

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2 341	100.0%	4.5%	620	100.0%	2.5%	1 721	100.0%	6.3%	754	100.0%	4.2%
Sexe												
Femme	1 721	73.0%	6.0%	-	-	-	1 721	100.0%	6.0%	507	67.0%	5.0%
Homme	620	26.0%	2.0%	620	100.0%	2.0%	-	-	-	247	32.0%	2.0%
Age												
15 à 24 ans	261	11.0%	3.0%	62	10.0%	1.0%	198	11.0%	5.0%	102	13.0%	3.0%
25 à 34 ans	295	12.0%	3.0%	83	13.0%	2.0%	212	12.0%	5.0%	106	14.0%	3.0%
35 à 49 ans	790	33.0%	6.0%	260	41.0%	4.0%	531	30.0%	8.0%	367	48.0%	5.0%
50 à 59 ans	452	19.0%	5.0%	126	20.0%	3.0%	326	19.0%	7.0%	141	18.0%	3.0%
60 ans et plus	544	23.0%	3.0%	89	14.0%	1.0%	455	26.0%	5.0%	39	5.0%	2.0%
Individu												
Ménagères	1 484	63.0%	6.0%	-	-	-	1 484	86.0%	6.0%	424	56.0%	6.0%
Personne de référence	971	41.0%	3.0%	521	84.0%	2.0%	449	26.0%	6.0%	273	36.0%	3.0%
Responsable des achats	1 774	75.0%	5.0%	326	52.0%	2.0%	1 448	84.0%	6.0%	519	68.0%	4.0%
Pcs individu												
Affaires et cadres	169	7.0%	3.0%	67	10.0%	2.0%	102	5.0%	4.0%	142	18.0%	3.0%
Agriculteurs	20	0.0%	3.0%	7	1.0%	2.0%	13	0.0%	6.0%	1	0.0%	3.0%
Autres inactifs	485	20.0%	4.0%	74	11.0%	2.0%	411	23.0%	6.0%	140	18.0%	4.0%
Employés	604	25.0%	7.0%	72	11.0%	3.0%	531	30.0%	8.0%	137	18.0%	7.0%
Ouvriers	242	10.0%	3.0%	162	26.0%	3.0%	80	4.0%	6.0%	12	1.0%	2.0%
Petits patrons	77	3.0%	4.0%	44	7.0%	3.0%	33	1.0%	7.0%	68	9.0%	4.0%
Professions intermédiaires	307	13.0%	4.0%	112	18.0%	3.0%	195	11.0%	5.0%	239	31.0%	3.0%
Retraités	438	18.0%	3.0%	82	13.0%	1.0%	356	20.0%	5.0%	15	1.0%	6.0%
Pcs personne de référence												
Affaires et cadres	282	12.0%	4.0%	74	11.0%	2.0%	208	12.0%	5.0%	282	37.0%	4.0%
Agriculteurs	24	1.0%	3.0%	8	1.0%	2.0%	17	1.0%	4.0%	-	-	-
Autres inactifs	175	7.0%	4.0%	33	5.0%	2.0%	142	8.0%	6.0%	-	-	-
Employés	364	15.0%	6.0%	81	13.0%	3.0%	283	16.0%	8.0%	-	-	-
Ouvriers	458	19.0%	4.0%	154	24.0%	3.0%	304	17.0%	6.0%	-	-	-
Petits patrons	126	5.0%	4.0%	45	7.0%	3.0%	80	4.0%	6.0%	126	16.0%	4.0%
Professions intermédiaires	346	14.0%	4.0%	128	20.0%	3.0%	218	12.0%	5.0%	346	45.0%	4.0%
Retraités	567	24.0%	3.0%	97	15.0%	1.0%	469	27.0%	5.0%	-	-	-

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2 341	100.0%	4.5%	620	100.0%	2.5%	1 721	100.0%	6.3%	754	100.0%	4.2%
Taille du foyer												
1 personne	390	16.0%	4.0%	88	14.0%	2.0%	302	17.0%	5.0%	65	8.0%	2.0%
2 personnes	760	32.0%	4.0%	192	31.0%	2.0%	567	33.0%	6.0%	166	22.0%	3.0%
3 personnes	457	19.0%	4.0%	125	20.0%	2.0%	332	19.0%	7.0%	196	26.0%	5.0%
4 personnes	527	22.0%	5.0%	167	26.0%	3.0%	360	20.0%	7.0%	236	31.0%	5.0%
5 personnes et +	208	8.0%	3.0%	49	7.0%	1.0%	160	9.0%	5.0%	92	12.0%	3.0%
Présence d'enfants de moins de 15 ans												
Non	1 510	64.0%	4.0%	381	61.0%	2.0%	1 129	65.0%	6.0%	389	51.0%	3.0%
Oui	831	35.0%	5.0%	239	38.0%	3.0%	592	34.0%	7.0%	365	48.0%	4.0%
Habitat												
Agglo. + 100 000 hab	798	34.0%	5.0%	213	34.0%	2.0%	585	34.0%	7.0%	272	36.0%	4.0%
Agglo. 20 000 à 100 000 hab	322	13.0%	4.0%	89	14.0%	2.0%	233	13.0%	6.0%	99	13.0%	4.0%
Agglo. - 20 000 hab	425	18.0%	4.0%	115	18.0%	2.0%	310	18.0%	6.0%	118	15.0%	4.0%
Agglo. paris	390	16.0%	4.0%	89	14.0%	2.0%	301	17.0%	6.0%	157	20.0%	3.0%
Communes rurales	406	17.0%	3.0%	114	18.0%	2.0%	292	17.0%	4.0%	107	14.0%	3.0%

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2 341	100.0%	4.5%	620	100.0%	2.5%	1 721	100.0%	6.3%	754	100.0%	4.2%
Régions insee												
Alsace	60	2.0%	3.0%	29	4.0%	3.0%	31	1.0%	3.0%	16	2.0%	3.0%
Aquitaine	109	4.0%	3.0%	28	4.0%	2.0%	80	4.0%	5.0%	24	3.0%	2.0%
Auvergne	49	2.0%	4.0%	7	1.0%	1.0%	42	2.0%	7.0%	15	2.0%	5.0%
Basse normandie	36	1.0%	2.0%	3	0.0%	0.0%	33	1.0%	5.0%	7	0.0%	1.0%
Bourgogne	55	2.0%	4.0%	11	1.0%	1.0%	44	2.0%	6.0%	23	3.0%	6.0%
Bretagne	71	3.0%	2.0%	12	1.0%	0.0%	59	3.0%	4.0%	14	1.0%	1.0%
Centre	73	3.0%	3.0%	22	3.0%	2.0%	51	2.0%	4.0%	20	2.0%	3.0%
Champagne ardennes	47	2.0%	4.0%	10	1.0%	2.0%	36	2.0%	6.0%	11	1.0%	3.0%
Franche-comté	39	1.0%	4.0%	11	1.0%	2.0%	29	1.0%	5.0%	9	1.0%	3.0%
Haute normandie	53	2.0%	3.0%	24	3.0%	3.0%	29	1.0%	3.0%	15	1.0%	3.0%
Ile de france	468	20.0%	4.0%	111	17.0%	2.0%	357	20.0%	7.0%	186	24.0%	4.0%
Languedoc roussillon	122	5.0%	5.0%	29	4.0%	2.0%	92	5.0%	7.0%	45	6.0%	6.0%
Limousin	25	1.0%	3.0%	7	1.0%	2.0%	17	1.0%	5.0%	9	1.0%	5.0%
Lorraine	112	4.0%	5.0%	25	4.0%	2.0%	87	5.0%	8.0%	20	2.0%	3.0%
Midi pyrénées	100	4.0%	4.0%	28	4.0%	2.0%	72	4.0%	5.0%	45	6.0%	5.0%
Nord pas de calais	141	6.0%	4.0%	44	7.0%	2.0%	97	5.0%	5.0%	50	6.0%	4.0%
Pays de loire	150	6.0%	5.0%	38	6.0%	2.0%	112	6.0%	7.0%	38	5.0%	4.0%
Picardie	85	3.0%	5.0%	24	3.0%	3.0%	61	3.0%	7.0%	19	2.0%	4.0%
Poitou charentes	48	2.0%	3.0%	10	1.0%	1.0%	38	2.0%	4.0%	8	1.0%	2.0%
Provence alpes côte d'azur, corse	272	11.0%	6.0%	78	12.0%	3.0%	194	11.0%	8.0%	88	11.0%	5.0%
Rhône alpes	228	9.0%	4.0%	69	11.0%	2.0%	159	9.0%	5.0%	92	12.0%	4.0%
Habitudes de connection à internet												
1 à 2 fois par semaine	100	4.0%	3.0%	23	3.0%	1.0%	78	4.0%	4.0%	15	2.0%	3.0%
1 à 3 fois par mois	33	1.0%	8.0%	7	1.0%	3.0%	26	1.0%	12.0%	3	0.0%	5.0%
Moins souvent	4	0.0%	3.0%	4	0.0%	9.0%	-	-	-	-	-	-
Presque tous les jours	266	11.0%	4.0%	51	8.0%	1.0%	215	12.0%	6.0%	51	6.0%	3.0%
Tous les jours	1 938	82.0%	4.0%	535	86.0%	2.0%	1 403	81.0%	6.0%	685	90.0%	4.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2 341	100.0%	4.5%	620	100.0%	2.5%	1 721	100.0%	6.3%	754	100.0%	4.2%
Revenus du foyer												
65 000 euros et plus par an	161	6.0%	3.0%	45	7.0%	1.0%	116	6.0%	6.0%	133	17.0%	4.0%
De 12 000 à moins de 18 000 euros par an	269	11.0%	5.0%	58	9.0%	2.0%	211	12.0%	7.0%	26	3.0%	3.0%
De 18 000 à moins de 24 000 euros par an	297	12.0%	4.0%	65	10.0%	2.0%	233	13.0%	5.0%	66	8.0%	4.0%
De 24 000 à moins de 36 000 euros par an	580	24.0%	4.0%	159	25.0%	2.0%	422	24.0%	6.0%	141	18.0%	4.0%
De 36 000 à moins de 45 000 euros par an	352	15.0%	4.0%	104	16.0%	2.0%	248	14.0%	6.0%	131	17.0%	4.0%
De 45 000 à moins de 65 000 euros par an	339	14.0%	4.0%	111	17.0%	2.0%	228	13.0%	6.0%	173	23.0%	4.0%
De 9 000 à moins de 12 000 euros par an	111	4.0%	5.0%	24	3.0%	3.0%	87	5.0%	7.0%	5	0.0%	2.0%
Moins de 9 000 euros par an	40	1.0%	2.0%	13	2.0%	2.0%	27	1.0%	3.0%	6	0.0%	2.0%
Ne sait pas	41	1.0%	2.0%	10	1.0%	1.0%	31	1.0%	3.0%	11	1.0%	1.0%
Refus	151	6.0%	4.0%	31	5.0%	2.0%	120	7.0%	5.0%	61	8.0%	4.0%