



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 613	100.0%	3.1%	520	100.0%	2.1%	1 093	100.0%	4.0%	395	100.0%	2.2%
Sexe												
Femme	1 093	67.0%	4.0%	-	-	-	1 093	100.0%	4.0%	277	70.0%	3.0%
Homme	520	32.0%	2.0%	520	100.0%	2.0%	-	-	-	117	29.0%	1.0%
Age												
15 à 24 ans	44	2.0%	0.0%	15	2.0%	0.0%	30	2.0%	0.0%	11	2.0%	0.0%
25 à 34 ans	109	6.0%	1.0%	28	5.0%	0.0%	81	7.0%	2.0%	32	8.0%	1.0%
35 à 49 ans	305	18.0%	2.0%	104	19.0%	1.0%	201	18.0%	3.0%	167	42.0%	2.0%
50 à 59 ans	358	22.0%	4.0%	129	24.0%	3.0%	229	21.0%	5.0%	132	33.0%	3.0%
60 ans et plus	796	49.0%	4.0%	244	47.0%	3.0%	552	50.0%	6.0%	52	13.0%	3.0%
Individu												
Ménagères	1 033	64.0%	4.0%	-	-	-	1 033	94.0%	4.0%	270	68.0%	3.0%
Personne de référence	814	50.0%	2.0%	497	95.0%	2.0%	317	29.0%	4.0%	168	42.0%	1.0%
Responsable des achats	1 341	83.0%	3.0%	303	58.0%	2.0%	1 038	95.0%	4.0%	331	83.0%	2.0%
Pcs individu												
Affaires et cadres	110	6.0%	2.0%	37	7.0%	1.0%	73	6.0%	3.0%	92	23.0%	2.0%
Agriculteurs	24	1.0%	4.0%	9	1.0%	3.0%	15	1.0%	7.0%	2	0.0%	4.0%
Autres inactifs	184	11.0%	1.0%	49	9.0%	1.0%	135	12.0%	2.0%	28	7.0%	0.0%
Employés	277	17.0%	3.0%	44	8.0%	1.0%	233	21.0%	3.0%	57	14.0%	3.0%
Ouvriers	150	9.0%	2.0%	94	18.0%	1.0%	56	5.0%	4.0%	11	2.0%	2.0%
Petits patrons	30	1.0%	1.0%	9	1.0%	0.0%	21	1.0%	4.0%	26	6.0%	1.0%
Professions intermédiaires	203	12.0%	2.0%	71	13.0%	1.0%	132	12.0%	3.0%	165	41.0%	2.0%
Retraités	635	39.0%	5.0%	207	39.0%	3.0%	429	39.0%	6.0%	14	3.0%	7.0%
Pcs personne de référence												
Affaires et cadres	144	8.0%	2.0%	37	7.0%	1.0%	107	9.0%	3.0%	144	36.0%	2.0%
Agriculteurs	33	2.0%	4.0%	10	1.0%	2.0%	23	2.0%	5.0%	-	-	-
Autres inactifs	104	6.0%	2.0%	36	6.0%	2.0%	68	6.0%	3.0%	-	-	-
Employés	148	9.0%	2.0%	49	9.0%	2.0%	98	9.0%	3.0%	-	-	-
Ouvriers	215	13.0%	2.0%	100	19.0%	1.0%	115	10.0%	2.0%	-	-	-
Petits patrons	46	2.0%	1.0%	9	1.0%	0.0%	37	3.0%	2.0%	46	11.0%	1.0%
Professions intermédiaires	205	12.0%	2.0%	72	13.0%	1.0%	133	12.0%	3.0%	205	51.0%	2.0%
Retraités	719	44.0%	4.0%	207	39.0%	3.0%	511	46.0%	6.0%	-	-	-



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 613	100.0%	3.1%	520	100.0%	2.1%	1 093	100.0%	4.0%	395	100.0%	2.2%
Taille du foyer												
1 personne	316	19.0%	3.0%	66	12.0%	1.0%	250	22.0%	4.0%	52	13.0%	2.0%
2 personnes	817	50.0%	4.0%	282	54.0%	3.0%	535	49.0%	5.0%	136	34.0%	3.0%
3 personnes	196	12.0%	2.0%	78	15.0%	1.0%	118	10.0%	2.0%	69	17.0%	1.0%
4 personnes	174	10.0%	1.0%	54	10.0%	1.0%	119	10.0%	2.0%	86	21.0%	1.0%
5 personnes et +	110	6.0%	2.0%	40	7.0%	1.0%	71	6.0%	2.0%	52	13.0%	1.0%
Présence d'enfants de moins de 15 ans												
Non	1 294	80.0%	3.0%	412	79.0%	2.0%	882	80.0%	4.0%	241	61.0%	2.0%
Oui	320	19.0%	2.0%	108	20.0%	1.0%	211	19.0%	2.0%	154	39.0%	2.0%
Habitat												
Agglo. + 100 000 hab	367	22.0%	2.0%	92	17.0%	1.0%	274	25.0%	3.0%	82	20.0%	1.0%
Agglo. 20 000 à 100 000 hab	240	14.0%	3.0%	76	14.0%	2.0%	165	15.0%	4.0%	58	14.0%	2.0%
Agglo. - 20 000 hab	371	23.0%	4.0%	145	27.0%	3.0%	227	20.0%	5.0%	90	22.0%	3.0%
Agglo. paris	151	9.0%	1.0%	53	10.0%	1.0%	98	8.0%	2.0%	49	12.0%	1.0%
Communes rurales	484	30.0%	4.0%	155	29.0%	2.0%	330	30.0%	5.0%	116	29.0%	3.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 613	100.0%	3.1%	520	100.0%	2.1%	1 093	100.0%	4.0%	395	100.0%	2.2%
Régions insee												
Alsace	35	2.0%	2.0%	20	3.0%	2.0%	15	1.0%	1.0%	10	2.0%	2.0%
Aquitaine	81	5.0%	2.0%	31	6.0%	2.0%	50	4.0%	3.0%	26	6.0%	2.0%
Auvergne	52	3.0%	4.0%	8	1.0%	1.0%	44	4.0%	7.0%	10	2.0%	3.0%
Basse normandie	40	2.0%	3.0%	14	2.0%	2.0%	26	2.0%	4.0%	16	4.0%	4.0%
Bourgogne	71	4.0%	5.0%	27	5.0%	4.0%	43	4.0%	6.0%	18	4.0%	4.0%
Bretagne	88	5.0%	3.0%	26	5.0%	2.0%	63	5.0%	4.0%	20	5.0%	2.0%
Centre	71	4.0%	3.0%	20	3.0%	2.0%	51	4.0%	4.0%	16	4.0%	2.0%
Champagne ardennes	57	3.0%	5.0%	17	3.0%	3.0%	40	3.0%	6.0%	15	3.0%	4.0%
Franche-comté	43	2.0%	4.0%	18	3.0%	3.0%	25	2.0%	5.0%	11	2.0%	3.0%
Haute normandie	60	3.0%	4.0%	15	2.0%	2.0%	45	4.0%	5.0%	8	1.0%	1.0%
Ile de france	185	11.0%	1.0%	72	13.0%	1.0%	113	10.0%	2.0%	54	13.0%	1.0%
Languedoc roussillon	76	4.0%	3.0%	26	5.0%	2.0%	50	4.0%	4.0%	13	3.0%	1.0%
Limousin	33	2.0%	5.0%	2	0.0%	0.0%	32	2.0%	9.0%	7	1.0%	3.0%
Lorraine	45	2.0%	2.0%	10	2.0%	1.0%	35	3.0%	3.0%	9	2.0%	1.0%
Midi pyrénées	87	5.0%	3.0%	24	4.0%	2.0%	62	5.0%	4.0%	29	7.0%	3.0%
Nord pas de calais	94	5.0%	2.0%	41	7.0%	2.0%	53	4.0%	3.0%	17	4.0%	1.0%
Pays de loire	89	5.0%	3.0%	13	2.0%	0.0%	75	6.0%	4.0%	22	5.0%	2.0%
Picardie	53	3.0%	3.0%	13	2.0%	1.0%	41	3.0%	5.0%	21	5.0%	4.0%
Poitou charentes	96	6.0%	6.0%	34	6.0%	4.0%	62	5.0%	7.0%	12	3.0%	2.0%
Provence alpes côte d'azur, corse	109	6.0%	2.0%	48	9.0%	2.0%	61	5.0%	2.0%	20	5.0%	1.0%
Rhône alpes	147	9.0%	2.0%	41	7.0%	1.0%	106	9.0%	3.0%	41	10.0%	2.0%
Habitudes de connection à internet												
1 à 2 fois par semaine	155	9.0%	5.0%	34	6.0%	2.0%	122	11.0%	7.0%	24	6.0%	5.0%
1 à 3 fois par mois	17	1.0%	4.0%	-	-	-	17	1.0%	8.0%	-	-	-
Moins souvent	4	0.0%	3.0%	0	0.0%	0.0%	4	0.0%	5.0%	-	-	-
Presque tous les jours	231	14.0%	3.0%	56	10.0%	2.0%	176	16.0%	5.0%	37	9.0%	2.0%
Tous les jours	1 205	74.0%	2.0%	431	82.0%	2.0%	774	70.0%	3.0%	333	84.0%	2.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 613	100.0%	3.1%	520	100.0%	2.1%	1 093	100.0%	4.0%	395	100.0%	2.2%
Revenus du foyer												
65 000 euros et plus par an	119	7.0%	2.0%	56	10.0%	2.0%	64	5.0%	3.0%	59	15.0%	2.0%
De 12 000 à moins de 18 000 euros par an	134	8.0%	2.0%	35	6.0%	1.0%	99	9.0%	3.0%	11	2.0%	1.0%
De 18 000 à moins de 24 000 euros par an	237	14.0%	3.0%	61	11.0%	2.0%	176	16.0%	4.0%	45	11.0%	3.0%
De 24 000 à moins de 36 000 euros par an	462	28.0%	3.0%	147	28.0%	2.0%	315	28.0%	4.0%	74	18.0%	2.0%
De 36 000 à moins de 45 000 euros par an	250	15.0%	3.0%	92	17.0%	2.0%	158	14.0%	4.0%	84	21.0%	2.0%
De 45 000 à moins de 65 000 euros par an	235	14.0%	3.0%	97	18.0%	2.0%	138	12.0%	3.0%	93	23.0%	2.0%
De 9 000 à moins de 12 000 euros par an	47	2.0%	2.0%	1	0.0%	0.0%	46	4.0%	3.0%	5	1.0%	2.0%
Moins de 9 000 euros par an	23	1.0%	1.0%	8	1.0%	1.0%	15	1.0%	2.0%	3	0.0%	1.0%
Ne sait pas	36	2.0%	1.0%	4	0.0%	0.0%	32	2.0%	2.0%	6	1.0%	0.0%
Refus	71	4.0%	3.0%	20	3.0%	2.0%	51	4.0%	4.0%	14	3.0%	1.0%