

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	524	100.0%	1.0%	233	100.0%	0.9%	291	100.0%	1.1%	289	100.0%	1.6%
Sexe												
Femme	291	55.0%	1.0%	-	-	-	291	100.0%	1.0%	156	53.0%	1.0%
Homme	233	44.0%	0.0%	233	100.0%	0.0%	-	-	-	134	46.0%	1.0%
Age												
15 à 24 ans	68	12.0%	0.0%	36	15.0%	1.0%	31	10.0%	0.0%	32	11.0%	1.0%
25 à 34 ans	72	13.0%	0.0%	33	14.0%	0.0%	38	13.0%	1.0%	40	13.0%	1.0%
35 à 49 ans	159	30.0%	1.0%	77	32.0%	1.0%	83	28.0%	1.0%	107	37.0%	1.0%
50 à 59 ans	95	18.0%	1.0%	41	17.0%	1.0%	54	18.0%	1.0%	71	24.0%	1.0%
60 ans et plus	131	24.0%	0.0%	46	19.0%	0.0%	84	28.0%	1.0%	39	13.0%	2.0%
Individu												
Ménagères	257	49.0%	1.0%	-	-	-	257	88.0%	1.0%	134	46.0%	1.0%
Personne de référence	274	52.0%	1.0%	179	76.0%	0.0%	95	32.0%	1.0%	167	57.0%	1.0%
Responsable des achats	382	72.0%	1.0%	131	56.0%	1.0%	251	86.0%	1.0%	210	72.0%	1.0%
Pcs individu												
Affaires et cadres	118	22.0%	2.0%	53	22.0%	1.0%	65	22.0%	3.0%	109	37.0%	2.0%
Agriculteurs	3	0.0%	0.0%	3	1.0%	0.0%	-	-	-	-	-	-
Autres inactifs	99	18.0%	1.0%	45	19.0%	1.0%	53	18.0%	0.0%	37	12.0%	1.0%
Employés	61	11.0%	0.0%	18	7.0%	0.0%	43	14.0%	0.0%	5	1.0%	0.0%
Ouvriers	21	3.0%	0.0%	15	6.0%	0.0%	6	2.0%	0.0%	-	-	-
Petits patrons	66	12.0%	4.0%	32	13.0%	2.0%	33	11.0%	7.0%	62	21.0%	4.0%
Professions intermédiaires	74	14.0%	1.0%	40	17.0%	1.0%	34	11.0%	0.0%	72	24.0%	1.0%
Retraités	84	16.0%	0.0%	27	11.0%	0.0%	57	19.0%	0.0%	5	1.0%	2.0%
Pcs personne de référence												
Affaires et cadres	143	27.0%	2.0%	58	24.0%	1.0%	85	29.0%	2.0%	143	49.0%	2.0%
Agriculteurs	11	2.0%	1.0%	10	4.0%	2.0%	2	0.0%	0.0%	-	-	-
Autres inactifs	31	5.0%	0.0%	27	11.0%	1.0%	4	1.0%	0.0%	-	-	-
Employés	54	10.0%	1.0%	16	6.0%	0.0%	38	13.0%	1.0%	-	-	-
Ouvriers	49	9.0%	0.0%	17	7.0%	0.0%	31	10.0%	0.0%	-	-	-
Petits patrons	65	12.0%	2.0%	34	14.0%	2.0%	31	10.0%	2.0%	65	22.0%	2.0%
Professions intermédiaires	81	15.0%	1.0%	42	17.0%	1.0%	39	13.0%	1.0%	81	28.0%	1.0%
Retraités	90	17.0%	0.0%	30	12.0%	0.0%	60	20.0%	0.0%	-	-	-



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	524	100.0%	1.0%	233	100.0%	0.9%	291	100.0%	1.1%	289	100.0%	1.6%
Taille du foyer												
1 personne	98	18.0%	1.0%	32	13.0%	0.0%	66	22.0%	1.0%	49	17.0%	2.0%
2 personnes	174	33.0%	1.0%	69	29.0%	0.0%	105	36.0%	1.0%	78	27.0%	1.0%
3 personnes	82	15.0%	0.0%	36	15.0%	0.0%	46	15.0%	1.0%	60	20.0%	1.0%
4 personnes	118	22.0%	1.0%	62	26.0%	1.0%	56	19.0%	1.0%	69	23.0%	1.0%
5 personnes et +	53	10.0%	1.0%	35	14.0%	1.0%	18	6.0%	0.0%	33	11.0%	1.0%
Présence d'enfants de moins de 15 ans												
Non	379	72.0%	1.0%	164	70.0%	0.0%	215	73.0%	1.0%	188	65.0%	1.0%
Oui	146	27.0%	0.0%	69	29.0%	0.0%	76	26.0%	0.0%	101	34.0%	1.0%
Habitat												
Agglo. + 100 000 hab	173	33.0%	1.0%	86	36.0%	1.0%	87	30.0%	1.0%	94	32.0%	1.0%
Agglo. 20 000 à 100 000 hab	67	12.0%	1.0%	27	11.0%	0.0%	40	13.0%	1.0%	34	11.0%	1.0%
Agglo. - 20 000 hab	74	14.0%	0.0%	41	17.0%	0.0%	33	11.0%	0.0%	28	9.0%	1.0%
Agglo. paris	151	28.0%	1.0%	45	19.0%	1.0%	106	36.0%	2.0%	110	38.0%	2.0%
Communes rurales	59	11.0%	0.0%	34	14.0%	0.0%	25	8.0%	0.0%	24	8.0%	0.0%

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	524	100.0%	1.0%	233	100.0%	0.9%	291	100.0%	1.1%	289	100.0%	1.6%
Régions insee												
Alsace	20	3.0%	1.0%	5	1.0%	0.0%	16	5.0%	2.0%	6	2.0%	1.0%
Aquitaine	33	6.0%	1.0%	23	9.0%	1.0%	10	3.0%	0.0%	14	4.0%	1.0%
Auvergne	9	1.0%	0.0%	2	0.0%	0.0%	7	2.0%	1.0%	2	0.0%	0.0%
Basse normandie	6	1.0%	0.0%	1	0.0%	0.0%	5	1.0%	0.0%	4	1.0%	1.0%
Bourgogne	15	2.0%	1.0%	5	2.0%	0.0%	10	3.0%	1.0%	3	0.0%	0.0%
Bretagne	33	6.0%	1.0%	6	2.0%	0.0%	27	9.0%	2.0%	11	4.0%	1.0%
Centre	14	2.0%	0.0%	7	2.0%	0.0%	8	2.0%	0.0%	6	2.0%	1.0%
Champagne ardennes	5	0.0%	0.0%	5	2.0%	0.0%	-	-	-	4	1.0%	1.0%
Franche-comté	6	1.0%	0.0%	2	1.0%	0.0%	4	1.0%	0.0%	5	1.0%	1.0%
Haute normandie	7	1.0%	0.0%	5	2.0%	0.0%	2	0.0%	0.0%	2	0.0%	0.0%
Ile de france	170	32.0%	1.0%	59	25.0%	1.0%	111	38.0%	2.0%	113	39.0%	2.0%
Languedoc roussillon	20	3.0%	0.0%	11	4.0%	1.0%	9	3.0%	0.0%	14	5.0%	2.0%
Limousin	4	0.0%	0.0%	4	1.0%	1.0%	0	0.0%	0.0%	3	1.0%	1.0%
Lorraine	16	3.0%	0.0%	7	2.0%	0.0%	9	3.0%	0.0%	10	3.0%	1.0%
Midi pyrénées	31	5.0%	1.0%	18	7.0%	1.0%	13	4.0%	1.0%	22	7.0%	2.0%
Nord pas de calais	8	1.0%	0.0%	1	0.0%	0.0%	6	2.0%	0.0%	3	1.0%	0.0%
Pays de loire	18	3.0%	0.0%	8	3.0%	0.0%	10	3.0%	0.0%	7	2.0%	0.0%
Picardie	13	2.0%	0.0%	8	3.0%	1.0%	5	1.0%	0.0%	5	1.0%	1.0%
Poitou charentes	5	1.0%	0.0%	2	0.0%	0.0%	3	1.0%	0.0%	3	1.0%	0.0%
Provence alpes côte d'azur, corse	32	6.0%	0.0%	20	8.0%	0.0%	12	4.0%	0.0%	18	6.0%	1.0%
Rhône alpes	59	11.0%	1.0%	36	15.0%	1.0%	23	7.0%	0.0%	32	11.0%	1.0%
Habitudes de connection à internet												
1 à 2 fois par semaine	17	3.0%	0.0%	3	1.0%	0.0%	14	4.0%	0.0%	6	2.0%	1.0%
1 à 3 fois par mois	1	0.0%	0.0%	-	-	-	1	0.0%	0.0%	1	0.0%	2.0%
Moins souvent	1	0.0%	0.0%	1	0.0%	1.0%	0	0.0%	0.0%	-	-	-
Presque tous les jours	47	9.0%	0.0%	22	9.0%	0.0%	25	8.0%	0.0%	21	7.0%	1.0%
Tous les jours	458	87.0%	1.0%	207	88.0%	1.0%	251	86.0%	1.0%	260	90.0%	1.0%



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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	524	100.0%	1.0%	233	100.0%	0.9%	291	100.0%	1.1%	289	100.0%	1.6%
Revenus du foyer												
65 000 euros et plus par an	112	21.0%	2.0%	68	28.0%	2.0%	44	15.0%	2.0%	79	27.0%	2.0%
De 12 000 à moins de 18 000 euros par an	30	5.0%	0.0%	15	6.0%	0.0%	15	5.0%	0.0%	15	5.0%	2.0%
De 18 000 à moins de 24 000 euros par an	45	8.0%	0.0%	19	8.0%	0.0%	27	9.0%	0.0%	24	8.0%	1.0%
De 24 000 à moins de 36 000 euros par an	117	22.0%	0.0%	41	17.0%	0.0%	76	26.0%	1.0%	49	17.0%	1.0%
De 36 000 à moins de 45 000 euros par an	51	9.0%	0.0%	18	7.0%	0.0%	33	11.0%	0.0%	24	8.0%	0.0%
De 45 000 à moins de 65 000 euros par an	102	19.0%	1.0%	48	20.0%	1.0%	54	18.0%	1.0%	67	23.0%	1.0%
De 9 000 à moins de 12 000 euros par an	16	3.0%	0.0%	11	4.0%	1.0%	5	1.0%	0.0%	2	0.0%	0.0%
Moins de 9 000 euros par an	9	1.0%	0.0%	3	1.0%	0.0%	6	2.0%	0.0%	1	0.0%	0.0%
Ne sait pas	23	4.0%	1.0%	3	1.0%	0.0%	20	6.0%	1.0%	19	6.0%	2.0%
Refus	19	3.0%	0.0%	8	3.0%	0.0%	11	3.0%	0.0%	9	3.0%	1.0%