

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2 389	100.0%	4.6%	587	100.0%	2.3%	1 803	100.0%	6.6%	1 002	100.0%	5.6%
Sexe												
Femme	1 803	75.0%	6.0%	-	-	-	1 803	100.0%	6.0%	724	72.0%	8.0%
Homme	587	24.0%	2.0%	587	100.0%	2.0%	-	-	-	278	27.0%	3.0%
Age												
15 à 24 ans	233	9.0%	3.0%	44	7.0%	1.0%	189	10.0%	5.0%	118	11.0%	3.0%
25 à 34 ans	275	11.0%	3.0%	44	7.0%	1.0%	231	12.0%	5.0%	146	14.0%	4.0%
35 à 49 ans	671	28.0%	5.0%	179	30.0%	2.0%	492	27.0%	7.0%	409	40.0%	6.0%
50 à 59 ans	542	22.0%	6.0%	164	28.0%	3.0%	377	20.0%	8.0%	248	24.0%	6.0%
60 ans et plus	669	28.0%	4.0%	156	26.0%	2.0%	513	28.0%	5.0%	82	8.0%	5.0%
Individu												
Ménagères	1 574	65.0%	6.0%	-	-	-	1 574	87.0%	6.0%	613	61.0%	8.0%
Personne de référence	1 109	46.0%	4.0%	525	89.0%	2.0%	584	32.0%	7.0%	448	44.0%	5.0%
Responsable des achats	1 928	80.0%	5.0%	352	60.0%	2.0%	1 575	87.0%	6.0%	763	76.0%	6.0%
Pcs individu												
Affaires et cadres	325	13.0%	6.0%	94	16.0%	3.0%	230	12.0%	10.0%	265	26.0%	5.0%
Agriculteurs	4	0.0%	0.0%	3	0.0%	1.0%	1	0.0%	0.0%	-	-	-
Autres inactifs	352	14.0%	3.0%	61	10.0%	1.0%	291	16.0%	4.0%	121	12.0%	3.0%
Employés	519	21.0%	6.0%	70	12.0%	3.0%	449	24.0%	7.0%	135	13.0%	7.0%
Ouvriers	154	6.0%	2.0%	86	14.0%	1.0%	68	3.0%	5.0%	27	2.0%	6.0%
Petits patrons	82	3.0%	5.0%	45	7.0%	3.0%	37	2.0%	8.0%	75	7.0%	5.0%
Professions intermédiaires	438	18.0%	5.0%	117	19.0%	3.0%	321	17.0%	8.0%	368	36.0%	6.0%
Retraités	516	21.0%	4.0%	111	18.0%	1.0%	405	22.0%	5.0%	13	1.0%	5.0%
Pcs personne de référence												
Affaires et cadres	401	16.0%	5.0%	101	17.0%	2.0%	300	16.0%	8.0%	401	40.0%	5.0%
Agriculteurs	22	0.0%	2.0%	4	0.0%	1.0%	18	1.0%	4.0%	-	-	-
Autres inactifs	151	6.0%	4.0%	38	6.0%	2.0%	114	6.0%	5.0%	-	-	-
Employés	324	13.0%	5.0%	66	11.0%	2.0%	258	14.0%	7.0%	-	-	-
Ouvriers	295	12.0%	3.0%	89	15.0%	1.0%	205	11.0%	4.0%	-	-	-
Petits patrons	130	5.0%	4.0%	47	8.0%	3.0%	82	4.0%	6.0%	130	12.0%	4.0%
Professions intermédiaires	472	19.0%	5.0%	130	22.0%	3.0%	342	19.0%	8.0%	472	47.0%	5.0%
Retraités	595	24.0%	4.0%	112	19.0%	1.0%	483	26.0%	5.0%	-	-	-



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2 389	100.0%	4.6%	587	100.0%	2.3%	1 803	100.0%	6.6%	1 002	100.0%	5.6%
Taille du foyer												
1 personne	517	21.0%	5.0%	102	17.0%	2.0%	415	23.0%	7.0%	147	14.0%	6.0%
2 personnes	789	33.0%	4.0%	184	31.0%	2.0%	605	33.0%	6.0%	250	24.0%	5.0%
3 personnes	455	19.0%	4.0%	127	21.0%	2.0%	328	18.0%	7.0%	260	25.0%	6.0%
4 personnes	383	16.0%	4.0%	107	18.0%	2.0%	276	15.0%	5.0%	235	23.0%	5.0%
5 personnes et +	245	10.0%	4.0%	67	11.0%	2.0%	178	9.0%	5.0%	111	11.0%	4.0%
Présence d'enfants de moins de 15 ans												
Non	1 687	70.0%	4.0%	406	69.0%	2.0%	1 281	71.0%	6.0%	600	59.0%	5.0%
Oui	703	29.0%	4.0%	181	30.0%	2.0%	521	28.0%	6.0%	403	40.0%	5.0%
Habitat												
Agglo. + 100 000 hab	760	31.0%	4.0%	174	29.0%	2.0%	586	32.0%	7.0%	326	32.0%	5.0%
Agglo. 20 000 à 100 000 hab	340	14.0%	4.0%	80	13.0%	2.0%	260	14.0%	7.0%	128	12.0%	6.0%
Agglo. - 20 000 hab	398	16.0%	4.0%	118	20.0%	2.0%	280	15.0%	6.0%	161	16.0%	5.0%
Agglo. paris	446	18.0%	5.0%	97	16.0%	2.0%	349	19.0%	7.0%	231	23.0%	5.0%
Communes rurales	445	18.0%	3.0%	118	20.0%	2.0%	327	18.0%	5.0%	156	15.0%	4.0%

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2 389	100.0%	4.6%	587	100.0%	2.3%	1 803	100.0%	6.6%	1 002	100.0%	5.6%
Régions insee												
Alsace	62	2.0%	4.0%	18	3.0%	2.0%	44	2.0%	5.0%	23	2.0%	5.0%
Aquitaine	105	4.0%	3.0%	26	4.0%	1.0%	80	4.0%	5.0%	48	4.0%	5.0%
Auvergne	53	2.0%	4.0%	18	3.0%	3.0%	35	1.0%	5.0%	21	2.0%	7.0%
Basse normandie	36	1.0%	3.0%	12	2.0%	2.0%	24	1.0%	3.0%	21	2.0%	5.0%
Bourgogne	73	3.0%	5.0%	29	4.0%	4.0%	45	2.0%	6.0%	25	2.0%	6.0%
Bretagne	128	5.0%	4.0%	32	5.0%	2.0%	96	5.0%	6.0%	51	5.0%	6.0%
Centre	84	3.0%	4.0%	21	3.0%	2.0%	63	3.0%	5.0%	23	2.0%	3.0%
Champagne ardennes	30	1.0%	2.0%	6	1.0%	1.0%	24	1.0%	4.0%	7	0.0%	2.0%
Franche-comté	56	2.0%	5.0%	15	2.0%	3.0%	42	2.0%	8.0%	22	2.0%	7.0%
Haute normandie	51	2.0%	3.0%	9	1.0%	1.0%	42	2.0%	5.0%	19	1.0%	4.0%
Ile de france	508	21.0%	5.0%	117	19.0%	2.0%	392	21.0%	7.0%	256	25.0%	5.0%
Languedoc roussillon	118	4.0%	5.0%	33	5.0%	3.0%	85	4.0%	6.0%	45	4.0%	6.0%
Limousin	24	1.0%	3.0%	5	0.0%	1.0%	19	1.0%	5.0%	8	0.0%	4.0%
Lorraine	72	3.0%	3.0%	41	7.0%	4.0%	31	1.0%	3.0%	22	2.0%	4.0%
Midi pyrénées	134	5.0%	5.0%	26	4.0%	2.0%	108	6.0%	8.0%	56	5.0%	6.0%
Nord pas de calais	102	4.0%	3.0%	19	3.0%	1.0%	83	4.0%	5.0%	50	5.0%	4.0%
Pays de loire	143	6.0%	4.0%	41	7.0%	2.0%	102	5.0%	6.0%	57	5.0%	6.0%
Picardie	48	2.0%	3.0%	12	2.0%	1.0%	36	2.0%	4.0%	13	1.0%	3.0%
Poitou charentes	82	3.0%	5.0%	23	3.0%	3.0%	60	3.0%	7.0%	27	2.0%	6.0%
Provence alpes côte d'azur, corse	219	9.0%	5.0%	54	9.0%	2.0%	165	9.0%	7.0%	84	8.0%	5.0%
Rhône alpes	260	10.0%	4.0%	31	5.0%	1.0%	229	12.0%	8.0%	126	12.0%	6.0%
Habitudes de connection à internet												
1 à 2 fois par semaine	128	5.0%	4.0%	31	5.0%	2.0%	97	5.0%	5.0%	36	3.0%	7.0%
1 à 3 fois par mois	11	0.0%	2.0%	8	1.0%	4.0%	3	0.0%	1.0%	2	0.0%	3.0%
Moins souvent	-	-	-	-	-	-	-	-	-	-	-	-
Presque tous les jours	244	10.0%	4.0%	67	11.0%	2.0%	177	9.0%	5.0%	79	7.0%	5.0%
Tous les jours	2 006	83.0%	4.0%	481	82.0%	2.0%	1 525	84.0%	7.0%	885	88.0%	5.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2 389	100.0%	4.6%	587	100.0%	2.3%	1 803	100.0%	6.6%	1 002	100.0%	5.6%
Revenus du foyer												
65 000 euros et plus par an	227	9.0%	5.0%	71	12.0%	2.0%	156	8.0%	9.0%	171	17.0%	5.0%
De 12 000 à moins de 18 000 euros par an	183	7.0%	3.0%	27	4.0%	1.0%	156	8.0%	5.0%	50	5.0%	6.0%
De 18 000 à moins de 24 000 euros par an	277	11.0%	4.0%	64	10.0%	2.0%	213	11.0%	5.0%	76	7.0%	5.0%
De 24 000 à moins de 36 000 euros par an	581	24.0%	4.0%	117	19.0%	2.0%	464	25.0%	7.0%	226	22.0%	6.0%
De 36 000 à moins de 45 000 euros par an	367	15.0%	4.0%	107	18.0%	2.0%	260	14.0%	6.0%	173	17.0%	6.0%
De 45 000 à moins de 65 000 euros par an	413	17.0%	5.0%	121	20.0%	2.0%	293	16.0%	8.0%	200	19.0%	5.0%
De 9 000 à moins de 12 000 euros par an	95	4.0%	4.0%	25	4.0%	3.0%	70	3.0%	5.0%	20	2.0%	8.0%
Moins de 9 000 euros par an	61	2.0%	4.0%	14	2.0%	2.0%	46	2.0%	6.0%	17	1.0%	8.0%
Ne sait pas	44	1.0%	2.0%	7	1.0%	0.0%	37	2.0%	4.0%	21	2.0%	3.0%
Refus	142	5.0%	4.0%	33	5.0%	2.0%	109	6.0%	5.0%	50	5.0%	3.0%