



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 002	100.0%	1.9%	543	100.0%	2.2%	459	100.0%	1.7%	525	100.0%	3.0%
Sexe												
Femme	459	45.0%	1.0%	-	-	-	459	100.0%	1.0%	249	47.0%	2.0%
Homme	543	54.0%	2.0%	543	100.0%	2.0%	-	-	-	276	52.0%	3.0%
Age												
15 à 24 ans	271	27.0%	3.0%	133	24.0%	3.0%	138	30.0%	3.0%	158	30.0%	5.0%
25 à 34 ans	143	14.0%	1.0%	86	15.0%	2.0%	57	12.0%	1.0%	77	14.0%	2.0%
35 à 49 ans	205	20.0%	1.0%	98	18.0%	1.0%	107	23.0%	1.0%	144	27.0%	2.0%
50 à 59 ans	146	14.0%	1.0%	83	15.0%	2.0%	64	13.0%	1.0%	83	15.0%	2.0%
60 ans et plus	237	23.0%	1.0%	144	26.0%	2.0%	93	20.0%	1.0%	63	12.0%	3.0%
Individu												
Ménagères	331	33.0%	1.0%	-	-	-	331	72.0%	1.0%	158	30.0%	2.0%
Personne de référence	515	51.0%	1.0%	390	71.0%	1.0%	125	27.0%	1.0%	230	43.0%	2.0%
Responsable des achats	621	62.0%	1.0%	292	53.0%	2.0%	329	71.0%	1.0%	298	56.0%	2.0%
Pcs individu												
Affaires et cadres	213	21.0%	4.0%	105	19.0%	3.0%	107	23.0%	5.0%	185	35.0%	4.0%
Agriculteurs	9	0.0%	1.0%	6	1.0%	2.0%	3	0.0%	1.0%	-	-	-
Autres inactifs	305	30.0%	3.0%	155	28.0%	4.0%	149	32.0%	2.0%	135	25.0%	4.0%
Employés	95	9.0%	1.0%	40	7.0%	1.0%	55	12.0%	0.0%	23	4.0%	1.0%
Ouvriers	44	4.0%	0.0%	39	7.0%	0.0%	5	1.0%	0.0%	3	0.0%	0.0%
Petits patrons	36	3.0%	2.0%	26	4.0%	2.0%	10	2.0%	2.0%	33	6.0%	2.0%
Professions intermédiaires	160	15.0%	2.0%	88	16.0%	2.0%	72	15.0%	1.0%	145	27.0%	2.0%
Retraités	141	14.0%	1.0%	84	15.0%	1.0%	57	12.0%	0.0%	1	0.0%	0.0%
Pcs personne de référence												
Affaires et cadres	254	25.0%	3.0%	142	26.0%	4.0%	112	24.0%	3.0%	254	48.0%	3.0%
Agriculteurs	15	1.0%	1.0%	8	1.0%	2.0%	7	1.0%	1.0%	-	-	-
Autres inactifs	108	10.0%	2.0%	67	12.0%	4.0%	41	8.0%	1.0%	-	-	-
Employés	77	7.0%	1.0%	39	7.0%	1.0%	38	8.0%	1.0%	-	-	-
Ouvriers	98	9.0%	1.0%	47	8.0%	0.0%	51	11.0%	1.0%	-	-	-
Petits patrons	83	8.0%	3.0%	43	8.0%	3.0%	40	8.0%	3.0%	83	15.0%	3.0%
Professions intermédiaires	188	18.0%	2.0%	91	16.0%	2.0%	97	21.0%	2.0%	188	35.0%	2.0%
Retraités	180	17.0%	1.0%	107	19.0%	1.0%	73	15.0%	0.0%	-	-	-



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 002	100.0%	1.9%	543	100.0%	2.2%	459	100.0%	1.7%	525	100.0%	3.0%
Taille du foyer												
1 personne	196	19.0%	2.0%	128	23.0%	3.0%	68	14.0%	1.0%	62	11.0%	2.0%
2 personnes	283	28.0%	1.0%	154	28.0%	1.0%	129	28.0%	1.0%	114	21.0%	2.0%
3 personnes	212	21.0%	2.0%	105	19.0%	2.0%	107	23.0%	2.0%	144	27.0%	3.0%
4 personnes	190	19.0%	2.0%	98	18.0%	2.0%	93	20.0%	2.0%	117	22.0%	2.0%
5 personnes et +	121	12.0%	2.0%	58	10.0%	2.0%	62	13.0%	2.0%	89	16.0%	3.0%
Présence d'enfants de moins de 15 ans												
Non	706	70.0%	1.0%	409	75.0%	2.0%	297	64.0%	1.0%	333	63.0%	3.0%
Oui	296	29.0%	1.0%	134	24.0%	1.0%	162	35.0%	2.0%	192	36.0%	2.0%
Habitat												
Agglo. + 100 000 hab	349	34.0%	2.0%	218	40.0%	2.0%	132	28.0%	1.0%	192	36.0%	3.0%
Agglo. 20 000 à 100 000 hab	110	11.0%	1.0%	64	11.0%	2.0%	46	10.0%	1.0%	41	7.0%	2.0%
Agglo. - 20 000 hab	108	10.0%	1.0%	55	10.0%	1.0%	52	11.0%	1.0%	56	10.0%	2.0%
Agglo. paris	252	25.0%	2.0%	120	22.0%	2.0%	132	28.0%	2.0%	139	26.0%	3.0%
Communes rurales	184	18.0%	1.0%	86	15.0%	1.0%	97	21.0%	1.0%	97	18.0%	2.0%



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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 002	100.0%	1.9%	543	100.0%	2.2%	459	100.0%	1.7%	525	100.0%	3.0%
Régions insee												
Alsace	28	2.0%	1.0%	15	2.0%	2.0%	13	2.0%	1.0%	12	2.0%	2.0%
Aquitaine	69	6.0%	2.0%	29	5.0%	2.0%	40	8.0%	2.0%	38	7.0%	4.0%
Auvergne	25	2.0%	2.0%	18	3.0%	3.0%	7	1.0%	1.0%	2	0.0%	0.0%
Basse normandie	22	2.0%	1.0%	5	0.0%	0.0%	18	3.0%	2.0%	7	1.0%	2.0%
Bourgogne	21	2.0%	1.0%	14	2.0%	2.0%	7	1.0%	1.0%	5	1.0%	1.0%
Bretagne	61	6.0%	2.0%	34	6.0%	2.0%	27	5.0%	2.0%	24	4.0%	2.0%
Centre	23	2.0%	1.0%	14	2.0%	1.0%	9	2.0%	0.0%	18	3.0%	2.0%
Champagne ardennes	16	1.0%	1.0%	8	1.0%	1.0%	9	1.0%	1.0%	8	1.0%	2.0%
Franche-comté	23	2.0%	2.0%	15	2.0%	3.0%	7	1.0%	1.0%	14	2.0%	4.0%
Haute normandie	30	3.0%	2.0%	6	1.0%	0.0%	23	5.0%	3.0%	15	2.0%	3.0%
Ile de france	270	26.0%	2.0%	133	24.0%	2.0%	136	29.0%	2.0%	145	27.0%	3.0%
Languedoc roussillon	42	4.0%	1.0%	28	5.0%	2.0%	14	3.0%	1.0%	22	4.0%	3.0%
Limousin	5	0.0%	0.0%	4	0.0%	1.0%	1	0.0%	0.0%	1	0.0%	0.0%
Lorraine	31	3.0%	1.0%	23	4.0%	2.0%	9	1.0%	0.0%	13	2.0%	2.0%
Midi pyrénées	38	3.0%	1.0%	21	3.0%	1.0%	18	3.0%	1.0%	15	2.0%	1.0%
Nord pas de calais	42	4.0%	1.0%	16	3.0%	1.0%	26	5.0%	1.0%	28	5.0%	2.0%
Pays de loire	53	5.0%	1.0%	34	6.0%	2.0%	19	4.0%	1.0%	26	5.0%	2.0%
Picardie	21	2.0%	1.0%	12	2.0%	1.0%	9	1.0%	1.0%	16	3.0%	3.0%
Poitou charentes	17	1.0%	1.0%	7	1.0%	0.0%	11	2.0%	1.0%	8	1.0%	2.0%
Provence alpes côte d'azur, corse	69	6.0%	1.0%	44	8.0%	2.0%	25	5.0%	1.0%	38	7.0%	2.0%
Rhône alpes	96	9.0%	1.0%	66	12.0%	2.0%	30	6.0%	1.0%	70	13.0%	3.0%
Habitudes de connection à internet												
1 à 2 fois par semaine	15	1.0%	0.0%	11	2.0%	0.0%	3	0.0%	0.0%	4	0.0%	0.0%
1 à 3 fois par mois	1	0.0%	0.0%	1	0.0%	0.0%	-	-	-	-	-	-
Moins souvent	1	0.0%	0.0%	1	0.0%	1.0%	-	-	-	-	-	-
Presque tous les jours	77	7.0%	1.0%	43	7.0%	1.0%	34	7.0%	1.0%	37	7.0%	2.0%
Tous les jours	910	90.0%	2.0%	488	89.0%	2.0%	422	91.0%	1.0%	485	92.0%	3.0%



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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 002	100.0%	1.9%	543	100.0%	2.2%	459	100.0%	1.7%	525	100.0%	3.0%
Revenus du foyer												
65 000 euros et plus par an	156	15.0%	3.0%	93	17.0%	3.0%	63	13.0%	3.0%	123	23.0%	4.0%
De 12 000 à moins de 18 000 euros par an	42	4.0%	0.0%	32	5.0%	1.0%	11	2.0%	0.0%	16	3.0%	2.0%
De 18 000 à moins de 24 000 euros par an	109	10.0%	1.0%	60	11.0%	2.0%	49	10.0%	1.0%	41	7.0%	2.0%
De 24 000 à moins de 36 000 euros par an	179	17.0%	1.0%	83	15.0%	1.0%	96	21.0%	1.0%	76	14.0%	2.0%
De 36 000 à moins de 45 000 euros par an	156	15.0%	2.0%	79	14.0%	2.0%	78	16.0%	2.0%	72	13.0%	2.0%
De 45 000 à moins de 65 000 euros par an	197	19.0%	2.0%	110	20.0%	2.0%	87	18.0%	2.0%	138	26.0%	3.0%
De 9 000 à moins de 12 000 euros par an	53	5.0%	2.0%	23	4.0%	2.0%	30	6.0%	2.0%	2	0.0%	1.0%
Moins de 9 000 euros par an	22	2.0%	1.0%	15	2.0%	2.0%	7	1.0%	0.0%	2	0.0%	0.0%
Ne sait pas	48	4.0%	2.0%	22	4.0%	2.0%	26	5.0%	2.0%	30	5.0%	3.0%
Refus	40	4.0%	1.0%	27	4.0%	2.0%	14	3.0%	1.0%	24	4.0%	2.0%