



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	951	100.0%	1.8%	538	100.0%	2.1%	413	100.0%	1.5%	486	100.0%	2.7%
<b>Sexe</b>												
<b>Femme</b>	413	43.0%	1.0%	-	-	-	413	100.0%	1.0%	198	40.0%	2.0%
<b>Homme</b>	538	56.0%	2.0%	538	100.0%	2.0%	-	-	-	288	59.0%	3.0%
<b>Age</b>												
<b>15 à 24 ans</b>	272	28.0%	3.0%	126	23.0%	3.0%	146	35.0%	4.0%	153	31.0%	4.0%
<b>25 à 34 ans</b>	128	13.0%	1.0%	80	14.0%	2.0%	48	11.0%	1.0%	64	13.0%	2.0%
<b>35 à 49 ans</b>	178	18.0%	1.0%	110	20.0%	1.0%	68	16.0%	1.0%	122	25.0%	2.0%
<b>50 à 59 ans</b>	141	14.0%	1.0%	77	14.0%	1.0%	64	15.0%	1.0%	94	19.0%	2.0%
<b>60 ans et plus</b>	233	24.0%	1.0%	147	27.0%	2.0%	86	20.0%	1.0%	54	11.0%	3.0%
<b>Individu</b>												
<b>Ménagères</b>	278	29.0%	1.0%	-	-	-	278	67.0%	1.0%	117	24.0%	1.0%
<b>Personne de référence</b>	508	53.0%	1.0%	388	72.0%	1.0%	120	29.0%	1.0%	240	49.0%	2.0%
<b>Responsable des achats</b>	574	60.0%	1.0%	292	54.0%	2.0%	281	68.0%	1.0%	266	54.0%	2.0%
<b>Pcs individu</b>												
<b>Affaires et cadres</b>	206	21.0%	4.0%	129	23.0%	4.0%	77	18.0%	3.0%	178	36.0%	4.0%
<b>Agriculteurs</b>	2	0.0%	0.0%	1	0.0%	0.0%	1	0.0%	0.0%	-	-	-
<b>Autres inactifs</b>	284	29.0%	2.0%	128	23.0%	3.0%	156	37.0%	2.0%	140	28.0%	4.0%
<b>Employés</b>	89	9.0%	1.0%	36	6.0%	1.0%	53	12.0%	0.0%	17	3.0%	0.0%
<b>Ouvriers</b>	50	5.0%	0.0%	41	7.0%	0.0%	9	2.0%	0.0%	7	1.0%	1.0%
<b>Petits patrons</b>	30	3.0%	1.0%	27	5.0%	2.0%	3	0.0%	0.0%	27	5.0%	1.0%
<b>Professions intermédiaires</b>	121	12.0%	1.0%	73	13.0%	2.0%	48	11.0%	1.0%	115	23.0%	1.0%
<b>Retraités</b>	168	17.0%	1.0%	103	19.0%	1.0%	65	15.0%	0.0%	2	0.0%	0.0%
<b>Pcs personne de référence</b>												
<b>Affaires et cadres</b>	263	27.0%	3.0%	153	28.0%	4.0%	109	26.0%	3.0%	263	54.0%	3.0%
<b>Agriculteurs</b>	8	0.0%	1.0%	2	0.0%	0.0%	5	1.0%	1.0%	-	-	-
<b>Autres inactifs</b>	71	7.0%	2.0%	27	5.0%	1.0%	43	10.0%	2.0%	-	-	-
<b>Employés</b>	80	8.0%	1.0%	37	6.0%	1.0%	43	10.0%	1.0%	-	-	-
<b>Ouvriers</b>	101	10.0%	1.0%	59	11.0%	1.0%	42	10.0%	0.0%	-	-	-
<b>Petits patrons</b>	63	6.0%	2.0%	43	8.0%	3.0%	20	4.0%	1.0%	63	13.0%	2.0%
<b>Professions intermédiaires</b>	160	16.0%	2.0%	91	16.0%	2.0%	68	16.0%	1.0%	160	32.0%	2.0%
<b>Retraités</b>	206	21.0%	1.0%	125	23.0%	1.0%	80	19.0%	1.0%	-	-	-



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	951	100.0%	1.8%	538	100.0%	2.1%	413	100.0%	1.5%	486	100.0%	2.7%
<b>Taille du foyer</b>												
<b>1 personne</b>	170	17.0%	1.0%	99	18.0%	2.0%	71	17.0%	1.0%	65	13.0%	2.0%
<b>2 personnes</b>	272	28.0%	1.0%	157	29.0%	1.0%	115	27.0%	1.0%	99	20.0%	2.0%
<b>3 personnes</b>	220	23.0%	2.0%	125	23.0%	2.0%	94	22.0%	2.0%	130	26.0%	3.0%
<b>4 personnes</b>	169	17.0%	1.0%	91	16.0%	1.0%	79	19.0%	1.0%	105	21.0%	2.0%
<b>5 personnes et +</b>	120	12.0%	2.0%	67	12.0%	2.0%	54	13.0%	1.0%	87	17.0%	3.0%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Non</b>	711	74.0%	1.0%	410	76.0%	2.0%	302	73.0%	1.0%	326	67.0%	3.0%
<b>Oui</b>	240	25.0%	1.0%	129	23.0%	1.0%	111	26.0%	1.0%	159	32.0%	2.0%
<b>Habitat</b>												
<b>Agglo. + 100 000 hab</b>	303	31.0%	1.0%	194	36.0%	2.0%	109	26.0%	1.0%	156	32.0%	2.0%
<b>Agglo. 20 000 à 100 000 hab</b>	115	12.0%	1.0%	59	11.0%	1.0%	56	13.0%	1.0%	52	10.0%	2.0%
<b>Agglo. - 20 000 hab</b>	114	11.0%	1.0%	50	9.0%	1.0%	63	15.0%	1.0%	55	11.0%	2.0%
<b>Agglo. paris</b>	268	28.0%	3.0%	149	27.0%	3.0%	118	28.0%	2.0%	141	29.0%	3.0%
<b>Communes rurales</b>	152	15.0%	1.0%	85	15.0%	1.0%	66	16.0%	1.0%	82	16.0%	2.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	951	100.0%	1.8%	538	100.0%	2.1%	413	100.0%	1.5%	486	100.0%	2.7%
<b>Régions insee</b>												
Alsace	21	2.0%	1.0%	7	1.0%	0.0%	15	3.0%	1.0%	14	2.0%	3.0%
Aquitaine	64	6.0%	2.0%	20	3.0%	1.0%	44	10.0%	3.0%	28	5.0%	3.0%
Auvergne	27	2.0%	2.0%	14	2.0%	2.0%	12	3.0%	2.0%	5	1.0%	1.0%
Basse normandie	28	2.0%	2.0%	9	1.0%	1.0%	19	4.0%	2.0%	7	1.0%	1.0%
Bourgogne	21	2.0%	1.0%	14	2.0%	2.0%	7	1.0%	1.0%	5	1.0%	1.0%
Bretagne	34	3.0%	1.0%	26	4.0%	2.0%	8	1.0%	0.0%	23	4.0%	3.0%
Centre	24	2.0%	1.0%	11	2.0%	1.0%	14	3.0%	1.0%	17	3.0%	2.0%
Champagne ardennes	10	1.0%	0.0%	4	0.0%	0.0%	6	1.0%	1.0%	4	0.0%	1.0%
Franche-comté	19	2.0%	2.0%	12	2.0%	2.0%	7	1.0%	1.0%	10	2.0%	3.0%
Haute normandie	32	3.0%	2.0%	11	2.0%	1.0%	21	5.0%	2.0%	8	1.0%	1.0%
Ile de france	283	29.0%	2.0%	160	29.0%	3.0%	123	29.0%	2.0%	145	29.0%	3.0%
Languedoc roussillon	36	3.0%	1.0%	19	3.0%	1.0%	16	4.0%	1.0%	26	5.0%	3.0%
Limousin	6	0.0%	0.0%	4	0.0%	1.0%	2	0.0%	0.0%	1	0.0%	0.0%
Lorraine	25	2.0%	1.0%	18	3.0%	2.0%	7	1.0%	0.0%	10	2.0%	1.0%
Midi pyrénées	45	4.0%	1.0%	26	4.0%	2.0%	18	4.0%	1.0%	20	4.0%	2.0%
Nord pas de calais	41	4.0%	1.0%	23	4.0%	1.0%	17	4.0%	1.0%	24	5.0%	2.0%
Pays de loire	42	4.0%	1.0%	32	5.0%	2.0%	10	2.0%	0.0%	24	5.0%	2.0%
Picardie	17	1.0%	1.0%	9	1.0%	1.0%	8	1.0%	1.0%	12	2.0%	2.0%
Poitou charentes	27	2.0%	1.0%	13	2.0%	1.0%	14	3.0%	1.0%	20	4.0%	4.0%
Provence alpes côte d'azur, corse	62	6.0%	1.0%	43	8.0%	2.0%	19	4.0%	0.0%	32	6.0%	2.0%
Rhône alpes	89	9.0%	1.0%	63	11.0%	2.0%	26	6.0%	0.0%	49	10.0%	2.0%
<b>Habitudes de connection à internet</b>												
1 à 2 fois par semaine	16	1.0%	0.0%	9	1.0%	0.0%	8	1.0%	0.0%	8	1.0%	1.0%
1 à 3 fois par mois	5	0.0%	1.0%	5	0.0%	2.0%	-	-	-	-	-	-
Moins souvent	-	-	-	-	-	-	-	-	-	-	-	-
Presque tous les jours	79	8.0%	1.0%	37	6.0%	1.0%	42	10.0%	1.0%	37	7.0%	2.0%
Tous les jours	851	89.0%	2.0%	488	90.0%	2.0%	363	88.0%	1.0%	440	90.0%	2.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	951	100.0%	1.8%	538	100.0%	2.1%	413	100.0%	1.5%	486	100.0%	2.7%
<b>Revenus du foyer</b>												
<b>65 000 euros et plus par an</b>	158	16.0%	3.0%	91	16.0%	3.0%	67	16.0%	3.0%	107	22.0%	3.0%
<b>De 12 000 à moins de 18 000 euros par an</b>	49	5.0%	1.0%	34	6.0%	1.0%	16	3.0%	0.0%	13	2.0%	1.0%
<b>De 18 000 à moins de 24 000 euros par an</b>	68	7.0%	1.0%	40	7.0%	1.0%	28	6.0%	0.0%	31	6.0%	2.0%
<b>De 24 000 à moins de 36 000 euros par an</b>	167	17.0%	1.0%	89	16.0%	1.0%	78	19.0%	1.0%	66	13.0%	1.0%
<b>De 36 000 à moins de 45 000 euros par an</b>	148	15.0%	1.0%	87	16.0%	2.0%	61	14.0%	1.0%	64	13.0%	2.0%
<b>De 45 000 à moins de 65 000 euros par an</b>	188	19.0%	2.0%	117	21.0%	2.0%	71	17.0%	2.0%	124	25.0%	3.0%
<b>De 9 000 à moins de 12 000 euros par an</b>	46	4.0%	2.0%	9	1.0%	1.0%	37	9.0%	3.0%	4	0.0%	1.0%
<b>Moins de 9 000 euros par an</b>	14	1.0%	1.0%	11	2.0%	1.0%	3	0.0%	0.0%	2	0.0%	0.0%
<b>Ne sait pas</b>	37	3.0%	2.0%	20	3.0%	2.0%	17	4.0%	2.0%	24	5.0%	3.0%
<b>Refus</b>	75	7.0%	2.0%	41	7.0%	2.0%	34	8.0%	1.0%	50	10.0%	3.0%