

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	363	100.0%	0.7%	214	100.0%	0.8%	150	100.0%	0.5%	119	100.0%	0.7%
<b>Sexe</b>												
<b>Femme</b>	150	41.0%	0.0%	-	-	-	150	100.0%	0.0%	38	31.0%	0.0%
<b>Homme</b>	214	58.0%	0.0%	214	100.0%	0.0%	-	-	-	81	68.0%	0.0%
<b>Age</b>												
<b>15 à 24 ans</b>	47	12.0%	0.0%	21	9.0%	0.0%	26	17.0%	0.0%	16	13.0%	0.0%
<b>25 à 34 ans</b>	37	10.0%	0.0%	24	11.0%	0.0%	12	8.0%	0.0%	16	13.0%	0.0%
<b>35 à 49 ans</b>	62	17.0%	0.0%	49	22.0%	0.0%	14	9.0%	0.0%	35	29.0%	0.0%
<b>50 à 59 ans</b>	76	20.0%	0.0%	46	21.0%	1.0%	29	19.0%	0.0%	34	28.0%	0.0%
<b>60 ans et plus</b>	141	38.0%	0.0%	73	34.0%	1.0%	68	45.0%	0.0%	18	15.0%	1.0%
<b>Individu</b>												
<b>Ménagères</b>	132	36.0%	0.0%	-	-	-	132	88.0%	0.0%	32	26.0%	0.0%
<b>Personne de référence</b>	250	68.0%	0.0%	176	82.0%	0.0%	74	49.0%	1.0%	70	58.0%	0.0%
<b>Responsable des achats</b>	246	67.0%	0.0%	122	57.0%	0.0%	124	82.0%	0.0%	64	54.0%	0.0%
<b>Pcs individu</b>												
<b>Affaires et cadres</b>	36	9.0%	0.0%	21	9.0%	0.0%	15	9.0%	0.0%	33	27.0%	0.0%
<b>Agriculteurs</b>	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	-	-	-
<b>Autres inactifs</b>	59	16.0%	0.0%	30	14.0%	0.0%	28	18.0%	0.0%	22	18.0%	0.0%
<b>Employés</b>	37	10.0%	0.0%	17	8.0%	0.0%	20	13.0%	0.0%	7	5.0%	0.0%
<b>Ouvriers</b>	48	13.0%	0.0%	40	18.0%	0.0%	8	5.0%	0.0%	-	-	-
<b>Petits patrons</b>	9	2.0%	0.0%	7	3.0%	0.0%	2	1.0%	0.0%	8	6.0%	0.0%
<b>Professions intermédiaires</b>	49	13.0%	0.0%	38	17.0%	1.0%	10	7.0%	0.0%	43	35.0%	0.0%
<b>Retraités</b>	125	34.0%	1.0%	60	28.0%	1.0%	66	43.0%	1.0%	7	5.0%	3.0%
<b>Pcs personne de référence</b>												
<b>Affaires et cadres</b>	47	13.0%	0.0%	28	13.0%	0.0%	19	12.0%	0.0%	47	39.0%	0.0%
<b>Agriculteurs</b>	0	0.0%	0.0%	-	-	-	0	0.0%	0.0%	-	-	-
<b>Autres inactifs</b>	26	7.0%	0.0%	12	5.0%	0.0%	13	9.0%	0.0%	-	-	-
<b>Employés</b>	27	7.0%	0.0%	19	9.0%	0.0%	7	4.0%	0.0%	-	-	-
<b>Ouvriers</b>	57	15.0%	0.0%	37	17.0%	0.0%	20	13.0%	0.0%	-	-	-
<b>Petits patrons</b>	13	3.0%	0.0%	10	4.0%	0.0%	2	1.0%	0.0%	13	10.0%	0.0%
<b>Professions intermédiaires</b>	59	16.0%	0.0%	42	19.0%	1.0%	17	11.0%	0.0%	59	49.0%	0.0%
<b>Retraités</b>	134	36.0%	0.0%	64	29.0%	1.0%	70	47.0%	0.0%	-	-	-



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	363	100.0%	0.7%	214	100.0%	0.8%	150	100.0%	0.5%	119	100.0%	0.7%
<b>Taille du foyer</b>												
<b>1 personne</b>	91	25.0%	0.0%	38	17.0%	0.0%	53	35.0%	0.0%	11	9.0%	0.0%
<b>2 personnes</b>	137	37.0%	0.0%	83	38.0%	0.0%	54	36.0%	0.0%	39	33.0%	0.0%
<b>3 personnes</b>	46	12.0%	0.0%	36	16.0%	0.0%	10	6.0%	0.0%	17	14.0%	0.0%
<b>4 personnes</b>	60	16.0%	0.0%	39	18.0%	0.0%	21	14.0%	0.0%	30	25.0%	0.0%
<b>5 personnes et +</b>	29	8.0%	0.0%	18	8.0%	0.0%	12	7.0%	0.0%	22	18.0%	0.0%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Non</b>	280	77.0%	0.0%	157	73.0%	0.0%	122	81.0%	0.0%	73	60.0%	0.0%
<b>Oui</b>	84	23.0%	0.0%	56	26.0%	0.0%	27	18.0%	0.0%	46	39.0%	0.0%
<b>Habitat</b>												
<b>Agglo. + 100 000 hab</b>	132	36.0%	0.0%	76	35.0%	1.0%	56	37.0%	0.0%	34	28.0%	0.0%
<b>Agglo. 20 000 à 100 000 hab</b>	44	12.0%	0.0%	34	16.0%	1.0%	10	6.0%	0.0%	6	5.0%	0.0%
<b>Agglo. - 20 000 hab</b>	49	13.0%	0.0%	34	15.0%	0.0%	15	9.0%	0.0%	27	22.0%	1.0%
<b>Agglo. paris</b>	93	25.0%	1.0%	47	22.0%	1.0%	46	30.0%	1.0%	39	32.0%	1.0%
<b>Communes rurales</b>	46	12.0%	0.0%	22	10.0%	0.0%	24	15.0%	0.0%	13	11.0%	0.0%

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	363	100.0%	0.7%	214	100.0%	0.8%	150	100.0%	0.5%	119	100.0%	0.7%
<b>Régions insee</b>												
Alsace	2	0.0%	0.0%	2	0.0%	0.0%	-	-	-	1	0.0%	0.0%
Aquitaine	24	6.0%	0.0%	8	3.0%	0.0%	16	10.0%	1.0%	6	4.0%	0.0%
Auvergne	4	1.0%	0.0%	2	1.0%	0.0%	2	1.0%	0.0%	1	0.0%	0.0%
Basse normandie	3	0.0%	0.0%	2	1.0%	0.0%	1	0.0%	0.0%	1	0.0%	0.0%
Bourgogne	12	3.0%	0.0%	9	4.0%	1.0%	3	2.0%	0.0%	1	0.0%	0.0%
Bretagne	11	3.0%	0.0%	9	4.0%	0.0%	2	1.0%	0.0%	7	5.0%	0.0%
Centre	8	2.0%	0.0%	6	2.0%	0.0%	2	1.0%	0.0%	4	3.0%	0.0%
Champagne ardennes	6	1.0%	0.0%	5	2.0%	0.0%	1	0.0%	0.0%	1	1.0%	0.0%
Franche-comté	5	1.0%	0.0%	3	1.0%	0.0%	1	0.0%	0.0%	1	1.0%	0.0%
Haute normandie	7	1.0%	0.0%	7	3.0%	0.0%	0	0.0%	0.0%	2	2.0%	0.0%
Ile de france	102	28.0%	1.0%	55	25.0%	1.0%	47	31.0%	0.0%	46	38.0%	1.0%
Languedoc roussillon	16	4.0%	0.0%	12	5.0%	1.0%	4	2.0%	0.0%	3	2.0%	0.0%
Limousin	8	2.0%	1.0%	6	2.0%	2.0%	1	0.0%	0.0%	1	0.0%	0.0%
Lorraine	10	2.0%	0.0%	8	3.0%	0.0%	1	0.0%	0.0%	2	1.0%	0.0%
Midi pyrénées	20	5.0%	0.0%	11	4.0%	0.0%	10	6.0%	0.0%	8	6.0%	0.0%
Nord pas de calais	12	3.0%	0.0%	7	3.0%	0.0%	5	3.0%	0.0%	3	2.0%	0.0%
Pays de loire	8	2.0%	0.0%	5	2.0%	0.0%	3	2.0%	0.0%	3	2.0%	0.0%
Picardie	10	2.0%	0.0%	9	4.0%	1.0%	1	0.0%	0.0%	0	0.0%	0.0%
Poitou charentes	13	3.0%	0.0%	7	3.0%	1.0%	6	4.0%	0.0%	4	3.0%	0.0%
Provence alpes côte d'azur, corse	47	13.0%	1.0%	26	12.0%	1.0%	21	13.0%	0.0%	9	7.0%	0.0%
Rhône alpes	35	9.0%	0.0%	15	6.0%	0.0%	20	13.0%	0.0%	16	13.0%	0.0%
<b>Habitudes de connection à internet</b>												
1 à 2 fois par semaine	18	5.0%	0.0%	8	4.0%	0.0%	10	6.0%	0.0%	1	1.0%	0.0%
1 à 3 fois par mois	0	0.0%	0.0%	-	-	-	0	0.0%	0.0%	-	-	-
Moins souvent	-	-	-	-	-	-	-	-	-	-	-	-
Presque tous les jours	59	16.0%	1.0%	31	14.0%	1.0%	28	18.0%	0.0%	12	10.0%	0.0%
Tous les jours	287	78.0%	0.0%	174	81.0%	0.0%	112	75.0%	0.0%	106	88.0%	0.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	363	100.0%	0.7%	214	100.0%	0.8%	150	100.0%	0.5%	119	100.0%	0.7%
<b>Revenus du foyer</b>												
<b>65 000 euros et plus par an</b>	25	6.0%	0.0%	17	8.0%	0.0%	8	5.0%	0.0%	16	13.0%	0.0%
<b>De 12 000 à moins de 18 000 euros par an</b>	15	4.0%	0.0%	9	4.0%	0.0%	6	4.0%	0.0%	1	1.0%	0.0%
<b>De 18 000 à moins de 24 000 euros par an</b>	49	13.0%	0.0%	32	15.0%	1.0%	17	11.0%	0.0%	9	7.0%	0.0%
<b>De 24 000 à moins de 36 000 euros par an</b>	85	23.0%	0.0%	39	18.0%	0.0%	46	30.0%	0.0%	20	16.0%	0.0%
<b>De 36 000 à moins de 45 000 euros par an</b>	64	17.0%	0.0%	46	21.0%	1.0%	19	12.0%	0.0%	27	22.0%	0.0%
<b>De 45 000 à moins de 65 000 euros par an</b>	55	15.0%	0.0%	40	18.0%	0.0%	16	10.0%	0.0%	25	21.0%	0.0%
<b>De 9 000 à moins de 12 000 euros par an</b>	25	6.0%	1.0%	5	2.0%	0.0%	20	13.0%	1.0%	1	0.0%	0.0%
<b>Moins de 9 000 euros par an</b>	10	2.0%	0.0%	3	1.0%	0.0%	7	4.0%	1.0%	-	-	-
<b>Ne sait pas</b>	16	4.0%	0.0%	11	5.0%	1.0%	6	3.0%	0.0%	12	10.0%	1.0%
<b>Refus</b>	19	5.0%	0.0%	13	5.0%	1.0%	6	4.0%	0.0%	9	7.0%	1.0%