

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	536	100.0%	1.0%	236	100.0%	0.9%	300	100.0%	1.1%	306	100.0%	1.7%
<b>Sexe</b>												
<b>Femme</b>	300	56.0%	1.0%	-	-	-	300	100.0%	1.0%	155	50.0%	1.0%
<b>Homme</b>	236	44.0%	0.0%	236	100.0%	0.0%	-	-	-	151	49.0%	1.0%
<b>Age</b>												
<b>15 à 24 ans</b>	46	8.0%	0.0%	17	7.0%	0.0%	29	9.0%	0.0%	29	9.0%	0.0%
<b>25 à 34 ans</b>	63	11.0%	0.0%	26	11.0%	0.0%	37	12.0%	1.0%	39	12.0%	1.0%
<b>35 à 49 ans</b>	164	30.0%	1.0%	93	39.0%	1.0%	71	23.0%	1.0%	107	35.0%	1.0%
<b>50 à 59 ans</b>	99	18.0%	1.0%	39	16.0%	0.0%	60	19.0%	1.0%	77	25.0%	2.0%
<b>60 ans et plus</b>	164	30.0%	1.0%	61	25.0%	0.0%	103	34.0%	1.0%	53	17.0%	3.0%
<b>Individu</b>												
<b>Ménagères</b>	268	50.0%	1.0%	-	-	-	268	89.0%	1.0%	133	43.0%	1.0%
<b>Personne de référence</b>	300	56.0%	1.0%	204	86.0%	1.0%	96	31.0%	1.0%	186	60.0%	2.0%
<b>Responsable des achats</b>	393	73.0%	1.0%	135	57.0%	1.0%	257	85.0%	1.0%	220	72.0%	2.0%
<b>Pcs individu</b>												
<b>Affaires et cadres</b>	130	24.0%	2.0%	64	26.0%	2.0%	67	22.0%	3.0%	120	39.0%	2.0%
<b>Agriculteurs</b>	2	0.0%	0.0%	2	1.0%	0.0%	-	-	-	-	-	-
<b>Autres inactifs</b>	85	15.0%	0.0%	32	13.0%	0.0%	53	17.0%	0.0%	34	11.0%	1.0%
<b>Employés</b>	39	7.0%	0.0%	8	3.0%	0.0%	31	10.0%	0.0%	2	0.0%	0.0%
<b>Ouvriers</b>	29	5.0%	0.0%	23	9.0%	0.0%	6	2.0%	0.0%	3	1.0%	0.0%
<b>Petits patrons</b>	72	13.0%	4.0%	41	17.0%	3.0%	31	10.0%	7.0%	63	20.0%	4.0%
<b>Professions intermédiaires</b>	82	15.0%	1.0%	46	19.0%	1.0%	36	12.0%	1.0%	78	25.0%	1.0%
<b>Retraités</b>	97	18.0%	0.0%	20	8.0%	0.0%	77	25.0%	1.0%	5	1.0%	2.0%
<b>Pcs personne de référence</b>												
<b>Affaires et cadres</b>	162	30.0%	2.0%	64	26.0%	1.0%	98	32.0%	2.0%	162	52.0%	2.0%
<b>Agriculteurs</b>	9	1.0%	1.0%	8	3.0%	2.0%	0	0.0%	0.0%	-	-	-
<b>Autres inactifs</b>	19	3.0%	0.0%	17	7.0%	1.0%	2	0.0%	0.0%	-	-	-
<b>Employés</b>	42	7.0%	0.0%	13	5.0%	0.0%	29	9.0%	0.0%	-	-	-
<b>Ouvriers</b>	51	9.0%	0.0%	24	10.0%	0.0%	27	8.0%	0.0%	-	-	-
<b>Petits patrons</b>	61	11.0%	2.0%	38	16.0%	2.0%	23	7.0%	1.0%	61	19.0%	2.0%
<b>Professions intermédiaires</b>	84	15.0%	1.0%	49	20.0%	1.0%	35	11.0%	0.0%	84	27.0%	1.0%
<b>Retraités</b>	110	20.0%	0.0%	23	9.0%	0.0%	87	29.0%	1.0%	-	-	-



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	536	100.0%	1.0%	236	100.0%	0.9%	300	100.0%	1.1%	306	100.0%	1.7%
<b>Taille du foyer</b>												
<b>1 personne</b>	113	21.0%	1.0%	43	18.0%	1.0%	71	23.0%	1.0%	59	19.0%	2.0%
<b>2 personnes</b>	169	31.0%	0.0%	57	24.0%	0.0%	112	37.0%	1.0%	78	25.0%	1.0%
<b>3 personnes</b>	93	17.0%	1.0%	38	16.0%	0.0%	55	18.0%	1.0%	65	21.0%	1.0%
<b>4 personnes</b>	103	19.0%	1.0%	64	27.0%	1.0%	39	13.0%	0.0%	75	24.0%	1.0%
<b>5 personnes et +</b>	57	10.0%	1.0%	34	14.0%	1.0%	23	7.0%	0.0%	29	9.0%	1.0%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Non</b>	381	71.0%	1.0%	157	66.0%	0.0%	224	74.0%	1.0%	192	62.0%	1.0%
<b>Oui</b>	155	29.0%	1.0%	79	33.0%	1.0%	76	25.0%	0.0%	114	37.0%	1.0%
<b>Habitat</b>												
<b>Agglo. + 100 000 hab</b>	199	37.0%	1.0%	92	38.0%	1.0%	107	35.0%	1.0%	114	37.0%	2.0%
<b>Agglo. 20 000 à 100 000 hab</b>	49	9.0%	0.0%	19	8.0%	0.0%	30	9.0%	0.0%	19	6.0%	0.0%
<b>Agglo. - 20 000 hab</b>	78	14.0%	0.0%	36	15.0%	0.0%	43	14.0%	0.0%	38	12.0%	1.0%
<b>Agglo. paris</b>	149	27.0%	1.0%	59	25.0%	1.0%	90	29.0%	1.0%	111	36.0%	2.0%
<b>Communes rurales</b>	62	11.0%	0.0%	30	12.0%	0.0%	32	10.0%	0.0%	24	7.0%	0.0%

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	536	100.0%	1.0%	236	100.0%	0.9%	300	100.0%	1.1%	306	100.0%	1.7%
<b>Régions insee</b>												
Alsace	26	4.0%	1.0%	5	2.0%	0.0%	21	6.0%	2.0%	5	1.0%	1.0%
Aquitaine	39	7.0%	1.0%	21	9.0%	1.0%	18	5.0%	1.0%	21	6.0%	2.0%
Auvergne	5	0.0%	0.0%	-	-	-	5	1.0%	0.0%	1	0.0%	0.0%
Basse normandie	8	1.0%	0.0%	3	1.0%	0.0%	5	1.0%	0.0%	3	1.0%	0.0%
Bourgogne	8	1.0%	0.0%	3	1.0%	0.0%	5	1.0%	0.0%	4	1.0%	1.0%
Bretagne	20	3.0%	0.0%	8	3.0%	0.0%	12	4.0%	0.0%	8	2.0%	1.0%
Centre	18	3.0%	0.0%	6	2.0%	0.0%	12	4.0%	1.0%	10	3.0%	1.0%
Champagne ardennes	4	0.0%	0.0%	2	1.0%	0.0%	1	0.0%	0.0%	3	1.0%	1.0%
Franche-comté	8	1.0%	0.0%	2	0.0%	0.0%	6	1.0%	1.0%	5	1.0%	1.0%
Haute normandie	4	0.0%	0.0%	2	1.0%	0.0%	2	0.0%	0.0%	1	0.0%	0.0%
Ile de france	173	32.0%	1.0%	71	30.0%	1.0%	102	33.0%	2.0%	116	37.0%	2.0%
Languedoc roussillon	15	2.0%	0.0%	8	3.0%	0.0%	7	2.0%	0.0%	6	2.0%	0.0%
Limousin	8	1.0%	1.0%	3	1.0%	1.0%	5	1.0%	1.0%	2	0.0%	1.0%
Lorraine	11	2.0%	0.0%	4	1.0%	0.0%	6	2.0%	0.0%	6	2.0%	1.0%
Midi pyrénées	30	5.0%	1.0%	19	8.0%	1.0%	11	3.0%	0.0%	20	6.0%	2.0%
Nord pas de calais	14	2.0%	0.0%	4	1.0%	0.0%	10	3.0%	0.0%	10	3.0%	1.0%
Pays de loire	22	4.0%	0.0%	11	4.0%	0.0%	12	3.0%	0.0%	8	2.0%	0.0%
Picardie	6	1.0%	0.0%	3	1.0%	0.0%	2	0.0%	0.0%	4	1.0%	0.0%
Poitou charentes	6	1.0%	0.0%	1	0.0%	0.0%	4	1.0%	0.0%	5	1.0%	1.0%
Provence alpes côte d'azur, corse	46	8.0%	1.0%	23	9.0%	1.0%	23	7.0%	1.0%	35	11.0%	2.0%
Rhône alpes	68	12.0%	1.0%	35	14.0%	1.0%	33	10.0%	1.0%	32	10.0%	1.0%
<b>Habitudes de connection à internet</b>												
1 à 2 fois par semaine	17	3.0%	0.0%	4	1.0%	0.0%	13	4.0%	0.0%	4	1.0%	0.0%
1 à 3 fois par mois	4	0.0%	1.0%	4	1.0%	2.0%	-	-	-	-	-	-
Moins souvent	0	0.0%	0.0%	-	-	-	0	0.0%	0.0%	-	-	-
Presque tous les jours	40	7.0%	0.0%	24	10.0%	0.0%	17	5.0%	0.0%	22	7.0%	1.0%
Tous les jours	474	88.0%	1.0%	204	86.0%	1.0%	270	89.0%	1.0%	279	91.0%	1.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	536	100.0%	1.0%	236	100.0%	0.9%	300	100.0%	1.1%	306	100.0%	1.7%
<b>Revenus du foyer</b>												
<b>65 000 euros et plus par an</b>	112	20.0%	2.0%	64	27.0%	2.0%	48	16.0%	2.0%	85	27.0%	2.0%
<b>De 12 000 à moins de 18 000 euros par an</b>	25	4.0%	0.0%	13	5.0%	0.0%	12	4.0%	0.0%	9	3.0%	1.0%
<b>De 18 000 à moins de 24 000 euros par an</b>	39	7.0%	0.0%	12	5.0%	0.0%	27	8.0%	0.0%	16	5.0%	1.0%
<b>De 24 000 à moins de 36 000 euros par an</b>	102	19.0%	0.0%	37	15.0%	0.0%	65	21.0%	1.0%	52	17.0%	1.0%
<b>De 36 000 à moins de 45 000 euros par an</b>	74	13.0%	1.0%	35	14.0%	0.0%	39	13.0%	1.0%	38	12.0%	1.0%
<b>De 45 000 à moins de 65 000 euros par an</b>	118	22.0%	1.0%	55	23.0%	1.0%	63	20.0%	1.0%	66	21.0%	1.0%
<b>De 9 000 à moins de 12 000 euros par an</b>	4	0.0%	0.0%	1	0.0%	0.0%	3	0.0%	0.0%	2	0.0%	0.0%
<b>Moins de 9 000 euros par an</b>	9	1.0%	0.0%	5	2.0%	0.0%	4	1.0%	0.0%	2	0.0%	0.0%
<b>Ne sait pas</b>	13	2.0%	0.0%	-	-	-	13	4.0%	1.0%	12	4.0%	1.0%
<b>Refus</b>	40	7.0%	1.0%	14	5.0%	0.0%	26	8.0%	1.0%	24	7.0%	1.0%