

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	493	100.0%	0.9%	63	100.0%	0.3%	430	100.0%	1.6%	227	100.0%	1.3%
Sexe												
Femme	430	87.0%	1.0%	-	-	-	430	100.0%	1.0%	196	86.0%	2.0%
Homme	63	12.0%	0.0%	63	100.0%	0.0%	-	-	-	31	13.0%	0.0%
Age												
15 à 24 ans	141	28.0%	1.0%	15	23.0%	0.0%	127	29.0%	3.0%	67	29.0%	2.0%
25 à 34 ans	113	22.0%	1.0%	11	17.0%	0.0%	102	23.0%	2.0%	44	19.0%	1.0%
35 à 49 ans	112	22.0%	0.0%	23	36.0%	0.0%	89	20.0%	1.0%	66	29.0%	1.0%
50 à 59 ans	74	15.0%	0.0%	5	8.0%	0.0%	69	16.0%	1.0%	34	15.0%	0.0%
60 ans et plus	53	10.0%	0.0%	9	14.0%	0.0%	44	10.0%	0.0%	16	7.0%	1.0%
Individu												
Ménagères	291	59.0%	1.0%	-	-	-	291	67.0%	1.0%	130	57.0%	1.0%
Personne de référence	127	25.0%	0.0%	50	78.0%	0.0%	77	18.0%	1.0%	53	23.0%	0.0%
Responsable des achats	332	67.0%	0.0%	36	57.0%	0.0%	296	68.0%	1.0%	147	64.0%	1.0%
Pcs individu												
Affaires et cadres	50	10.0%	1.0%	3	4.0%	0.0%	47	10.0%	2.0%	35	15.0%	0.0%
Agriculteurs	2	0.0%	0.0%	2	2.0%	0.0%	1	0.0%	0.0%	1	0.0%	2.0%
Autres inactifs	168	34.0%	1.0%	10	16.0%	0.0%	158	36.0%	2.0%	69	30.0%	2.0%
Employés	118	23.0%	1.0%	11	16.0%	0.0%	107	24.0%	1.0%	41	18.0%	2.0%
Ouvriers	18	3.0%	0.0%	6	10.0%	0.0%	12	2.0%	0.0%	-	-	-
Petits patrons	22	4.0%	1.0%	5	7.0%	0.0%	17	4.0%	3.0%	22	9.0%	1.0%
Professions intermédiaires	73	14.0%	1.0%	20	31.0%	0.0%	53	12.0%	1.0%	47	20.0%	0.0%
Retraités	42	8.0%	0.0%	7	11.0%	0.0%	35	8.0%	0.0%	13	5.0%	7.0%
Pcs personne de référence												
Affaires et cadres	95	19.0%	1.0%	4	6.0%	0.0%	90	21.0%	2.0%	95	41.0%	1.0%
Agriculteurs	7	1.0%	0.0%	2	2.0%	0.0%	5	1.0%	1.0%	-	-	-
Autres inactifs	41	8.0%	1.0%	-	-	-	41	9.0%	1.0%	-	-	-
Employés	67	13.0%	1.0%	11	16.0%	0.0%	57	13.0%	1.0%	-	-	-
Ouvriers	88	17.0%	0.0%	10	15.0%	0.0%	78	18.0%	1.0%	-	-	-
Petits patrons	36	7.0%	1.0%	5	7.0%	0.0%	31	7.0%	2.0%	36	15.0%	1.0%
Professions intermédiaires	96	19.0%	1.0%	22	34.0%	0.0%	74	17.0%	1.0%	96	42.0%	1.0%
Retraités	64	12.0%	0.0%	10	16.0%	0.0%	54	12.0%	0.0%	-	-	-



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	493	100.0%	0.9%	63	100.0%	0.3%	430	100.0%	1.6%	227	100.0%	1.3%
Taille du foyer												
1 personne	64	13.0%	0.0%	9	14.0%	0.0%	55	12.0%	1.0%	19	8.0%	0.0%
2 personnes	129	26.0%	0.0%	15	24.0%	0.0%	114	26.0%	1.0%	66	29.0%	1.0%
3 personnes	108	22.0%	1.0%	14	22.0%	0.0%	94	21.0%	2.0%	58	25.0%	1.0%
4 personnes	123	24.0%	1.0%	18	29.0%	0.0%	104	24.0%	2.0%	54	23.0%	1.0%
5 personnes et +	69	14.0%	1.0%	6	9.0%	0.0%	63	14.0%	2.0%	30	13.0%	1.0%
Présence d'enfants de moins de 15 ans												
Non	302	61.0%	0.0%	34	54.0%	0.0%	268	62.0%	1.0%	137	60.0%	1.0%
Oui	191	38.0%	1.0%	29	45.0%	0.0%	162	37.0%	2.0%	89	39.0%	1.0%
Habitat												
Agglo. + 100 000 hab	140	28.0%	0.0%	20	31.0%	0.0%	120	27.0%	1.0%	80	35.0%	1.0%
Agglo. 20 000 à 100 000 hab	56	11.0%	0.0%	8	12.0%	0.0%	48	11.0%	1.0%	21	9.0%	1.0%
Agglo. - 20 000 hab	74	14.0%	0.0%	7	10.0%	0.0%	67	15.0%	1.0%	24	10.0%	0.0%
Agglo. paris	153	31.0%	1.0%	22	35.0%	0.0%	131	30.0%	2.0%	71	31.0%	1.0%
Communes rurales	70	14.0%	0.0%	6	8.0%	0.0%	65	15.0%	1.0%	30	13.0%	0.0%

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Ensemble	493	100.0%	0.9%	63	100.0%	0.3%	430	100.0%	1.6%	227	100.0%	1.3%
Régions insee												
Alsace	3	0.0%	0.0%	-	-	-	3	0.0%	0.0%	-	-	-
Aquitaine	21	4.0%	0.0%	3	4.0%	0.0%	18	4.0%	1.0%	4	1.0%	0.0%
Auvergne	7	1.0%	0.0%	1	2.0%	0.0%	5	1.0%	0.0%	2	1.0%	0.0%
Basse normandie	4	0.0%	0.0%	-	-	-	4	1.0%	0.0%	2	1.0%	0.0%
Bourgogne	11	2.0%	0.0%	2	2.0%	0.0%	10	2.0%	1.0%	6	2.0%	1.0%
Bretagne	11	2.0%	0.0%	1	1.0%	0.0%	10	2.0%	0.0%	7	2.0%	0.0%
Centre	13	2.0%	0.0%	2	3.0%	0.0%	11	2.0%	1.0%	3	1.0%	0.0%
Champagne ardennes	11	2.0%	1.0%	3	4.0%	0.0%	8	2.0%	1.0%	4	1.0%	1.0%
Franche-comté	7	1.0%	0.0%	1	1.0%	0.0%	6	1.0%	1.0%	2	0.0%	0.0%
Haute normandie	8	1.0%	0.0%	-	-	-	8	1.0%	1.0%	8	3.0%	1.0%
Ile de france	163	33.0%	1.0%	25	39.0%	0.0%	138	32.0%	2.0%	73	32.0%	1.0%
Languedoc roussillon	9	1.0%	0.0%	1	1.0%	0.0%	8	1.0%	0.0%	4	1.0%	0.0%
Limousin	4	0.0%	0.0%	1	0.0%	0.0%	4	0.0%	1.0%	-	-	-
Lorraine	24	4.0%	1.0%	-	-	-	24	5.0%	2.0%	5	2.0%	1.0%
Midi pyrénées	35	7.0%	1.0%	-	-	-	35	8.0%	2.0%	21	9.0%	2.0%
Nord pas de calais	31	6.0%	1.0%	6	10.0%	0.0%	24	5.0%	1.0%	16	7.0%	1.0%
Pays de loire	29	5.0%	1.0%	5	8.0%	0.0%	24	5.0%	1.0%	8	3.0%	0.0%
Picardie	4	0.0%	0.0%	-	-	-	4	0.0%	0.0%	1	0.0%	0.0%
Poitou charentes	6	1.0%	0.0%	0	0.0%	0.0%	6	1.0%	0.0%	2	0.0%	0.0%
Provence alpes côte d'azur, corse	34	6.0%	0.0%	5	7.0%	0.0%	29	6.0%	1.0%	19	8.0%	1.0%
Rhône alpes	58	11.0%	1.0%	7	11.0%	0.0%	51	11.0%	1.0%	38	16.0%	1.0%
Habitudes de connection à internet												
1 à 2 fois par semaine	14	2.0%	0.0%	-	-	-	14	3.0%	0.0%	2	0.0%	0.0%
1 à 3 fois par mois	5	0.0%	1.0%	-	-	-	5	1.0%	2.0%	5	2.0%	8.0%
Moins souvent	-	-	-	-	-	-	-	-	-	-	-	-
Presque tous les jours	40	8.0%	0.0%	4	6.0%	0.0%	35	8.0%	1.0%	8	3.0%	0.0%
Tous les jours	435	88.0%	1.0%	59	93.0%	0.0%	376	87.0%	1.0%	213	93.0%	1.0%



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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	493	100.0%	0.9%	63	100.0%	0.3%	430	100.0%	1.6%	227	100.0%	1.3%
Revenus du foyer												
65 000 euros et plus par an	67	13.0%	1.0%	7	10.0%	0.0%	61	14.0%	3.0%	52	22.0%	1.0%
De 12 000 à moins de 18 000 euros par an	44	8.0%	0.0%	3	4.0%	0.0%	41	9.0%	1.0%	14	6.0%	1.0%
De 18 000 à moins de 24 000 euros par an	59	12.0%	0.0%	12	18.0%	0.0%	47	11.0%	1.0%	29	12.0%	2.0%
De 24 000 à moins de 36 000 euros par an	99	20.0%	0.0%	12	19.0%	0.0%	86	20.0%	1.0%	22	9.0%	0.0%
De 36 000 à moins de 45 000 euros par an	65	13.0%	0.0%	14	21.0%	0.0%	51	12.0%	1.0%	39	17.0%	1.0%
De 45 000 à moins de 65 000 euros par an	57	11.0%	0.0%	8	13.0%	0.0%	49	11.0%	1.0%	32	13.0%	0.0%
De 9 000 à moins de 12 000 euros par an	18	3.0%	0.0%	-	-	-	18	4.0%	1.0%	5	2.0%	1.0%
Moins de 9 000 euros par an	20	4.0%	1.0%	4	6.0%	0.0%	16	3.0%	2.0%	-	-	-
Ne sait pas	40	8.0%	1.0%	-	-	-	40	9.0%	3.0%	27	12.0%	2.0%
Refus	23	4.0%	1.0%	3	5.0%	0.0%	20	4.0%	1.0%	8	3.0%	1.0%