Communes rurales	427	31.0%	3.0%	122	27.0%	2.0%	304	34.0%	4.0%	90	29.0%	2.0%

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 341	100.0%	2.6%	449	100.0%	1.8%	892	100.0%	3.3%	302	100.0%	1.7%
Régions insee												
Alsace	30	2.0%	1.0%	18	4.0%	2.0%	12	1.0%	1.0%	8	2.0%	1.0%
Aquitaine	82	6.0%	2.0%	26	5.0%	2.0%	56	6.0%	3.0%	24	7.0%	2.0%
Auvergne	50	3.0%	4.0%	12	2.0%	2.0%	38	4.0%	6.0%	16	5.0%	5.0%
Basse normandie	31	2.0%	2.0%	12	2.0%	2.0%	20	2.0%	3.0%	11	3.0%	3.0%
Bourgogne	55	4.0%	4.0%	16	3.0%	2.0%	39	4.0%	5.0%	13	4.0%	3.0%
Bretagne	86	6.0%	3.0%	20	4.0%	1.0%	66	7.0%	5.0%	23	7.0%	2.0%
Centre	69	5.0%	3.0%	26	5.0%	2.0%	42	4.0%	3.0%	15	4.0%	2.0%
Champagne ardennes	36	2.0%	3.0%	12	2.0%	2.0%	24	2.0%	4.0%	4	1.0%	1.0%
Franche-comté	33	2.0%	3.0%	16	3.0%	3.0%	18	2.0%	3.0%	4	1.0%	1.0%
Haute normandie	54	4.0%	3.0%	6	1.0%	0.0%	48	5.0%	6.0%	6	2.0%	1.0%
Ile de france	169	12.0%	1.0%	74	16.0%	1.0%	95	10.0%	1.0%	50	16.0%	1.0%
Languedoc roussillon	35	2.0%	1.0%	12	2.0%	1.0%	23	2.0%	1.0%	5	1.0%	0.0%
Limousin	39	2.0%	6.0%	8	1.0%	2.0%	30	3.0%	9.0%	14	4.0%	7.0%
Lorraine	48	3.0%	2.0%	18	4.0%	1.0%	30	3.0%	3.0%	6	2.0%	1.0%
Midi pyrénées	78	5.0%	3.0%	14	3.0%	1.0%	65	7.0%	5.0%	13	4.0%	1.0%
Nord pas de calais	47	3.0%	1.0%	20	4.0%	1.0%	26	3.0%	1.0%	12	3.0%	1.0%
Pays de loire	71	5.0%	2.0%	34	7.0%	2.0%	36	4.0%	2.0%	6	2.0%	0.0%
Picardie	49	3.0%	3.0%	19	4.0%	2.0%	30	3.0%	3.0%	19	6.0%	4.0%
Poitou charentes	68	5.0%	4.0%	22	5.0%	3.0%	45	5.0%	5.0%	9	3.0%	2.0%
Provence alpes côte d'azur, corse	84	6.0%	1.0%	28	6.0%	1.0%	56	6.0%	2.0%	11	3.0%	0.0%
Rhône alpes	129	9.0%	2.0%	36	8.0%	1.0%	93	10.0%	3.0%	35	11.0%	1.0%
Habitudes de connection à internet												
1 à 2 fois par semaine	153	11.0%	5.0%	48	10.0%	3.0%	104	11.0%	6.0%	15	5.0%	3.0%
1 à 3 fois par mois	11	0.0%	2.0%	2	0.0%	1.0%	9	1.0%	4.0%	-	-	-
Moins souvent	6	0.0%	4.0%	1	0.0%	2.0%	5	0.0%	6.0%	1	0.0%	5.0%
Presque tous les jours	198	14.0%	3.0%	39	8.0%	1.0%	159	17.0%	4.0%	34	11.0%	2.0%
Tous les jours	973	72.0%	2.0%	359	80.0%	1.0%	614	68.0%	2.0%	253	83.0%	1.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 341	100.0%	2.6%	449	100.0%	1.8%	892	100.0%	3.3%	302	100.0%	1.7%
Revenus du foyer												
65 000 euros et plus par an	77	5.0%	1.0%	39	8.0%	1.0%	38	4.0%	2.0%	49	16.0%	1.0%
De 12 000 à moins de 18 000 euros par an	112	8.0%	2.0%	28	6.0%	1.0%	84	9.0%	2.0%	13	4.0%	1.0%
De 18 000 à moins de 24 000 euros par an	222	16.0%	3.0%	55	12.0%	1.0%	167	18.0%	4.0%	26	8.0%	1.0%
De 24 000 à moins de 36 000 euros par an	388	29.0%	3.0%	130	28.0%	2.0%	259	29.0%	3.0%	64	21.0%	1.0%
De 36 000 à moins de 45 000 euros par an	186	13.0%	2.0%	69	15.0%	1.0%	117	13.0%	3.0%	47	15.0%	1.0%
De 45 000 à moins de 65 000 euros par an	182	13.0%	2.0%	68	15.0%	1.0%	114	12.0%	3.0%	72	23.0%	1.0%
De 9 000 à moins de 12 000 euros par an	51	3.0%	2.0%	24	5.0%	2.0%	27	3.0%	2.0%	4	1.0%	1.0%
Moins de 9 000 euros par an	36	2.0%	2.0%	16	3.0%	2.0%	20	2.0%	2.0%	1	0.0%	0.0%
Ne sait pas	29	2.0%	1.0%	11	2.0%	1.0%	18	2.0%	1.0%	13	4.0%	1.0%
Refus	56	4.0%	2.0%	10	2.0%	1.0%	46	5.0%	3.0%	14	4.0%	1.0%