

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	1 657	100.0%	3.2%	420	100.0%	1.7%	1 237	100.0%	4.5%	668	100.0%	3.7%
<b>Sexe</b>												
<b>Femme</b>	1 237	74.0%	4.0%	-	-	-	1 237	100.0%	4.0%	431	64.0%	5.0%
<b>Homme</b>	420	25.0%	1.0%	420	100.0%	1.0%	-	-	-	237	35.0%	2.0%
<b>Age</b>												
<b>15 à 24 ans</b>	83	5.0%	1.0%	30	7.0%	0.0%	53	4.0%	1.0%	40	5.0%	1.0%
<b>25 à 34 ans</b>	433	26.0%	5.0%	128	30.0%	3.0%	305	24.0%	7.0%	177	26.0%	5.0%
<b>35 à 49 ans</b>	560	33.0%	4.0%	186	44.0%	3.0%	374	30.0%	5.0%	318	47.0%	5.0%
<b>50 à 59 ans</b>	224	13.0%	2.0%	26	6.0%	0.0%	198	16.0%	4.0%	92	13.0%	2.0%
<b>60 ans et plus</b>	358	21.0%	2.0%	51	12.0%	0.0%	307	24.0%	3.0%	41	6.0%	2.0%
<b>Individu</b>												
<b>Ménagères</b>	1 183	71.0%	5.0%	-	-	-	1 183	95.0%	5.0%	412	61.0%	5.0%
<b>Personne de référence</b>	647	39.0%	2.0%	390	92.0%	1.0%	258	20.0%	3.0%	252	37.0%	2.0%
<b>Responsable des achats</b>	1 318	79.0%	3.0%	196	46.0%	1.0%	1 123	90.0%	4.0%	501	75.0%	4.0%
<b>Pcs individu</b>												
<b>Affaires et cadres</b>	200	12.0%	4.0%	100	23.0%	3.0%	100	8.0%	4.0%	180	26.0%	4.0%
<b>Agriculteurs</b>	25	1.0%	4.0%	12	2.0%	3.0%	12	1.0%	6.0%	1	0.0%	3.0%
<b>Autres inactifs</b>	278	16.0%	2.0%	15	3.0%	0.0%	263	21.0%	4.0%	80	12.0%	2.0%
<b>Employés</b>	400	24.0%	4.0%	38	8.0%	1.0%	362	29.0%	5.0%	91	13.0%	5.0%
<b>Ouvriers</b>	139	8.0%	2.0%	102	24.0%	2.0%	37	3.0%	2.0%	19	2.0%	4.0%
<b>Petits patrons</b>	36	2.0%	2.0%	23	5.0%	1.0%	13	1.0%	3.0%	29	4.0%	2.0%
<b>Professions intermédiaires</b>	331	20.0%	4.0%	99	23.0%	2.0%	232	18.0%	6.0%	257	38.0%	4.0%
<b>Retraités</b>	250	15.0%	1.0%	32	7.0%	0.0%	217	17.0%	3.0%	10	1.0%	4.0%
<b>Pcs personne de référence</b>												
<b>Affaires et cadres</b>	275	16.0%	3.0%	109	25.0%	3.0%	166	13.0%	4.0%	275	41.0%	3.0%
<b>Agriculteurs</b>	40	2.0%	5.0%	12	2.0%	3.0%	28	2.0%	6.0%	-	-	-
<b>Autres inactifs</b>	112	6.0%	3.0%	-	-	-	112	9.0%	5.0%	-	-	-
<b>Employés</b>	182	11.0%	3.0%	37	8.0%	1.0%	145	11.0%	4.0%	-	-	-
<b>Ouvriers</b>	336	20.0%	3.0%	97	23.0%	1.0%	239	19.0%	5.0%	-	-	-
<b>Petits patrons</b>	80	4.0%	3.0%	24	5.0%	1.0%	56	4.0%	4.0%	80	12.0%	3.0%
<b>Professions intermédiaires</b>	313	18.0%	3.0%	105	24.0%	2.0%	208	16.0%	5.0%	313	46.0%	3.0%
<b>Retraités</b>	320	19.0%	2.0%	37	8.0%	0.0%	283	22.0%	3.0%	-	-	-



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	1 657	100.0%	3.2%	420	100.0%	1.7%	1 237	100.0%	4.5%	668	100.0%	3.7%
<b>Taille du foyer</b>												
<b>1 personne</b>	181	10.0%	1.0%	12	2.0%	0.0%	170	13.0%	3.0%	29	4.0%	1.0%
<b>2 personnes</b>	421	25.0%	2.0%	72	17.0%	0.0%	349	28.0%	3.0%	97	14.0%	2.0%
<b>3 personnes</b>	338	20.0%	3.0%	126	29.0%	2.0%	213	17.0%	4.0%	169	25.0%	4.0%
<b>4 personnes</b>	449	27.0%	4.0%	139	33.0%	3.0%	310	25.0%	6.0%	227	34.0%	4.0%
<b>5 personnes et +</b>	267	16.0%	4.0%	72	17.0%	2.0%	196	15.0%	6.0%	145	21.0%	5.0%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Non</b>	674	40.0%	1.0%	103	24.0%	0.0%	572	46.0%	3.0%	179	26.0%	1.0%
<b>Oui</b>	983	59.0%	6.0%	318	75.0%	4.0%	665	53.0%	7.0%	489	73.0%	6.0%
<b>Habitat</b>												
<b>Agglo. + 100 000 hab</b>	510	30.0%	3.0%	133	31.0%	1.0%	377	30.0%	4.0%	219	32.0%	3.0%
<b>Agglo. 20 000 à 100 000 hab</b>	187	11.0%	2.0%	54	12.0%	1.0%	133	10.0%	3.0%	91	13.0%	4.0%
<b>Agglo. - 20 000 hab</b>	310	18.0%	3.0%	72	17.0%	1.0%	239	19.0%	5.0%	89	13.0%	3.0%
<b>Agglo. paris</b>	259	15.0%	3.0%	54	12.0%	1.0%	205	16.0%	4.0%	143	21.0%	3.0%
<b>Communes rurales</b>	391	23.0%	3.0%	108	25.0%	1.0%	283	22.0%	4.0%	126	18.0%	3.0%

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	1 657	100.0%	3.2%	420	100.0%	1.7%	1 237	100.0%	4.5%	668	100.0%	3.7%
<b>Régions insee</b>												
Alsace	51	3.0%	3.0%	11	2.0%	1.0%	40	3.0%	5.0%	15	2.0%	3.0%
Aquitaine	42	2.0%	1.0%	7	1.0%	0.0%	35	2.0%	2.0%	17	2.0%	1.0%
Auvergne	45	2.0%	3.0%	4	0.0%	0.0%	41	3.0%	6.0%	10	1.0%	3.0%
Basse normandie	30	1.0%	2.0%	5	1.0%	0.0%	25	2.0%	3.0%	12	1.0%	3.0%
Bourgogne	50	3.0%	3.0%	15	3.0%	2.0%	35	2.0%	4.0%	17	2.0%	4.0%
Bretagne	111	6.0%	4.0%	43	10.0%	3.0%	67	5.0%	4.0%	39	5.0%	5.0%
Centre	74	4.0%	3.0%	24	5.0%	2.0%	50	4.0%	4.0%	25	3.0%	4.0%
Champagne ardennes	35	2.0%	3.0%	7	1.0%	1.0%	28	2.0%	4.0%	8	1.0%	2.0%
Franche-comté	36	2.0%	3.0%	5	1.0%	1.0%	31	2.0%	6.0%	13	1.0%	4.0%
Haute normandie	50	3.0%	3.0%	16	3.0%	2.0%	34	2.0%	4.0%	12	1.0%	2.0%
Ile de france	306	18.0%	3.0%	66	15.0%	1.0%	240	19.0%	4.0%	150	22.0%	3.0%
Languedoc roussillon	61	3.0%	2.0%	18	4.0%	1.0%	43	3.0%	3.0%	33	5.0%	4.0%
Limousin	24	1.0%	3.0%	5	1.0%	1.0%	18	1.0%	5.0%	6	0.0%	3.0%
Lorraine	51	3.0%	2.0%	10	2.0%	1.0%	41	3.0%	4.0%	15	2.0%	2.0%
Midi pyrénées	65	3.0%	2.0%	15	3.0%	1.0%	50	4.0%	3.0%	29	4.0%	3.0%
Nord pas de calais	133	8.0%	4.0%	43	10.0%	2.0%	90	7.0%	5.0%	50	7.0%	4.0%
Pays de loire	99	6.0%	3.0%	16	3.0%	1.0%	83	6.0%	5.0%	41	6.0%	4.0%
Picardie	57	3.0%	3.0%	11	2.0%	1.0%	46	3.0%	5.0%	19	2.0%	4.0%
Poitou charentes	37	2.0%	2.0%	14	3.0%	2.0%	23	1.0%	2.0%	10	1.0%	2.0%
Provence alpes côte d'azur, corse	121	7.0%	2.0%	35	8.0%	1.0%	86	7.0%	3.0%	60	9.0%	3.0%
Rhône alpes	179	10.0%	3.0%	51	12.0%	2.0%	128	10.0%	4.0%	88	13.0%	4.0%
<b>Habitudes de connection à internet</b>												
1 à 2 fois par semaine	94	5.0%	3.0%	15	3.0%	1.0%	79	6.0%	4.0%	26	3.0%	5.0%
1 à 3 fois par mois	6	0.0%	1.0%	-	-	-	6	0.0%	3.0%	5	0.0%	8.0%
Moins souvent	10	0.0%	9.0%	9	2.0%	23.0%	2	0.0%	2.0%	-	-	-
Presque tous les jours	165	10.0%	2.0%	34	8.0%	1.0%	131	10.0%	3.0%	51	7.0%	3.0%
Tous les jours	1 382	83.0%	3.0%	363	86.0%	1.0%	1 019	82.0%	4.0%	587	87.0%	3.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	1 657	100.0%	3.2%	420	100.0%	1.7%	1 237	100.0%	4.5%	668	100.0%	3.7%
<b>Revenus du foyer</b>												
<b>65 000 euros et plus par an</b>	133	8.0%	3.0%	47	11.0%	1.0%	86	7.0%	5.0%	103	15.0%	3.0%
<b>De 12 000 à moins de 18 000 euros par an</b>	171	10.0%	3.0%	19	4.0%	0.0%	152	12.0%	5.0%	23	3.0%	3.0%
<b>De 18 000 à moins de 24 000 euros par an</b>	155	9.0%	2.0%	24	5.0%	0.0%	131	10.0%	3.0%	57	8.0%	3.0%
<b>De 24 000 à moins de 36 000 euros par an</b>	455	27.0%	3.0%	117	27.0%	2.0%	338	27.0%	5.0%	179	26.0%	5.0%
<b>De 36 000 à moins de 45 000 euros par an</b>	272	16.0%	3.0%	90	21.0%	2.0%	181	14.0%	4.0%	127	19.0%	4.0%
<b>De 45 000 à moins de 65 000 euros par an</b>	259	15.0%	3.0%	96	22.0%	2.0%	163	13.0%	4.0%	142	21.0%	3.0%
<b>De 9 000 à moins de 12 000 euros par an</b>	75	4.0%	3.0%	5	1.0%	0.0%	70	5.0%	5.0%	6	0.0%	2.0%
<b>Moins de 9 000 euros par an</b>	46	2.0%	3.0%	5	1.0%	0.0%	41	3.0%	5.0%	2	0.0%	1.0%
<b>Ne sait pas</b>	23	1.0%	1.0%	6	1.0%	0.0%	17	1.0%	2.0%	8	1.0%	1.0%
<b>Refus</b>	69	4.0%	1.0%	11	2.0%	0.0%	58	4.0%	2.0%	21	3.0%	1.0%