



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	3 143	100.0%	6.0%	694	100.0%	2.8%	2 449	100.0%	9.0%	822	100.0%	4.6%
Sexe												
Femme	2 449	77.0%	9.0%	-	-	-	2 449	100.0%	9.0%	639	77.0%	7.0%
Homme	694	22.0%	2.0%	694	100.0%	2.0%	-	-	-	183	22.0%	2.0%
Age												
15 à 24 ans	120	3.0%	1.0%	22	3.0%	0.0%	98	4.0%	2.0%	45	5.0%	1.0%
25 à 34 ans	268	8.0%	3.0%	43	6.0%	1.0%	224	9.0%	5.0%	88	10.0%	2.0%
35 à 49 ans	836	26.0%	6.0%	201	29.0%	3.0%	635	25.0%	9.0%	379	46.0%	6.0%
50 à 59 ans	790	25.0%	9.0%	165	23.0%	3.0%	625	25.0%	14.0%	244	29.0%	6.0%
60 ans et plus	1 130	35.0%	7.0%	262	37.0%	3.0%	867	35.0%	9.0%	65	7.0%	4.0%
Individu												
Ménagères	2 306	73.0%	9.0%	-	-	-	2 306	94.0%	9.0%	601	73.0%	8.0%
Personne de référence	1 422	45.0%	5.0%	644	92.0%	3.0%	778	31.0%	10.0%	277	33.0%	3.0%
Responsable des achats	2 701	85.0%	7.0%	428	61.0%	3.0%	2 273	92.0%	9.0%	689	83.0%	6.0%
Pcs individu												
Affaires et cadres	217	6.0%	4.0%	58	8.0%	2.0%	159	6.0%	7.0%	172	20.0%	3.0%
Agriculteurs	23	0.0%	4.0%	10	1.0%	3.0%	13	0.0%	6.0%	2	0.0%	5.0%
Autres inactifs	488	15.0%	4.0%	53	7.0%	1.0%	435	17.0%	6.0%	134	16.0%	4.0%
Employés	748	23.0%	8.0%	74	10.0%	3.0%	674	27.0%	10.0%	133	16.0%	7.0%
Ouvriers	250	8.0%	3.0%	152	21.0%	3.0%	98	4.0%	7.0%	19	2.0%	4.0%
Petits patrons	69	2.0%	4.0%	16	2.0%	1.0%	53	2.0%	12.0%	57	6.0%	3.0%
Professions intermédiaires	404	12.0%	5.0%	89	12.0%	2.0%	315	12.0%	8.0%	279	33.0%	4.0%
Retraités	944	30.0%	7.0%	241	34.0%	4.0%	703	28.0%	10.0%	26	3.0%	11.0%
Pcs personne de référence												
Affaires et cadres	305	9.0%	4.0%	62	9.0%	1.0%	242	9.0%	6.0%	305	37.0%	4.0%
Agriculteurs	55	1.0%	7.0%	10	1.0%	2.0%	45	1.0%	10.0%	-	-	-
Autres inactifs	204	6.0%	5.0%	28	4.0%	1.0%	176	7.0%	8.0%	-	-	-
Employés	454	14.0%	8.0%	67	9.0%	2.0%	387	15.0%	11.0%	-	-	-
Ouvriers	518	16.0%	5.0%	158	22.0%	3.0%	360	14.0%	7.0%	-	-	-
Petits patrons	111	3.0%	4.0%	15	2.0%	1.0%	96	3.0%	7.0%	111	13.0%	4.0%
Professions intermédiaires	406	12.0%	5.0%	106	15.0%	2.0%	300	12.0%	7.0%	406	49.0%	5.0%
Retraités	1 090	34.0%	7.0%	247	35.0%	3.0%	843	34.0%	10.0%	-	-	-



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	3 143	100.0%	6.0%	694	100.0%	2.8%	2 449	100.0%	9.0%	822	100.0%	4.6%
Taille du foyer												
1 personne	739	23.0%	7.0%	146	21.0%	3.0%	592	24.0%	10.0%	108	13.0%	4.0%
2 personnes	1 209	38.0%	6.0%	290	41.0%	3.0%	919	37.0%	9.0%	226	27.0%	5.0%
3 personnes	431	13.0%	4.0%	88	12.0%	1.0%	342	14.0%	7.0%	162	19.0%	4.0%
4 personnes	490	15.0%	5.0%	113	16.0%	2.0%	377	15.0%	8.0%	206	25.0%	4.0%
5 personnes et +	274	8.0%	4.0%	56	8.0%	2.0%	218	8.0%	7.0%	120	14.0%	4.0%
Présence d'enfants de moins de 15 ans												
Non	2 290	72.0%	6.0%	508	73.0%	2.0%	1 782	72.0%	9.0%	464	56.0%	4.0%
Oui	853	27.0%	5.0%	186	26.0%	2.0%	667	27.0%	7.0%	357	43.0%	4.0%
Habitat												
Agglo. + 100 000 hab	929	29.0%	5.0%	225	32.0%	3.0%	704	28.0%	8.0%	222	27.0%	4.0%
Agglo. 20 000 à 100 000 hab	481	15.0%	6.0%	84	12.0%	2.0%	397	16.0%	10.0%	120	14.0%	5.0%
Agglo. - 20 000 hab	541	17.0%	6.0%	134	19.0%	3.0%	407	16.0%	8.0%	125	15.0%	4.0%
Agglo. paris	511	16.0%	5.0%	119	17.0%	2.0%	391	16.0%	8.0%	212	25.0%	5.0%
Communes rurales	682	21.0%	5.0%	131	18.0%	2.0%	550	22.0%	8.0%	143	17.0%	4.0%

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	3 143	100.0%	6.0%	694	100.0%	2.8%	2 449	100.0%	9.0%	822	100.0%	4.6%
Régions insee												
Alsace	90	2.0%	5.0%	21	3.0%	2.0%	69	2.0%	8.0%	17	2.0%	3.0%
Aquitaine	148	4.0%	5.0%	37	5.0%	2.0%	111	4.0%	7.0%	34	4.0%	3.0%
Auvergne	51	1.0%	4.0%	7	1.0%	1.0%	44	1.0%	7.0%	15	1.0%	5.0%
Basse normandie	63	2.0%	5.0%	12	1.0%	2.0%	51	2.0%	7.0%	20	2.0%	5.0%
Bourgogne	86	2.0%	6.0%	18	2.0%	2.0%	67	2.0%	9.0%	29	3.0%	7.0%
Bretagne	140	4.0%	5.0%	25	3.0%	1.0%	116	4.0%	8.0%	22	2.0%	2.0%
Centre	115	3.0%	5.0%	23	3.0%	2.0%	92	3.0%	8.0%	26	3.0%	4.0%
Champagne ardennes	80	2.0%	7.0%	19	2.0%	3.0%	60	2.0%	10.0%	21	2.0%	7.0%
Franche-comté	75	2.0%	7.0%	19	2.0%	4.0%	56	2.0%	11.0%	14	1.0%	5.0%
Haute normandie	84	2.0%	5.0%	22	3.0%	3.0%	62	2.0%	8.0%	25	3.0%	5.0%
Ile de france	586	18.0%	6.0%	133	19.0%	2.0%	453	18.0%	8.0%	228	27.0%	5.0%
Languedoc roussillon	163	5.0%	7.0%	42	6.0%	3.0%	121	4.0%	9.0%	35	4.0%	4.0%
Limousin	42	1.0%	6.0%	8	1.0%	2.0%	34	1.0%	10.0%	3	0.0%	1.0%
Lorraine	155	4.0%	8.0%	46	6.0%	4.0%	110	4.0%	11.0%	41	5.0%	7.0%
Midi pyrénées	152	4.0%	6.0%	17	2.0%	1.0%	135	5.0%	10.0%	40	4.0%	4.0%
Nord pas de calais	170	5.0%	5.0%	50	7.0%	3.0%	120	4.0%	7.0%	50	6.0%	4.0%
Pays de loire	192	6.0%	6.0%	58	8.0%	4.0%	134	5.0%	8.0%	30	3.0%	3.0%
Picardie	108	3.0%	7.0%	34	4.0%	4.0%	73	3.0%	9.0%	18	2.0%	4.0%
Poitou charentes	86	2.0%	5.0%	10	1.0%	1.0%	76	3.0%	9.0%	20	2.0%	4.0%
Provence alpes côte d'azur, corse	275	8.0%	6.0%	53	7.0%	2.0%	222	9.0%	9.0%	57	6.0%	3.0%
Rhône alpes	283	9.0%	5.0%	40	5.0%	1.0%	243	9.0%	8.0%	79	9.0%	4.0%
Habitudes de connection à internet												
1 à 2 fois par semaine	228	7.0%	7.0%	35	5.0%	2.0%	193	7.0%	10.0%	37	4.0%	7.0%
1 à 3 fois par mois	35	1.0%	8.0%	8	1.0%	4.0%	27	1.0%	12.0%	1	0.0%	1.0%
Moins souvent	4	0.0%	3.0%	4	0.0%	9.0%	-	-	-	-	-	-
Presque tous les jours	387	12.0%	6.0%	77	11.0%	2.0%	310	12.0%	9.0%	84	10.0%	6.0%
Tous les jours	2 489	79.0%	5.0%	570	82.0%	2.0%	1 920	78.0%	8.0%	700	85.0%	4.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	3 143	100.0%	6.0%	694	100.0%	2.8%	2 449	100.0%	9.0%	822	100.0%	4.6%
Revenus du foyer												
65 000 euros et plus par an	192	6.0%	4.0%	58	8.0%	2.0%	134	5.0%	7.0%	110	13.0%	3.0%
De 12 000 à moins de 18 000 euros par an	334	10.0%	6.0%	52	7.0%	2.0%	282	11.0%	9.0%	26	3.0%	3.0%
De 18 000 à moins de 24 000 euros par an	466	14.0%	6.0%	75	10.0%	2.0%	391	16.0%	9.0%	70	8.0%	4.0%
De 24 000 à moins de 36 000 euros par an	894	28.0%	7.0%	197	28.0%	3.0%	696	28.0%	10.0%	201	24.0%	5.0%
De 36 000 à moins de 45 000 euros par an	460	14.0%	6.0%	117	16.0%	3.0%	343	14.0%	9.0%	158	19.0%	5.0%
De 45 000 à moins de 65 000 euros par an	386	12.0%	5.0%	105	15.0%	2.0%	280	11.0%	8.0%	161	19.0%	4.0%
De 9 000 à moins de 12 000 euros par an	159	5.0%	8.0%	51	7.0%	6.0%	109	4.0%	8.0%	15	1.0%	5.0%
Moins de 9 000 euros par an	43	1.0%	3.0%	13	1.0%	2.0%	30	1.0%	4.0%	12	1.0%	5.0%
Ne sait pas	45	1.0%	2.0%	8	1.0%	1.0%	38	1.0%	4.0%	10	1.0%	1.0%
Refus	163	5.0%	4.0%	17	2.0%	1.0%	146	6.0%	7.0%	59	7.0%	4.0%