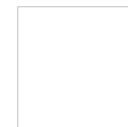




	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	469	100.0%	0.9%	340	100.0%	1.4%	129	100.0%	0.5%	249	100.0%	1.4%
<b>Sexe</b>												
<b>Femme</b>	129	27.0%	0.0%	-	-	-	129	100.0%	0.0%	62	24.0%	0.0%
<b>Homme</b>	340	72.0%	1.0%	340	100.0%	1.0%	-	-	-	187	75.0%	2.0%
<b>Age</b>												
<b>15 à 24 ans</b>	134	28.0%	1.0%	85	25.0%	2.0%	49	37.0%	1.0%	75	30.0%	2.0%
<b>25 à 34 ans</b>	136	29.0%	1.0%	115	33.0%	3.0%	22	16.0%	0.0%	70	28.0%	2.0%
<b>35 à 49 ans</b>	106	22.0%	0.0%	73	21.0%	1.0%	33	25.0%	0.0%	73	29.0%	1.0%
<b>50 à 59 ans</b>	64	13.0%	0.0%	50	14.0%	1.0%	14	11.0%	0.0%	21	8.0%	0.0%
<b>60 ans et plus</b>	29	6.0%	0.0%	17	5.0%	0.0%	12	9.0%	0.0%	10	3.0%	0.0%
<b>Individu</b>												
<b>Ménagères</b>	84	17.0%	0.0%	-	-	-	84	65.0%	0.0%	36	14.0%	0.0%
<b>Personne de référence</b>	265	56.0%	0.0%	225	66.0%	1.0%	40	31.0%	0.0%	133	53.0%	1.0%
<b>Responsable des achats</b>	267	56.0%	0.0%	185	54.0%	1.0%	82	63.0%	0.0%	132	52.0%	1.0%
<b>Pcs individu</b>												
<b>Affaires et cadres</b>	86	18.0%	1.0%	66	19.0%	2.0%	20	15.0%	0.0%	75	30.0%	1.0%
<b>Agriculteurs</b>	3	0.0%	0.0%	3	0.0%	1.0%	-	-	-	-	-	-
<b>Autres inactifs</b>	126	26.0%	1.0%	67	19.0%	1.0%	59	45.0%	0.0%	51	20.0%	1.0%
<b>Employés</b>	80	17.0%	0.0%	50	14.0%	2.0%	30	23.0%	0.0%	22	9.0%	1.0%
<b>Ouvriers</b>	58	12.0%	0.0%	57	16.0%	1.0%	1	0.0%	0.0%	6	2.0%	1.0%
<b>Petits patrons</b>	29	6.0%	1.0%	27	8.0%	2.0%	2	1.0%	0.0%	24	9.0%	1.0%
<b>Professions intermédiaires</b>	70	15.0%	1.0%	58	16.0%	1.0%	13	9.0%	0.0%	67	27.0%	1.0%
<b>Retraités</b>	17	3.0%	0.0%	11	3.0%	0.0%	6	4.0%	0.0%	3	1.0%	1.0%
<b>Pcs personne de référence</b>												
<b>Affaires et cadres</b>	101	21.0%	1.0%	81	23.0%	2.0%	20	15.0%	0.0%	101	40.0%	1.0%
<b>Agriculteurs</b>	8	1.0%	1.0%	5	1.0%	1.0%	3	2.0%	0.0%	-	-	-
<b>Autres inactifs</b>	26	5.0%	0.0%	15	4.0%	1.0%	12	9.0%	0.0%	-	-	-
<b>Employés</b>	61	13.0%	1.0%	39	11.0%	1.0%	22	16.0%	0.0%	-	-	-
<b>Ouvriers</b>	82	17.0%	0.0%	65	19.0%	1.0%	17	13.0%	0.0%	-	-	-
<b>Petits patrons</b>	33	7.0%	1.0%	31	9.0%	2.0%	2	1.0%	0.0%	33	13.0%	1.0%
<b>Professions intermédiaires</b>	114	24.0%	1.0%	75	22.0%	1.0%	40	30.0%	1.0%	114	46.0%	1.0%
<b>Retraités</b>	43	9.0%	0.0%	29	8.0%	0.0%	14	10.0%	0.0%	-	-	-



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	469	100.0%	0.9%	340	100.0%	1.4%	129	100.0%	0.5%	249	100.0%	1.4%
<b>Taille du foyer</b>												
<b>1 personne</b>	101	21.0%	1.0%	78	23.0%	1.0%	23	17.0%	0.0%	34	13.0%	1.0%
<b>2 personnes</b>	102	21.0%	0.0%	62	18.0%	0.0%	40	30.0%	0.0%	56	22.0%	1.0%
<b>3 personnes</b>	98	20.0%	1.0%	66	19.0%	1.0%	32	24.0%	0.0%	68	27.0%	1.0%
<b>4 personnes</b>	120	25.0%	1.0%	93	27.0%	2.0%	27	21.0%	0.0%	73	29.0%	1.0%
<b>5 personnes et +</b>	48	10.0%	0.0%	40	11.0%	1.0%	8	5.0%	0.0%	18	7.0%	0.0%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Non</b>	335	71.0%	0.0%	237	69.0%	1.0%	98	75.0%	0.0%	163	65.0%	1.0%
<b>Oui</b>	135	28.0%	0.0%	103	30.0%	1.0%	32	24.0%	0.0%	85	34.0%	1.0%
<b>Habitat</b>												
<b>Agglo. + 100 000 hab</b>	169	36.0%	1.0%	114	33.0%	1.0%	55	42.0%	0.0%	82	33.0%	1.0%
<b>Agglo. 20 000 à 100 000 hab</b>	51	10.0%	0.0%	41	12.0%	1.0%	10	8.0%	0.0%	25	10.0%	1.0%
<b>Agglo. - 20 000 hab</b>	62	13.0%	0.0%	48	14.0%	1.0%	14	11.0%	0.0%	36	14.0%	1.0%
<b>Agglo. paris</b>	148	31.0%	1.0%	114	33.0%	2.0%	34	26.0%	0.0%	93	37.0%	2.0%
<b>Communes rurales</b>	39	8.0%	0.0%	24	6.0%	0.0%	16	12.0%	0.0%	12	5.0%	0.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	469	100.0%	0.9%	340	100.0%	1.4%	129	100.0%	0.5%	249	100.0%	1.4%
<b>Régions insee</b>												
Alsace	8	1.0%	0.0%	7	2.0%	0.0%	1	0.0%	0.0%	6	2.0%	1.0%
Aquitaine	24	5.0%	0.0%	20	5.0%	1.0%	4	3.0%	0.0%	8	3.0%	0.0%
Auvergne	1	0.0%	0.0%	1	0.0%	0.0%	-	-	-	-	-	-
Basse normandie	4	1.0%	0.0%	4	1.0%	0.0%	1	0.0%	0.0%	1	0.0%	0.0%
Bourgogne	23	5.0%	1.0%	19	5.0%	2.0%	5	3.0%	0.0%	13	5.0%	3.0%
Bretagne	15	3.0%	0.0%	6	1.0%	0.0%	9	7.0%	0.0%	6	2.0%	0.0%
Centre	8	1.0%	0.0%	6	1.0%	0.0%	2	1.0%	0.0%	4	1.0%	0.0%
Champagne ardennes	11	2.0%	1.0%	10	3.0%	2.0%	1	0.0%	0.0%	2	0.0%	0.0%
Franche-comté	3	0.0%	0.0%	3	1.0%	0.0%	-	-	-	3	1.0%	1.0%
Haute normandie	22	4.0%	1.0%	17	5.0%	2.0%	5	4.0%	0.0%	5	1.0%	1.0%
Ile de france	155	33.0%	1.0%	120	35.0%	2.0%	36	27.0%	0.0%	97	38.0%	2.0%
Languedoc roussillon	15	3.0%	0.0%	7	2.0%	0.0%	8	6.0%	0.0%	8	3.0%	1.0%
Limousin	5	1.0%	0.0%	2	0.0%	0.0%	3	2.0%	0.0%	2	0.0%	1.0%
Lorraine	12	2.0%	0.0%	5	1.0%	0.0%	8	6.0%	0.0%	5	1.0%	0.0%
Midi pyrénées	21	4.0%	0.0%	7	2.0%	0.0%	14	11.0%	1.0%	14	5.0%	1.0%
Nord pas de calais	31	6.0%	1.0%	24	7.0%	1.0%	7	5.0%	0.0%	15	6.0%	1.0%
Pays de loire	19	4.0%	0.0%	19	5.0%	1.0%	-	-	-	8	3.0%	0.0%
Picardie	7	1.0%	0.0%	7	2.0%	0.0%	0	0.0%	0.0%	5	2.0%	1.0%
Poitou charentes	8	1.0%	0.0%	7	2.0%	1.0%	1	1.0%	0.0%	7	2.0%	1.0%
Provence alpes côte d'azur, corse	34	7.0%	0.0%	22	6.0%	1.0%	12	9.0%	0.0%	22	9.0%	1.0%
Rhône alpes	41	8.0%	0.0%	27	8.0%	1.0%	13	10.0%	0.0%	18	7.0%	0.0%
<b>Habitudes de connection à internet</b>												
1 à 2 fois par semaine	5	1.0%	0.0%	3	0.0%	0.0%	2	1.0%	0.0%	3	1.0%	0.0%
1 à 3 fois par mois	5	1.0%	1.0%	5	1.0%	2.0%	-	-	-	4	1.0%	6.0%
Moins souvent	-	-	-	-	-	-	-	-	-	-	-	-
Presque tous les jours	28	6.0%	0.0%	15	4.0%	0.0%	12	9.0%	0.0%	8	3.0%	0.0%
Tous les jours	431	91.0%	1.0%	317	93.0%	1.0%	114	88.0%	0.0%	234	94.0%	1.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	469	100.0%	0.9%	340	100.0%	1.4%	129	100.0%	0.5%	249	100.0%	1.4%
<b>Revenus du foyer</b>												
<b>65 000 euros et plus par an</b>	77	16.0%	1.0%	65	19.0%	2.0%	12	9.0%	0.0%	61	24.0%	2.0%
<b>De 12 000 à moins de 18 000 euros par an</b>	43	9.0%	0.0%	29	8.0%	1.0%	14	10.0%	0.0%	12	4.0%	1.0%
<b>De 18 000 à moins de 24 000 euros par an</b>	39	8.0%	0.0%	25	7.0%	0.0%	14	10.0%	0.0%	17	7.0%	1.0%
<b>De 24 000 à moins de 36 000 euros par an</b>	99	21.0%	0.0%	71	21.0%	1.0%	28	21.0%	0.0%	43	17.0%	1.0%
<b>De 36 000 à moins de 45 000 euros par an</b>	38	8.0%	0.0%	34	10.0%	0.0%	4	3.0%	0.0%	21	8.0%	0.0%
<b>De 45 000 à moins de 65 000 euros par an</b>	72	15.0%	0.0%	47	13.0%	1.0%	25	19.0%	0.0%	50	20.0%	1.0%
<b>De 9 000 à moins de 12 000 euros par an</b>	8	1.0%	0.0%	4	1.0%	0.0%	3	2.0%	0.0%	-	-	-
<b>Moins de 9 000 euros par an</b>	16	3.0%	1.0%	10	2.0%	1.0%	6	4.0%	0.0%	2	0.0%	1.0%
<b>Ne sait pas</b>	26	5.0%	1.0%	16	4.0%	2.0%	10	7.0%	1.0%	12	4.0%	1.0%
<b>Refus</b>	52	11.0%	1.0%	38	11.0%	2.0%	14	10.0%	0.0%	31	12.0%	2.0%