

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	585	100.0%	1.1%	61	100.0%	0.2%	524	100.0%	1.9%	267	100.0%	1.5%
Sexe												
Femme	524	89.0%	1.0%	-	-	-	524	100.0%	1.0%	232	86.0%	2.0%
Homme	61	10.0%	0.0%	61	100.0%	0.0%	-	-	-	35	13.0%	0.0%
Age												
15 à 24 ans	159	27.0%	2.0%	7	12.0%	0.0%	152	29.0%	4.0%	80	30.0%	2.0%
25 à 34 ans	119	20.0%	1.0%	10	16.0%	0.0%	109	20.0%	2.0%	47	17.0%	1.0%
35 à 49 ans	150	25.0%	1.0%	26	41.0%	0.0%	124	23.0%	1.0%	93	34.0%	1.0%
50 à 59 ans	71	12.0%	0.0%	13	20.0%	0.0%	58	11.0%	1.0%	26	9.0%	0.0%
60 ans et plus	86	14.0%	0.0%	6	9.0%	0.0%	81	15.0%	0.0%	21	7.0%	1.0%
Individu												
Ménagères	362	61.0%	1.0%	-	-	-	362	69.0%	1.0%	150	56.0%	2.0%
Personne de référence	173	29.0%	0.0%	55	89.0%	0.0%	118	22.0%	1.0%	69	25.0%	0.0%
Responsable des achats	392	67.0%	1.0%	31	51.0%	0.0%	361	68.0%	1.0%	166	62.0%	1.0%
Pcs individu												
Affaires et cadres	63	10.0%	1.0%	9	14.0%	0.0%	54	10.0%	2.0%	53	19.0%	1.0%
Agriculteurs	4	0.0%	0.0%	2	3.0%	0.0%	1	0.0%	0.0%	1	0.0%	3.0%
Autres inactifs	179	30.0%	1.0%	5	8.0%	0.0%	174	33.0%	2.0%	78	29.0%	2.0%
Employés	147	25.0%	1.0%	5	7.0%	0.0%	142	27.0%	2.0%	47	17.0%	2.0%
Ouvriers	41	7.0%	0.0%	13	21.0%	0.0%	28	5.0%	2.0%	2	0.0%	0.0%
Petits patrons	22	3.0%	1.0%	9	14.0%	0.0%	13	2.0%	3.0%	21	7.0%	1.0%
Professions intermédiaires	70	12.0%	1.0%	16	25.0%	0.0%	55	10.0%	1.0%	53	20.0%	0.0%
Retraités	60	10.0%	0.0%	3	5.0%	0.0%	56	10.0%	0.0%	12	4.0%	5.0%
Pcs personne de référence												
Affaires et cadres	111	18.0%	1.0%	8	13.0%	0.0%	102	19.0%	2.0%	111	41.0%	1.0%
Agriculteurs	3	0.0%	0.0%	2	3.0%	0.0%	1	0.0%	0.0%	-	-	-
Autres inactifs	37	6.0%	1.0%	-	-	-	37	7.0%	1.0%	-	-	-
Employés	76	13.0%	1.0%	5	8.0%	0.0%	70	13.0%	2.0%	-	-	-
Ouvriers	120	20.0%	1.0%	13	22.0%	0.0%	107	20.0%	2.0%	-	-	-
Petits patrons	43	7.0%	1.0%	10	16.0%	0.0%	33	6.0%	2.0%	43	16.0%	1.0%
Professions intermédiaires	114	19.0%	1.0%	17	27.0%	0.0%	97	18.0%	2.0%	114	42.0%	1.0%
Retraités	81	13.0%	0.0%	5	7.0%	0.0%	77	14.0%	0.0%	-	-	-



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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	585	100.0%	1.1%	61	100.0%	0.2%	524	100.0%	1.9%	267	100.0%	1.5%
Taille du foyer												
1 personne	105	18.0%	1.0%	8	12.0%	0.0%	97	18.0%	1.0%	31	11.0%	1.0%
2 personnes	146	25.0%	0.0%	22	35.0%	0.0%	124	23.0%	1.0%	73	27.0%	1.0%
3 personnes	117	19.0%	1.0%	9	15.0%	0.0%	107	20.0%	2.0%	64	23.0%	1.0%
4 personnes	138	23.0%	1.0%	15	25.0%	0.0%	122	23.0%	2.0%	68	25.0%	1.0%
5 personnes et +	80	13.0%	1.0%	7	11.0%	0.0%	73	13.0%	2.0%	32	11.0%	1.0%
Présence d'enfants de moins de 15 ans												
Non	379	64.0%	1.0%	35	57.0%	0.0%	344	65.0%	1.0%	163	60.0%	1.0%
Oui	207	35.0%	1.0%	26	43.0%	0.0%	180	34.0%	2.0%	105	39.0%	1.0%
Habitat												
Agglo. + 100 000 hab	200	34.0%	1.0%	20	32.0%	0.0%	180	34.0%	2.0%	105	39.0%	1.0%
Agglo. 20 000 à 100 000 hab	59	10.0%	0.0%	7	10.0%	0.0%	53	10.0%	1.0%	22	8.0%	1.0%
Agglo. - 20 000 hab	103	17.0%	1.0%	9	14.0%	0.0%	94	17.0%	2.0%	40	14.0%	1.0%
Agglo. paris	141	24.0%	1.0%	18	30.0%	0.0%	123	23.0%	2.0%	73	27.0%	1.0%
Communes rurales	82	13.0%	0.0%	7	11.0%	0.0%	74	14.0%	1.0%	28	10.0%	0.0%



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Ensemble	585	100.0%	1.1%	61	100.0%	0.2%	524	100.0%	1.9%	267	100.0%	1.5%
Régions insee												
Alsace	10	1.0%	0.0%	-	-	-	10	1.0%	1.0%	-	-	-
Aquitaine	23	4.0%	0.0%	1	1.0%	0.0%	22	4.0%	1.0%	14	5.0%	1.0%
Auvergne	9	1.0%	0.0%	3	5.0%	0.0%	6	1.0%	1.0%	3	0.0%	0.0%
Basse normandie	14	2.0%	1.0%	1	1.0%	0.0%	13	2.0%	2.0%	0	0.0%	0.0%
Bourgogne	11	1.0%	0.0%	2	3.0%	0.0%	9	1.0%	1.0%	8	3.0%	2.0%
Bretagne	17	3.0%	0.0%	1	1.0%	0.0%	17	3.0%	1.0%	9	3.0%	1.0%
Centre	17	2.0%	0.0%	6	9.0%	0.0%	11	2.0%	1.0%	8	2.0%	1.0%
Champagne ardennes	8	1.0%	0.0%	2	2.0%	0.0%	6	1.0%	1.0%	2	0.0%	0.0%
Franche-comté	6	1.0%	0.0%	2	3.0%	0.0%	4	0.0%	0.0%	4	1.0%	1.0%
Haute normandie	11	1.0%	0.0%	-	-	-	11	2.0%	1.0%	11	4.0%	2.0%
Ile de france	151	25.0%	1.0%	18	30.0%	0.0%	133	25.0%	2.0%	74	27.0%	1.0%
Languedoc roussillon	23	4.0%	1.0%	3	4.0%	0.0%	21	3.0%	1.0%	7	2.0%	1.0%
Limousin	11	1.0%	1.0%	1	1.0%	0.0%	10	2.0%	3.0%	4	1.0%	2.0%
Lorraine	25	4.0%	1.0%	-	-	-	25	4.0%	2.0%	2	0.0%	0.0%
Midi pyrénées	39	6.0%	1.0%	-	-	-	39	7.0%	3.0%	20	7.0%	2.0%
Nord pas de calais	32	5.0%	1.0%	7	11.0%	0.0%	25	4.0%	1.0%	9	3.0%	0.0%
Pays de loire	40	6.0%	1.0%	3	5.0%	0.0%	37	7.0%	2.0%	7	2.0%	0.0%
Picardie	10	1.0%	0.0%	-	-	-	10	1.0%	1.0%	7	2.0%	1.0%
Poitou charentes	13	2.0%	0.0%	0	0.0%	0.0%	12	2.0%	1.0%	6	2.0%	1.0%
Provence alpes côte d'azur, corse	51	8.0%	1.0%	3	5.0%	0.0%	47	9.0%	2.0%	26	9.0%	1.0%
Rhône alpes	65	11.0%	1.0%	8	13.0%	0.0%	56	10.0%	2.0%	47	17.0%	2.0%
Habitudes de connection à internet												
1 à 2 fois par semaine	28	4.0%	0.0%	2	2.0%	0.0%	26	5.0%	1.0%	11	4.0%	2.0%
1 à 3 fois par mois	6	1.0%	1.0%	2	2.0%	0.0%	5	0.0%	2.0%	1	0.0%	1.0%
Moins souvent	-	-	-	-	-	-	-	-	-	-	-	-
Presque tous les jours	80	13.0%	1.0%	9	14.0%	0.0%	71	13.0%	2.0%	19	7.0%	1.0%
Tous les jours	471	80.0%	1.0%	49	80.0%	0.0%	422	80.0%	1.0%	237	88.0%	1.0%



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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	585	100.0%	1.1%	61	100.0%	0.2%	524	100.0%	1.9%	267	100.0%	1.5%
Revenus du foyer												
65 000 euros et plus par an	68	11.0%	1.0%	7	11.0%	0.0%	61	11.0%	3.0%	62	23.0%	2.0%
De 12 000 à moins de 18 000 euros par an	55	9.0%	1.0%	-	-	-	55	10.0%	1.0%	18	6.0%	2.0%
De 18 000 à moins de 24 000 euros par an	65	11.0%	0.0%	11	17.0%	0.0%	54	10.0%	1.0%	34	12.0%	2.0%
De 24 000 à moins de 36 000 euros par an	137	23.0%	1.0%	15	25.0%	0.0%	122	23.0%	1.0%	40	15.0%	1.0%
De 36 000 à moins de 45 000 euros par an	78	13.0%	1.0%	9	14.0%	0.0%	69	13.0%	1.0%	30	11.0%	1.0%
De 45 000 à moins de 65 000 euros par an	58	10.0%	0.0%	8	13.0%	0.0%	50	9.0%	1.0%	33	12.0%	0.0%
De 9 000 à moins de 12 000 euros par an	45	7.0%	2.0%	1	2.0%	0.0%	44	8.0%	3.0%	9	3.0%	3.0%
Moins de 9 000 euros par an	16	2.0%	1.0%	5	8.0%	0.0%	11	2.0%	1.0%	2	0.0%	0.0%
Ne sait pas	22	3.0%	1.0%	-	-	-	22	4.0%	2.0%	15	5.0%	2.0%
Refus	41	6.0%	1.0%	4	6.0%	0.0%	37	7.0%	1.0%	25	9.0%	1.0%