

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2 803	100.0%	5.3%	1 531	100.0%	6.1%	1 272	100.0%	4.7%	1 305	100.0%	7.3%
Sexe												
Femme	1 272	45.0%	4.0%	-	-	-	1 272	100.0%	4.0%	548	42.0%	6.0%
Homme	1 531	54.0%	6.0%	1 531	100.0%	6.0%	-	-	-	757	58.0%	8.0%
Age												
15 à 24 ans	645	23.0%	8.0%	317	20.0%	8.0%	328	25.0%	9.0%	322	24.0%	10.0%
25 à 34 ans	451	16.0%	5.0%	270	17.0%	7.0%	181	14.0%	4.0%	252	19.0%	7.0%
35 à 49 ans	578	20.0%	4.0%	321	21.0%	5.0%	257	20.0%	4.0%	369	28.0%	5.0%
50 à 59 ans	317	11.0%	3.0%	172	11.0%	4.0%	146	11.0%	3.0%	209	16.0%	5.0%
60 ans et plus	812	29.0%	5.0%	452	29.0%	6.0%	360	28.0%	4.0%	154	11.0%	9.0%
Individu												
Ménagères	961	34.0%	4.0%	-	-	-	961	75.0%	4.0%	378	28.0%	5.0%
Personne de référence	1 513	54.0%	5.0%	1 181	77.0%	5.0%	332	26.0%	4.0%	680	52.0%	7.0%
Responsable des achats	1 748	62.0%	4.0%	804	52.0%	6.0%	944	74.0%	4.0%	733	56.0%	6.0%
Pcs individu												
Affaires et cadres	537	19.0%	10.0%	319	20.0%	11.0%	218	17.0%	10.0%	489	37.0%	10.0%
Agriculteurs	10	0.0%	1.0%	9	0.0%	2.0%	1	0.0%	0.0%	-	-	-
Autres inactifs	715	25.0%	7.0%	303	19.0%	8.0%	412	32.0%	6.0%	310	23.0%	9.0%
Employés	290	10.0%	3.0%	111	7.0%	4.0%	179	14.0%	2.0%	69	5.0%	3.0%
Ouvriers	183	6.0%	2.0%	156	10.0%	3.0%	28	2.0%	2.0%	21	1.0%	4.0%
Petits patrons	109	3.0%	6.0%	96	6.0%	7.0%	13	1.0%	3.0%	106	8.0%	7.0%
Professions intermédiaires	341	12.0%	4.0%	197	12.0%	5.0%	144	11.0%	3.0%	302	23.0%	5.0%
Retraités	619	22.0%	4.0%	341	22.0%	5.0%	278	21.0%	4.0%	8	0.0%	3.0%
Pcs personne de référence												
Affaires et cadres	720	25.0%	10.0%	402	26.0%	11.0%	318	25.0%	9.0%	720	55.0%	10.0%
Agriculteurs	18	0.0%	2.0%	10	0.0%	2.0%	7	0.0%	1.0%	-	-	-
Autres inactifs	200	7.0%	5.0%	100	6.0%	6.0%	99	7.0%	4.0%	-	-	-
Employés	236	8.0%	4.0%	90	5.0%	3.0%	145	11.0%	4.0%	-	-	-
Ouvriers	321	11.0%	3.0%	189	12.0%	3.0%	132	10.0%	2.0%	-	-	-
Petits patrons	152	5.0%	5.0%	115	7.0%	7.0%	37	2.0%	3.0%	152	11.0%	5.0%
Professions intermédiaires	433	15.0%	5.0%	239	15.0%	5.0%	193	15.0%	4.0%	433	33.0%	5.0%
Retraités	724	25.0%	4.0%	384	25.0%	5.0%	339	26.0%	4.0%	-	-	-



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2 803	100.0%	5.3%	1 531	100.0%	6.1%	1 272	100.0%	4.7%	1 305	100.0%	7.3%
Taille du foyer												
1 personne	531	18.0%	5.0%	285	18.0%	6.0%	246	19.0%	4.0%	184	14.0%	7.0%
2 personnes	932	33.0%	5.0%	492	32.0%	5.0%	440	34.0%	4.0%	328	25.0%	7.0%
3 personnes	488	17.0%	5.0%	253	16.0%	5.0%	234	18.0%	5.0%	268	20.0%	6.0%
4 personnes	547	19.0%	5.0%	355	23.0%	7.0%	192	15.0%	4.0%	345	26.0%	7.0%
5 personnes et +	305	10.0%	5.0%	146	9.0%	5.0%	159	12.0%	5.0%	179	13.0%	6.0%
Présence d'enfants de moins de 15 ans												
Non	2 026	72.0%	5.0%	1 120	73.0%	6.0%	906	71.0%	4.0%	827	63.0%	8.0%
Oui	777	27.0%	4.0%	411	26.0%	5.0%	366	28.0%	4.0%	479	36.0%	6.0%
Habitat												
Agglo. + 100 000 hab	924	33.0%	5.0%	541	35.0%	7.0%	383	30.0%	4.0%	428	32.0%	7.0%
Agglo. 20 000 à 100 000 hab	274	9.0%	3.0%	165	10.0%	5.0%	108	8.0%	3.0%	131	10.0%	6.0%
Agglo. - 20 000 hab	303	10.0%	3.0%	152	9.0%	3.0%	152	11.0%	3.0%	128	9.0%	4.0%
Agglo. paris	932	33.0%	10.0%	475	31.0%	11.0%	456	35.0%	9.0%	481	36.0%	12.0%
Communes rurales	370	13.0%	3.0%	198	12.0%	3.0%	172	13.0%	2.0%	138	10.0%	4.0%

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2 803	100.0%	5.3%	1 531	100.0%	6.1%	1 272	100.0%	4.7%	1 305	100.0%	7.3%
Régions insee												
Alsace	76	2.0%	4.0%	45	3.0%	6.0%	31	2.0%	3.0%	32	2.0%	6.0%
Aquitaine	142	5.0%	5.0%	70	4.0%	5.0%	72	5.0%	5.0%	65	5.0%	7.0%
Auvergne	46	1.0%	4.0%	22	1.0%	4.0%	24	1.0%	3.0%	23	1.0%	7.0%
Basse normandie	28	1.0%	2.0%	19	1.0%	3.0%	9	0.0%	1.0%	13	1.0%	3.0%
Bourgogne	56	2.0%	4.0%	30	2.0%	4.0%	25	2.0%	3.0%	23	1.0%	6.0%
Bretagne	100	3.0%	3.0%	57	3.0%	4.0%	44	3.0%	3.0%	37	2.0%	4.0%
Centre	80	2.0%	3.0%	47	3.0%	4.0%	33	2.0%	3.0%	42	3.0%	6.0%
Champagne ardennes	32	1.0%	2.0%	21	1.0%	3.0%	12	0.0%	2.0%	11	0.0%	3.0%
Franche-comté	43	1.0%	4.0%	22	1.0%	4.0%	21	1.0%	4.0%	24	1.0%	8.0%
Haute normandie	48	1.0%	3.0%	26	1.0%	3.0%	23	1.0%	2.0%	20	1.0%	4.0%
Ile de france	993	35.0%	10.0%	507	33.0%	11.0%	486	38.0%	9.0%	514	39.0%	11.0%
Languedoc roussillon	97	3.0%	4.0%	56	3.0%	5.0%	41	3.0%	3.0%	27	2.0%	3.0%
Limousin	20	0.0%	3.0%	11	0.0%	3.0%	9	0.0%	2.0%	5	0.0%	3.0%
Lorraine	79	2.0%	4.0%	55	3.0%	5.0%	25	1.0%	2.0%	28	2.0%	5.0%
Midi pyrénées	122	4.0%	4.0%	63	4.0%	5.0%	59	4.0%	4.0%	55	4.0%	6.0%
Nord pas de calais	89	3.0%	2.0%	49	3.0%	3.0%	40	3.0%	2.0%	47	3.0%	4.0%
Pays de loire	109	3.0%	3.0%	61	4.0%	4.0%	48	3.0%	3.0%	53	4.0%	5.0%
Picardie	57	2.0%	3.0%	37	2.0%	5.0%	20	1.0%	2.0%	21	1.0%	4.0%
Poitou charentes	69	2.0%	4.0%	32	2.0%	4.0%	36	2.0%	4.0%	23	1.0%	5.0%
Provence alpes côte d'azur, corse	271	9.0%	6.0%	157	10.0%	7.0%	114	9.0%	4.0%	120	9.0%	7.0%
Rhône alpes	245	8.0%	4.0%	145	9.0%	5.0%	100	7.0%	3.0%	119	9.0%	6.0%
Habitudes de connection à internet												
1 à 2 fois par semaine	72	2.0%	2.0%	31	2.0%	2.0%	41	3.0%	2.0%	15	1.0%	2.0%
1 à 3 fois par mois	8	0.0%	2.0%	2	0.0%	1.0%	6	0.0%	2.0%	3	0.0%	4.0%
Moins souvent	1	0.0%	0.0%	-	-	-	1	0.0%	0.0%	0	0.0%	1.0%
Presque tous les jours	235	8.0%	3.0%	118	7.0%	4.0%	118	9.0%	3.0%	55	4.0%	4.0%
Tous les jours	2 487	88.0%	5.0%	1 380	90.0%	6.0%	1 107	87.0%	5.0%	1 233	94.0%	7.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2 803	100.0%	5.3%	1 531	100.0%	6.1%	1 272	100.0%	4.7%	1 305	100.0%	7.3%
Revenus du foyer												
65 000 euros et plus par an	555	19.0%	12.0%	349	22.0%	13.0%	206	16.0%	11.0%	387	29.0%	13.0%
De 12 000 à moins de 18 000 euros par an	174	6.0%	3.0%	82	5.0%	4.0%	92	7.0%	3.0%	38	2.0%	4.0%
De 18 000 à moins de 24 000 euros par an	243	8.0%	3.0%	108	7.0%	3.0%	135	10.0%	3.0%	91	7.0%	6.0%
De 24 000 à moins de 36 000 euros par an	467	16.0%	3.0%	256	16.0%	4.0%	211	16.0%	3.0%	186	14.0%	5.0%
De 36 000 à moins de 45 000 euros par an	369	13.0%	4.0%	191	12.0%	4.0%	178	14.0%	4.0%	193	14.0%	6.0%
De 45 000 à moins de 65 000 euros par an	528	18.0%	6.0%	319	20.0%	7.0%	209	16.0%	6.0%	274	21.0%	7.0%
De 9 000 à moins de 12 000 euros par an	75	2.0%	3.0%	36	2.0%	4.0%	39	3.0%	3.0%	12	1.0%	5.0%
Moins de 9 000 euros par an	96	3.0%	7.0%	49	3.0%	7.0%	47	3.0%	6.0%	7	0.0%	3.0%
Ne sait pas	89	3.0%	5.0%	35	2.0%	4.0%	54	4.0%	6.0%	37	2.0%	5.0%
Refus	207	7.0%	5.0%	107	7.0%	7.0%	100	7.0%	4.0%	80	6.0%	6.0%