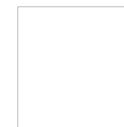


| | Ensemble | | | Hommes | | | Femmes | | | Foyers CSP+ | | |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|-------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Ensemble | 3 081 | 100.0% | 5.9% | 680 | 100.0% | 2.7% | 2 401 | 100.0% | 8.8% | 849 | 100.0% | 4.8% |
| Sexe | | | | | | | | | | | | |
| Femme | 2 401 | 77.0% | 8.0% | - | - | - | 2 401 | 100.0% | 8.0% | 667 | 78.0% | 7.0% |
| Homme | 680 | 22.0% | 2.0% | 680 | 100.0% | 2.0% | - | - | - | 182 | 21.0% | 2.0% |
| Age | | | | | | | | | | | | |
| 15 à 24 ans | 171 | 5.0% | 2.0% | 35 | 5.0% | 0.0% | 135 | 5.0% | 3.0% | 51 | 6.0% | 1.0% |
| 25 à 34 ans | 273 | 8.0% | 3.0% | 58 | 8.0% | 1.0% | 214 | 8.0% | 5.0% | 118 | 13.0% | 3.0% |
| 35 à 49 ans | 810 | 26.0% | 6.0% | 182 | 26.0% | 2.0% | 628 | 26.0% | 9.0% | 353 | 41.0% | 5.0% |
| 50 à 59 ans | 746 | 24.0% | 8.0% | 135 | 19.0% | 3.0% | 611 | 25.0% | 13.0% | 262 | 30.0% | 7.0% |
| 60 ans et plus | 1 082 | 35.0% | 6.0% | 269 | 39.0% | 3.0% | 813 | 33.0% | 9.0% | 65 | 7.0% | 4.0% |
| Individu | | | | | | | | | | | | |
| Ménagères | 2 229 | 72.0% | 9.0% | - | - | - | 2 229 | 92.0% | 9.0% | 621 | 73.0% | 8.0% |
| Personne de référence | 1 407 | 45.0% | 5.0% | 625 | 91.0% | 3.0% | 782 | 32.0% | 10.0% | 296 | 34.0% | 3.0% |
| Responsable des achats | 2 595 | 84.0% | 7.0% | 419 | 61.0% | 3.0% | 2 176 | 90.0% | 9.0% | 698 | 82.0% | 6.0% |
| Pcs individu | | | | | | | | | | | | |
| Affaires et cadres | 190 | 6.0% | 3.0% | 43 | 6.0% | 1.0% | 147 | 6.0% | 7.0% | 143 | 16.0% | 3.0% |
| Agriculteurs | 14 | 0.0% | 2.0% | 3 | 0.0% | 1.0% | 10 | 0.0% | 5.0% | 1 | 0.0% | 3.0% |
| Autres inactifs | 563 | 18.0% | 5.0% | 64 | 9.0% | 1.0% | 499 | 20.0% | 7.0% | 148 | 17.0% | 4.0% |
| Employés | 727 | 23.0% | 8.0% | 75 | 11.0% | 3.0% | 651 | 27.0% | 10.0% | 137 | 16.0% | 7.0% |
| Ouvriers | 249 | 8.0% | 3.0% | 123 | 18.0% | 2.0% | 126 | 5.0% | 9.0% | 31 | 3.0% | 6.0% |
| Petits patrons | 87 | 2.0% | 5.0% | 32 | 4.0% | 2.0% | 55 | 2.0% | 12.0% | 77 | 9.0% | 5.0% |
| Professions intermédiaires | 400 | 13.0% | 5.0% | 93 | 13.0% | 2.0% | 307 | 12.0% | 8.0% | 295 | 34.0% | 4.0% |
| Retraités | 851 | 27.0% | 6.0% | 247 | 36.0% | 4.0% | 605 | 25.0% | 8.0% | 15 | 1.0% | 8.0% |
| Pcs personne de référence | | | | | | | | | | | | |
| Affaires et cadres | 295 | 9.0% | 4.0% | 45 | 6.0% | 1.0% | 250 | 10.0% | 7.0% | 295 | 34.0% | 4.0% |
| Agriculteurs | 46 | 1.0% | 6.0% | 4 | 0.0% | 1.0% | 42 | 1.0% | 10.0% | - | - | - |
| Autres inactifs | 236 | 7.0% | 6.0% | 46 | 6.0% | 2.0% | 190 | 7.0% | 8.0% | - | - | - |
| Employés | 400 | 13.0% | 7.0% | 60 | 8.0% | 2.0% | 339 | 14.0% | 10.0% | - | - | - |
| Ouvriers | 488 | 15.0% | 5.0% | 138 | 20.0% | 2.0% | 350 | 14.0% | 7.0% | - | - | - |
| Petits patrons | 142 | 4.0% | 5.0% | 32 | 4.0% | 2.0% | 110 | 4.0% | 8.0% | 142 | 16.0% | 5.0% |
| Professions intermédiaires | 412 | 13.0% | 5.0% | 104 | 15.0% | 2.0% | 308 | 12.0% | 7.0% | 412 | 48.0% | 5.0% |
| Retraités | 1 063 | 34.0% | 7.0% | 250 | 36.0% | 3.0% | 813 | 33.0% | 9.0% | - | - | - |



| | Ensemble | | | Hommes | | | Femmes | | | Foyers CSP+ | | |
|--|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|-------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Ensemble | 3 081 | 100.0% | 5.9% | 680 | 100.0% | 2.7% | 2 401 | 100.0% | 8.8% | 849 | 100.0% | 4.8% |
| Taille du foyer | | | | | | | | | | | | |
| 1 personne | 692 | 22.0% | 7.0% | 131 | 19.0% | 3.0% | 561 | 23.0% | 10.0% | 106 | 12.0% | 4.0% |
| 2 personnes | 1 185 | 38.0% | 6.0% | 300 | 44.0% | 3.0% | 885 | 36.0% | 9.0% | 233 | 27.0% | 5.0% |
| 3 personnes | 478 | 15.0% | 5.0% | 83 | 12.0% | 1.0% | 395 | 16.0% | 8.0% | 180 | 21.0% | 4.0% |
| 4 personnes | 432 | 14.0% | 4.0% | 106 | 15.0% | 2.0% | 326 | 13.0% | 7.0% | 193 | 22.0% | 4.0% |
| 5 personnes et + | 295 | 9.0% | 5.0% | 61 | 8.0% | 2.0% | 234 | 9.0% | 7.0% | 137 | 16.0% | 5.0% |
| Présence d'enfants de moins de 15 ans | | | | | | | | | | | | |
| Non | 2 248 | 73.0% | 6.0% | 495 | 72.0% | 2.0% | 1 753 | 73.0% | 9.0% | 478 | 56.0% | 4.0% |
| Oui | 833 | 27.0% | 5.0% | 185 | 27.0% | 2.0% | 648 | 27.0% | 7.0% | 371 | 43.0% | 5.0% |
| Habitat | | | | | | | | | | | | |
| Agglo. + 100 000 hab | 920 | 29.0% | 5.0% | 223 | 32.0% | 2.0% | 697 | 29.0% | 8.0% | 284 | 33.0% | 5.0% |
| Agglo. 20 000 à 100 000 hab | 490 | 15.0% | 7.0% | 98 | 14.0% | 3.0% | 392 | 16.0% | 10.0% | 110 | 13.0% | 5.0% |
| Agglo. - 20 000 hab | 541 | 17.0% | 6.0% | 138 | 20.0% | 3.0% | 402 | 16.0% | 9.0% | 115 | 13.0% | 4.0% |
| Agglo. paris | 488 | 15.0% | 5.0% | 119 | 17.0% | 2.0% | 368 | 15.0% | 8.0% | 179 | 21.0% | 4.0% |
| Communes rurales | 642 | 20.0% | 5.0% | 101 | 14.0% | 1.0% | 541 | 22.0% | 8.0% | 161 | 18.0% | 4.0% |

| | Ensemble | | | Hommes | | | Femmes | | | Foyers CSP+ | | |
|---|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|-------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Ensemble | 3 081 | 100.0% | 5.9% | 680 | 100.0% | 2.7% | 2 401 | 100.0% | 8.8% | 849 | 100.0% | 4.8% |
| Régions insee | | | | | | | | | | | | |
| Alsace | 92 | 3.0% | 5.0% | 38 | 5.0% | 5.0% | 54 | 2.0% | 6.0% | 25 | 2.0% | 5.0% |
| Aquitaine | 112 | 3.0% | 4.0% | 21 | 3.0% | 1.0% | 91 | 3.0% | 6.0% | 30 | 3.0% | 3.0% |
| Auvergne | 68 | 2.0% | 5.0% | 15 | 2.0% | 2.0% | 53 | 2.0% | 9.0% | 25 | 2.0% | 8.0% |
| Basse normandie | 59 | 1.0% | 4.0% | 6 | 0.0% | 1.0% | 52 | 2.0% | 8.0% | 12 | 1.0% | 3.0% |
| Bourgogne | 85 | 2.0% | 6.0% | 20 | 2.0% | 3.0% | 66 | 2.0% | 9.0% | 31 | 3.0% | 8.0% |
| Bretagne | 145 | 4.0% | 5.0% | 31 | 4.0% | 2.0% | 115 | 4.0% | 8.0% | 19 | 2.0% | 2.0% |
| Centre | 121 | 3.0% | 5.0% | 16 | 2.0% | 1.0% | 105 | 4.0% | 9.0% | 29 | 3.0% | 4.0% |
| Champagne ardennes | 70 | 2.0% | 6.0% | 20 | 3.0% | 3.0% | 49 | 2.0% | 8.0% | 23 | 2.0% | 7.0% |
| Franche-comté | 85 | 2.0% | 8.0% | 24 | 3.0% | 5.0% | 61 | 2.0% | 12.0% | 22 | 2.0% | 7.0% |
| Haute normandie | 85 | 2.0% | 5.0% | 24 | 3.0% | 3.0% | 61 | 2.0% | 7.0% | 18 | 2.0% | 4.0% |
| Ile de france | 574 | 18.0% | 5.0% | 146 | 21.0% | 3.0% | 428 | 17.0% | 8.0% | 198 | 23.0% | 4.0% |
| Languedoc roussillon | 152 | 4.0% | 6.0% | 28 | 4.0% | 2.0% | 124 | 5.0% | 10.0% | 49 | 5.0% | 6.0% |
| Limousin | 45 | 1.0% | 7.0% | 4 | 0.0% | 1.0% | 42 | 1.0% | 12.0% | 5 | 0.0% | 2.0% |
| Lorraine | 111 | 3.0% | 5.0% | 19 | 2.0% | 2.0% | 92 | 3.0% | 9.0% | 35 | 4.0% | 6.0% |
| Midi pyrénées | 139 | 4.0% | 5.0% | 15 | 2.0% | 1.0% | 124 | 5.0% | 9.0% | 40 | 4.0% | 4.0% |
| Nord pas de calais | 159 | 5.0% | 4.0% | 38 | 5.0% | 2.0% | 122 | 5.0% | 7.0% | 58 | 6.0% | 6.0% |
| Pays de loire | 153 | 5.0% | 5.0% | 32 | 4.0% | 2.0% | 121 | 5.0% | 7.0% | 15 | 1.0% | 1.0% |
| Picardie | 121 | 3.0% | 7.0% | 45 | 6.0% | 6.0% | 76 | 3.0% | 9.0% | 20 | 2.0% | 4.0% |
| Poitou charentes | 95 | 3.0% | 6.0% | 11 | 1.0% | 1.0% | 84 | 3.0% | 10.0% | 23 | 2.0% | 5.0% |
| Provence alpes côte d'azur, corse | 301 | 9.0% | 6.0% | 56 | 8.0% | 2.0% | 245 | 10.0% | 10.0% | 98 | 11.0% | 6.0% |
| Rhône alpes | 309 | 10.0% | 5.0% | 72 | 10.0% | 2.0% | 237 | 9.0% | 8.0% | 73 | 8.0% | 3.0% |
| Habitudes de connection à internet | | | | | | | | | | | | |
| 1 à 2 fois par semaine | 214 | 7.0% | 7.0% | 33 | 4.0% | 2.0% | 181 | 7.0% | 11.0% | 37 | 4.0% | 7.0% |
| 1 à 3 fois par mois | 31 | 1.0% | 8.0% | 4 | 0.0% | 2.0% | 27 | 1.0% | 12.0% | 1 | 0.0% | 1.0% |
| Moins souvent | - | - | - | - | - | - | - | - | - | - | - | - |
| Presque tous les jours | 367 | 11.0% | 6.0% | 90 | 13.0% | 3.0% | 277 | 11.0% | 8.0% | 88 | 10.0% | 6.0% |
| Tous les jours | 2 469 | 80.0% | 5.0% | 553 | 81.0% | 2.0% | 1 916 | 79.0% | 8.0% | 723 | 85.0% | 4.0% |



| | Ensemble | | | Hommes | | | Femmes | | | Foyers CSP+ | | |
|---|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|-------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Ensemble | 3 081 | 100.0% | 5.9% | 680 | 100.0% | 2.7% | 2 401 | 100.0% | 8.8% | 849 | 100.0% | 4.8% |
| Revenus du foyer | | | | | | | | | | | | |
| 65 000 euros et plus par an | 155 | 5.0% | 3.0% | 47 | 7.0% | 1.0% | 108 | 4.0% | 6.0% | 96 | 11.0% | 3.0% |
| De 12 000 à moins de 18 000 euros par an | 324 | 10.0% | 6.0% | 68 | 10.0% | 3.0% | 256 | 10.0% | 9.0% | 50 | 5.0% | 6.0% |
| De 18 000 à moins de 24 000 euros par an | 542 | 17.0% | 7.0% | 79 | 11.0% | 2.0% | 463 | 19.0% | 11.0% | 94 | 11.0% | 6.0% |
| De 24 000 à moins de 36 000 euros par an | 820 | 26.0% | 6.0% | 213 | 31.0% | 3.0% | 607 | 25.0% | 9.0% | 199 | 23.0% | 5.0% |
| De 36 000 à moins de 45 000 euros par an | 428 | 13.0% | 5.0% | 97 | 14.0% | 2.0% | 330 | 13.0% | 9.0% | 153 | 18.0% | 5.0% |
| De 45 000 à moins de 65 000 euros par an | 390 | 12.0% | 4.0% | 88 | 12.0% | 2.0% | 302 | 12.0% | 8.0% | 158 | 18.0% | 3.0% |
| De 9 000 à moins de 12 000 euros par an | 147 | 4.0% | 6.0% | 41 | 6.0% | 5.0% | 106 | 4.0% | 7.0% | 15 | 1.0% | 6.0% |
| Moins de 9 000 euros par an | 64 | 2.0% | 4.0% | 12 | 1.0% | 1.0% | 52 | 2.0% | 7.0% | 11 | 1.0% | 5.0% |
| Ne sait pas | 84 | 2.0% | 3.0% | 19 | 2.0% | 1.0% | 65 | 2.0% | 5.0% | 32 | 3.0% | 3.0% |
| Refus | 127 | 4.0% | 5.0% | 15 | 2.0% | 1.0% | 112 | 4.0% | 8.0% | 39 | 4.0% | 4.0% |