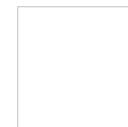




	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	269	100.0%	0.5%	145	100.0%	0.6%	124	100.0%	0.5%	58	100.0%	0.3%
<b>Sexe</b>												
<b>Femme</b>	124	46.0%	0.0%	-	-	-	124	100.0%	0.0%	21	36.0%	0.0%
<b>Homme</b>	145	53.0%	0.0%	145	100.0%	0.0%	-	-	-	37	63.0%	0.0%
<b>Age</b>												
<b>15 à 24 ans</b>	28	10.0%	0.0%	19	13.0%	0.0%	9	7.0%	0.0%	9	15.0%	0.0%
<b>25 à 34 ans</b>	35	13.0%	0.0%	13	9.0%	0.0%	22	17.0%	0.0%	6	9.0%	0.0%
<b>35 à 49 ans</b>	67	25.0%	0.0%	48	32.0%	0.0%	20	16.0%	0.0%	20	34.0%	0.0%
<b>50 à 59 ans</b>	49	18.0%	0.0%	19	13.0%	0.0%	30	24.0%	0.0%	15	25.0%	0.0%
<b>60 ans et plus</b>	90	33.0%	0.0%	46	32.0%	0.0%	43	35.0%	0.0%	9	15.0%	0.0%
<b>Individu</b>												
<b>Ménagères</b>	118	44.0%	0.0%	-	-	-	118	95.0%	0.0%	18	31.0%	0.0%
<b>Personne de référence</b>	155	57.0%	0.0%	127	87.0%	0.0%	28	22.0%	0.0%	38	64.0%	0.0%
<b>Responsable des achats</b>	199	74.0%	0.0%	86	59.0%	0.0%	113	91.0%	0.0%	40	69.0%	0.0%
<b>Pcs individu</b>												
<b>Affaires et cadres</b>	11	4.0%	0.0%	6	4.0%	0.0%	5	3.0%	0.0%	9	16.0%	0.0%
<b>Agriculteurs</b>	4	1.0%	0.0%	4	2.0%	1.0%	0	0.0%	0.0%	-	-	-
<b>Autres inactifs</b>	37	13.0%	0.0%	16	11.0%	0.0%	21	16.0%	0.0%	6	9.0%	0.0%
<b>Employés</b>	50	18.0%	0.0%	21	14.0%	0.0%	29	23.0%	0.0%	7	12.0%	0.0%
<b>Ouvriers</b>	46	17.0%	0.0%	38	26.0%	0.0%	8	6.0%	0.0%	1	1.0%	0.0%
<b>Petits patrons</b>	5	2.0%	0.0%	1	0.0%	0.0%	4	3.0%	0.0%	3	4.0%	0.0%
<b>Professions intermédiaires</b>	44	16.0%	0.0%	25	17.0%	0.0%	19	15.0%	0.0%	31	54.0%	0.0%
<b>Retraités</b>	70	26.0%	0.0%	33	22.0%	0.0%	37	30.0%	0.0%	1	1.0%	0.0%
<b>Pcs personne de référence</b>												
<b>Affaires et cadres</b>	17	6.0%	0.0%	10	6.0%	0.0%	7	5.0%	0.0%	17	29.0%	0.0%
<b>Agriculteurs</b>	11	4.0%	1.0%	4	2.0%	1.0%	7	5.0%	1.0%	-	-	-
<b>Autres inactifs</b>	11	3.0%	0.0%	9	6.0%	0.0%	1	1.0%	0.0%	-	-	-
<b>Employés</b>	32	11.0%	0.0%	21	14.0%	0.0%	11	8.0%	0.0%	-	-	-
<b>Ouvriers</b>	77	28.0%	0.0%	40	27.0%	0.0%	37	29.0%	0.0%	-	-	-
<b>Petits patrons</b>	5	1.0%	0.0%	1	0.0%	0.0%	4	3.0%	0.0%	5	8.0%	0.0%
<b>Professions intermédiaires</b>	36	13.0%	0.0%	27	18.0%	0.0%	10	7.0%	0.0%	36	62.0%	0.0%
<b>Retraités</b>	81	30.0%	0.0%	34	23.0%	0.0%	47	37.0%	0.0%	-	-	-



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	269	100.0%	0.5%	145	100.0%	0.6%	124	100.0%	0.5%	58	100.0%	0.3%
<b>Taille du foyer</b>												
<b>1 personne</b>	42	15.0%	0.0%	19	12.0%	0.0%	24	19.0%	0.0%	12	20.0%	0.0%
<b>2 personnes</b>	108	40.0%	0.0%	59	40.0%	0.0%	49	39.0%	0.0%	18	31.0%	0.0%
<b>3 personnes</b>	52	19.0%	0.0%	35	24.0%	0.0%	17	13.0%	0.0%	8	13.0%	0.0%
<b>4 personnes</b>	43	16.0%	0.0%	20	13.0%	0.0%	23	18.0%	0.0%	10	17.0%	0.0%
<b>5 personnes et +</b>	23	8.0%	0.0%	12	8.0%	0.0%	11	8.0%	0.0%	10	16.0%	0.0%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Non</b>	192	71.0%	0.0%	108	74.0%	0.0%	84	67.0%	0.0%	38	66.0%	0.0%
<b>Oui</b>	77	28.0%	0.0%	37	25.0%	0.0%	40	32.0%	0.0%	20	33.0%	0.0%
<b>Habitat</b>												
<b>Agglo. + 100 000 hab</b>	62	23.0%	0.0%	44	30.0%	0.0%	18	14.0%	0.0%	11	18.0%	0.0%
<b>Agglo. 20 000 à 100 000 hab</b>	45	16.0%	0.0%	23	16.0%	0.0%	22	17.0%	0.0%	15	26.0%	0.0%
<b>Agglo. - 20 000 hab</b>	55	20.0%	0.0%	26	18.0%	0.0%	29	23.0%	0.0%	11	18.0%	0.0%
<b>Agglo. paris</b>	9	3.0%	0.0%	7	5.0%	0.0%	1	0.0%	0.0%	1	0.0%	0.0%
<b>Communes rurales</b>	99	36.0%	0.0%	44	30.0%	0.0%	55	44.0%	0.0%	21	35.0%	0.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	269	100.0%	0.5%	145	100.0%	0.6%	124	100.0%	0.5%	58	100.0%	0.3%
<b>Régions insee</b>												
Alsace	-	-	-	-	-	-	-	-	-	-	-	-
Aquitaine	-	-	-	-	-	-	-	-	-	-	-	-
Auvergne	-	-	-	-	-	-	-	-	-	-	-	-
Basse normandie	-	-	-	-	-	-	-	-	-	-	-	-
Bourgogne	1	0.0%	0.0%	-	-	-	1	0.0%	0.0%	-	-	-
Bretagne	-	-	-	-	-	-	-	-	-	-	-	-
Centre	-	-	-	-	-	-	-	-	-	-	-	-
Champagne ardennes	-	-	-	-	-	-	-	-	-	-	-	-
Franche-comté	-	-	-	-	-	-	-	-	-	-	-	-
Haute normandie	2	0.0%	0.0%	1	0.0%	0.0%	2	1.0%	0.0%	1	1.0%	0.0%
Ile de france	9	3.0%	0.0%	7	5.0%	0.0%	1	0.0%	0.0%	1	0.0%	0.0%
Languedoc roussillon	-	-	-	-	-	-	-	-	-	-	-	-
Limousin	-	-	-	-	-	-	-	-	-	-	-	-
Lorraine	0	0.0%	0.0%	0	0.0%	0.0%	-	-	-	-	-	-
Midi pyrénées	0	0.0%	0.0%	0	0.0%	0.0%	-	-	-	0	0.0%	0.0%
Nord pas de calais	4	1.0%	0.0%	3	2.0%	0.0%	0	0.0%	0.0%	1	1.0%	0.0%
Pays de loire	-	-	-	-	-	-	-	-	-	-	-	-
Picardie	253	94.0%	16.0%	133	91.0%	17.0%	120	97.0%	14.0%	56	95.0%	12.0%
Poitou charentes	-	-	-	-	-	-	-	-	-	-	-	-
Provence alpes côte d'azur, corse	0	0.0%	0.0%	0	0.0%	0.0%	-	-	-	-	-	-
Rhône alpes	-	-	-	-	-	-	-	-	-	-	-	-
<b>Habitudes de connection à internet</b>												
1 à 2 fois par semaine	14	5.0%	0.0%	4	2.0%	0.0%	10	8.0%	0.0%	2	2.0%	0.0%
1 à 3 fois par mois	1	0.0%	0.0%	1	0.0%	0.0%	-	-	-	-	-	-
Moins souvent	-	-	-	-	-	-	-	-	-	-	-	-
Presque tous les jours	32	12.0%	0.0%	15	10.0%	0.0%	17	13.0%	0.0%	7	12.0%	0.0%
Tous les jours	221	82.0%	0.0%	125	86.0%	0.0%	97	78.0%	0.0%	49	85.0%	0.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	269	100.0%	0.5%	145	100.0%	0.6%	124	100.0%	0.5%	58	100.0%	0.3%
<b>Revenus du foyer</b>												
<b>65 000 euros et plus par an</b>	13	5.0%	0.0%	11	7.0%	0.0%	2	1.0%	0.0%	6	11.0%	0.0%
<b>De 12 000 à moins de 18 000 euros par an</b>	27	10.0%	0.0%	16	10.0%	0.0%	11	8.0%	0.0%	1	1.0%	0.0%
<b>De 18 000 à moins de 24 000 euros par an</b>	45	16.0%	0.0%	18	12.0%	0.0%	28	22.0%	0.0%	6	9.0%	0.0%
<b>De 24 000 à moins de 36 000 euros par an</b>	72	26.0%	0.0%	41	28.0%	0.0%	31	25.0%	0.0%	10	17.0%	0.0%
<b>De 36 000 à moins de 45 000 euros par an</b>	38	14.0%	0.0%	20	14.0%	0.0%	17	13.0%	0.0%	12	20.0%	0.0%
<b>De 45 000 à moins de 65 000 euros par an</b>	43	15.0%	0.0%	27	18.0%	0.0%	15	12.0%	0.0%	18	31.0%	0.0%
<b>De 9 000 à moins de 12 000 euros par an</b>	21	7.0%	1.0%	6	4.0%	0.0%	15	11.0%	1.0%	0	0.0%	0.0%
<b>Moins de 9 000 euros par an</b>	2	0.0%	0.0%	1	0.0%	0.0%	1	0.0%	0.0%	1	1.0%	0.0%
<b>Ne sait pas</b>	2	0.0%	0.0%	2	1.0%	0.0%	0	0.0%	0.0%	1	1.0%	0.0%
<b>Refus</b>	6	2.0%	0.0%	3	1.0%	0.0%	3	2.0%	0.0%	3	4.0%	0.0%