



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	621	100.0%	1.2%	384	100.0%	1.5%	237	100.0%	0.9%	338	100.0%	1.9%
Sexe												
Femme	237	38.0%	0.0%	-	-	-	237	100.0%	0.0%	128	38.0%	1.0%
Homme	384	61.0%	1.0%	384	100.0%	1.0%	-	-	-	209	62.0%	2.0%
Age												
15 à 24 ans	157	25.0%	2.0%	77	19.0%	2.0%	80	33.0%	2.0%	89	26.0%	2.0%
25 à 34 ans	124	20.0%	1.0%	86	22.0%	2.0%	39	16.0%	1.0%	69	20.0%	2.0%
35 à 49 ans	203	32.0%	1.0%	130	33.0%	2.0%	73	30.0%	1.0%	132	39.0%	2.0%
50 à 59 ans	65	10.0%	0.0%	43	11.0%	1.0%	21	9.0%	0.0%	36	10.0%	1.0%
60 ans et plus	72	11.0%	0.0%	48	12.0%	0.0%	24	10.0%	0.0%	12	3.0%	0.0%
Individu												
Ménagères	169	27.0%	0.0%	-	-	-	169	71.0%	0.0%	91	26.0%	1.0%
Personne de référence	366	58.0%	1.0%	283	73.0%	1.0%	83	35.0%	1.0%	192	56.0%	2.0%
Responsable des achats	402	64.0%	1.0%	228	59.0%	1.0%	174	73.0%	0.0%	216	63.0%	1.0%
Pcs individu												
Affaires et cadres	112	18.0%	2.0%	65	16.0%	2.0%	47	19.0%	2.0%	96	28.0%	2.0%
Agriculteurs	4	0.0%	0.0%	2	0.0%	0.0%	2	0.0%	0.0%	2	0.0%	4.0%
Autres inactifs	150	24.0%	1.0%	74	19.0%	2.0%	76	31.0%	1.0%	70	20.0%	2.0%
Employés	60	9.0%	0.0%	39	10.0%	1.0%	21	8.0%	0.0%	11	3.0%	0.0%
Ouvriers	77	12.0%	1.0%	66	17.0%	1.0%	11	4.0%	0.0%	-	-	-
Petits patrons	28	4.0%	1.0%	19	4.0%	1.0%	9	4.0%	2.0%	28	8.0%	1.0%
Professions intermédiaires	137	22.0%	1.0%	88	22.0%	2.0%	49	20.0%	1.0%	131	38.0%	2.0%
Retraités	54	8.0%	0.0%	32	8.0%	0.0%	22	9.0%	0.0%	-	-	-
Pcs personne de référence												
Affaires et cadres	141	22.0%	2.0%	79	20.0%	2.0%	63	26.0%	1.0%	141	41.0%	2.0%
Agriculteurs	6	0.0%	0.0%	2	0.0%	0.0%	3	1.0%	0.0%	-	-	-
Autres inactifs	41	6.0%	1.0%	20	5.0%	1.0%	21	8.0%	1.0%	-	-	-
Employés	78	12.0%	1.0%	49	12.0%	2.0%	30	12.0%	0.0%	-	-	-
Ouvriers	93	15.0%	1.0%	66	17.0%	1.0%	27	11.0%	0.0%	-	-	-
Petits patrons	36	5.0%	1.0%	27	7.0%	1.0%	9	3.0%	0.0%	36	10.0%	1.0%
Professions intermédiaires	160	25.0%	2.0%	103	26.0%	2.0%	57	24.0%	1.0%	160	47.0%	2.0%
Retraités	65	10.0%	0.0%	37	9.0%	0.0%	28	11.0%	0.0%	-	-	-



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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	621	100.0%	1.2%	384	100.0%	1.5%	237	100.0%	0.9%	338	100.0%	1.9%
Taille du foyer												
1 personne	144	23.0%	1.0%	92	23.0%	2.0%	52	21.0%	0.0%	70	20.0%	3.0%
2 personnes	134	21.0%	0.0%	78	20.0%	0.0%	56	23.0%	0.0%	52	15.0%	1.0%
3 personnes	131	21.0%	1.0%	77	20.0%	1.0%	54	22.0%	1.0%	86	25.0%	2.0%
4 personnes	152	24.0%	1.0%	103	26.0%	2.0%	50	20.0%	1.0%	86	25.0%	1.0%
5 personnes et +	61	9.0%	1.0%	35	9.0%	1.0%	26	10.0%	0.0%	44	12.0%	1.0%
Présence d'enfants de moins de 15 ans												
Non	437	70.0%	1.0%	269	70.0%	1.0%	168	70.0%	0.0%	208	61.0%	2.0%
Oui	184	29.0%	1.0%	115	30.0%	1.0%	69	29.0%	0.0%	129	38.0%	1.0%
Habitat												
Agglo. + 100 000 hab	234	37.0%	1.0%	139	36.0%	1.0%	95	40.0%	1.0%	131	38.0%	2.0%
Agglo. 20 000 à 100 000 hab	77	12.0%	1.0%	60	15.0%	1.0%	17	7.0%	0.0%	32	9.0%	1.0%
Agglo. - 20 000 hab	64	10.0%	0.0%	30	7.0%	0.0%	34	14.0%	0.0%	29	8.0%	1.0%
Agglo. paris	176	28.0%	2.0%	108	28.0%	2.0%	68	28.0%	1.0%	110	32.0%	2.0%
Communes rurales	71	11.0%	0.0%	47	12.0%	0.0%	24	10.0%	0.0%	35	10.0%	1.0%



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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	621	100.0%	1.2%	384	100.0%	1.5%	237	100.0%	0.9%	338	100.0%	1.9%
Régions insee												
Alsace	7	1.0%	0.0%	6	1.0%	0.0%	1	0.0%	0.0%	4	1.0%	0.0%
Aquitaine	38	6.0%	1.0%	14	3.0%	1.0%	24	10.0%	1.0%	12	3.0%	1.0%
Auvergne	21	3.0%	1.0%	16	4.0%	2.0%	5	2.0%	0.0%	8	2.0%	2.0%
Basse normandie	9	1.0%	0.0%	7	1.0%	1.0%	1	0.0%	0.0%	4	1.0%	1.0%
Bourgogne	11	1.0%	0.0%	8	2.0%	1.0%	3	1.0%	0.0%	7	2.0%	1.0%
Bretagne	35	5.0%	1.0%	22	5.0%	1.0%	14	5.0%	1.0%	22	6.0%	2.0%
Centre	20	3.0%	1.0%	17	4.0%	1.0%	2	1.0%	0.0%	10	2.0%	1.0%
Champagne ardennes	12	1.0%	1.0%	8	2.0%	1.0%	4	1.0%	0.0%	7	1.0%	2.0%
Franche-comté	8	1.0%	0.0%	6	1.0%	1.0%	2	0.0%	0.0%	3	1.0%	1.0%
Haute normandie	16	2.0%	1.0%	8	2.0%	1.0%	8	3.0%	1.0%	9	2.0%	2.0%
Ile de france	185	29.0%	1.0%	116	30.0%	2.0%	70	29.0%	1.0%	117	34.0%	2.0%
Languedoc roussillon	17	2.0%	0.0%	12	3.0%	1.0%	6	2.0%	0.0%	10	2.0%	1.0%
Limousin	5	0.0%	0.0%	2	0.0%	0.0%	3	1.0%	0.0%	2	0.0%	1.0%
Lorraine	20	3.0%	1.0%	18	4.0%	2.0%	2	0.0%	0.0%	10	2.0%	1.0%
Midi pyrénées	25	3.0%	1.0%	17	4.0%	1.0%	7	3.0%	0.0%	8	2.0%	0.0%
Nord pas de calais	22	3.0%	0.0%	19	4.0%	1.0%	4	1.0%	0.0%	18	5.0%	1.0%
Pays de loire	29	4.0%	1.0%	10	2.0%	0.0%	19	8.0%	1.0%	16	4.0%	1.0%
Picardie	4	0.0%	0.0%	3	0.0%	0.0%	1	0.0%	0.0%	2	0.0%	0.0%
Poitou charentes	19	3.0%	1.0%	6	1.0%	0.0%	13	5.0%	1.0%	15	4.0%	3.0%
Provence alpes côte d'azur, corse	50	8.0%	1.0%	25	6.0%	1.0%	25	10.0%	1.0%	27	7.0%	1.0%
Rhône alpes	68	11.0%	1.0%	45	11.0%	1.0%	23	9.0%	0.0%	27	7.0%	1.0%
Habitudes de connection à internet												
1 à 2 fois par semaine	10	1.0%	0.0%	7	1.0%	0.0%	3	1.0%	0.0%	2	0.0%	0.0%
1 à 3 fois par mois	6	1.0%	1.0%	-	-	-	6	2.0%	2.0%	-	-	-
Moins souvent	-	-	-	-	-	-	-	-	-	-	-	-
Presque tous les jours	57	9.0%	0.0%	40	10.0%	1.0%	17	7.0%	0.0%	24	7.0%	1.0%
Tous les jours	548	88.0%	1.0%	337	87.0%	1.0%	211	88.0%	1.0%	312	92.0%	2.0%



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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	621	100.0%	1.2%	384	100.0%	1.5%	237	100.0%	0.9%	338	100.0%	1.9%
Revenus du foyer												
65 000 euros et plus par an	72	11.0%	1.0%	46	12.0%	1.0%	26	10.0%	1.0%	59	17.0%	2.0%
De 12 000 à moins de 18 000 euros par an	69	11.0%	1.0%	39	10.0%	1.0%	30	12.0%	1.0%	26	7.0%	3.0%
De 18 000 à moins de 24 000 euros par an	50	8.0%	0.0%	29	7.0%	1.0%	20	8.0%	0.0%	33	9.0%	2.0%
De 24 000 à moins de 36 000 euros par an	99	16.0%	0.0%	60	15.0%	1.0%	39	16.0%	0.0%	54	15.0%	1.0%
De 36 000 à moins de 45 000 euros par an	110	17.0%	1.0%	65	16.0%	1.0%	45	19.0%	1.0%	48	14.0%	1.0%
De 45 000 à moins de 65 000 euros par an	90	14.0%	1.0%	63	16.0%	1.0%	27	11.0%	0.0%	63	18.0%	1.0%
De 9 000 à moins de 12 000 euros par an	36	5.0%	1.0%	20	5.0%	2.0%	16	6.0%	1.0%	8	2.0%	3.0%
Moins de 9 000 euros par an	24	3.0%	1.0%	17	4.0%	2.0%	6	2.0%	0.0%	5	1.0%	2.0%
Ne sait pas	29	4.0%	1.0%	18	4.0%	2.0%	11	4.0%	1.0%	13	3.0%	1.0%
Refus	43	6.0%	1.0%	26	6.0%	1.0%	17	7.0%	0.0%	30	8.0%	2.0%