

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	1 611	100.0%	3.1%	375	100.0%	1.5%	1 237	100.0%	4.5%	700	100.0%	3.9%
<b>Sexe</b>												
<b>Femme</b>	1 237	76.0%	4.0%	-	-	-	1 237	100.0%	4.0%	515	73.0%	5.0%
<b>Homme</b>	375	23.0%	1.0%	375	100.0%	1.0%	-	-	-	186	26.0%	2.0%
<b>Age</b>												
<b>15 à 24 ans</b>	101	6.0%	1.0%	23	6.0%	0.0%	78	6.0%	2.0%	34	4.0%	1.0%
<b>25 à 34 ans</b>	489	30.0%	6.0%	133	35.0%	3.0%	356	28.0%	9.0%	196	28.0%	6.0%
<b>35 à 49 ans</b>	533	33.0%	4.0%	164	43.0%	2.0%	369	29.0%	5.0%	336	48.0%	5.0%
<b>50 à 59 ans</b>	199	12.0%	2.0%	20	5.0%	0.0%	179	14.0%	4.0%	103	14.0%	2.0%
<b>60 ans et plus</b>	289	17.0%	1.0%	35	9.0%	0.0%	254	20.0%	2.0%	32	4.0%	2.0%
<b>Individu</b>												
<b>Ménagères</b>	1 182	73.0%	5.0%	-	-	-	1 182	95.0%	5.0%	493	70.0%	6.0%
<b>Personne de référence</b>	578	35.0%	2.0%	349	93.0%	1.0%	228	18.0%	3.0%	208	29.0%	2.0%
<b>Responsable des achats</b>	1 343	83.0%	3.0%	190	50.0%	1.0%	1 153	93.0%	5.0%	562	80.0%	5.0%
<b>Pcs individu</b>												
<b>Affaires et cadres</b>	195	12.0%	3.0%	85	22.0%	2.0%	110	8.0%	5.0%	183	26.0%	4.0%
<b>Agriculteurs</b>	12	0.0%	2.0%	2	0.0%	0.0%	11	0.0%	5.0%	-	-	-
<b>Autres inactifs</b>	252	15.0%	2.0%	19	5.0%	0.0%	233	18.0%	3.0%	81	11.0%	2.0%
<b>Employés</b>	423	26.0%	5.0%	49	13.0%	2.0%	374	30.0%	6.0%	121	17.0%	6.0%
<b>Ouvriers</b>	147	9.0%	2.0%	96	25.0%	1.0%	51	4.0%	3.0%	22	3.0%	4.0%
<b>Petits patrons</b>	40	2.0%	2.0%	16	4.0%	1.0%	24	1.0%	5.0%	27	3.0%	1.0%
<b>Professions intermédiaires</b>	335	20.0%	4.0%	77	20.0%	2.0%	258	20.0%	7.0%	256	36.0%	4.0%
<b>Retraités</b>	207	12.0%	1.0%	31	8.0%	0.0%	176	14.0%	2.0%	10	1.0%	5.0%
<b>Pcs personne de référence</b>												
<b>Affaires et cadres</b>	293	18.0%	4.0%	91	24.0%	2.0%	203	16.0%	5.0%	293	41.0%	4.0%
<b>Agriculteurs</b>	38	2.0%	4.0%	3	0.0%	0.0%	35	2.0%	8.0%	-	-	-
<b>Autres inactifs</b>	91	5.0%	2.0%	9	2.0%	0.0%	82	6.0%	3.0%	-	-	-
<b>Employés</b>	196	12.0%	3.0%	48	12.0%	2.0%	148	12.0%	4.0%	-	-	-
<b>Ouvriers</b>	323	20.0%	3.0%	95	25.0%	1.0%	228	18.0%	5.0%	-	-	-
<b>Petits patrons</b>	86	5.0%	3.0%	16	4.0%	1.0%	70	5.0%	5.0%	86	12.0%	3.0%
<b>Professions intermédiaires</b>	321	19.0%	4.0%	79	21.0%	1.0%	242	19.0%	6.0%	321	45.0%	4.0%
<b>Retraités</b>	262	16.0%	1.0%	34	9.0%	0.0%	229	18.0%	2.0%	-	-	-

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	1 611	100.0%	3.1%	375	100.0%	1.5%	1 237	100.0%	4.5%	700	100.0%	3.9%
<b>Taille du foyer</b>												
<b>1 personne</b>	168	10.0%	1.0%	19	5.0%	0.0%	149	12.0%	2.0%	20	2.0%	0.0%
<b>2 personnes</b>	343	21.0%	1.0%	53	14.0%	0.0%	290	23.0%	3.0%	97	13.0%	2.0%
<b>3 personnes</b>	357	22.0%	3.0%	112	29.0%	2.0%	245	19.0%	5.0%	166	23.0%	4.0%
<b>4 personnes</b>	466	28.0%	5.0%	132	35.0%	2.0%	334	27.0%	7.0%	261	37.0%	5.0%
<b>5 personnes et +</b>	277	17.0%	4.0%	58	15.0%	2.0%	218	17.0%	7.0%	157	22.0%	5.0%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Non</b>	580	36.0%	1.0%	92	24.0%	0.0%	488	39.0%	2.0%	178	25.0%	1.0%
<b>Oui</b>	1 031	64.0%	6.0%	282	75.0%	3.0%	749	60.0%	9.0%	522	74.0%	7.0%
<b>Habitat</b>												
<b>Agglo. + 100 000 hab</b>	464	28.0%	2.0%	115	30.0%	1.0%	349	28.0%	4.0%	214	30.0%	3.0%
<b>Agglo. 20 000 à 100 000 hab</b>	186	11.0%	2.0%	43	11.0%	1.0%	143	11.0%	3.0%	105	15.0%	5.0%
<b>Agglo. - 20 000 hab</b>	292	18.0%	3.0%	67	17.0%	1.0%	225	18.0%	5.0%	103	14.0%	3.0%
<b>Agglo. paris</b>	245	15.0%	2.0%	52	13.0%	1.0%	193	15.0%	4.0%	133	19.0%	3.0%
<b>Communes rurales</b>	425	26.0%	3.0%	99	26.0%	1.0%	326	26.0%	5.0%	145	20.0%	4.0%

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	1 611	100.0%	3.1%	375	100.0%	1.5%	1 237	100.0%	4.5%	700	100.0%	3.9%
<b>Régions insee</b>												
Alsace	62	3.0%	4.0%	21	5.0%	2.0%	40	3.0%	5.0%	23	3.0%	4.0%
Aquitaine	68	4.0%	2.0%	15	4.0%	1.0%	53	4.0%	3.0%	27	3.0%	3.0%
Auvergne	36	2.0%	3.0%	4	1.0%	0.0%	32	2.0%	5.0%	12	1.0%	3.0%
Basse normandie	21	1.0%	1.0%	0	0.0%	0.0%	20	1.0%	3.0%	12	1.0%	3.0%
Bourgogne	46	2.0%	3.0%	17	4.0%	2.0%	29	2.0%	4.0%	12	1.0%	3.0%
Bretagne	126	7.0%	4.0%	39	10.0%	3.0%	87	7.0%	6.0%	52	7.0%	6.0%
Centre	63	3.0%	3.0%	23	6.0%	2.0%	40	3.0%	3.0%	17	2.0%	2.0%
Champagne ardennes	30	1.0%	2.0%	3	0.0%	0.0%	27	2.0%	4.0%	5	0.0%	1.0%
Franche-comté	30	1.0%	3.0%	2	0.0%	0.0%	28	2.0%	5.0%	13	1.0%	4.0%
Haute normandie	41	2.0%	2.0%	10	2.0%	1.0%	31	2.0%	4.0%	11	1.0%	2.0%
Ile de france	282	17.0%	2.0%	60	16.0%	1.0%	221	17.0%	4.0%	144	20.0%	3.0%
Languedoc roussillon	57	3.0%	2.0%	22	5.0%	2.0%	36	2.0%	2.0%	28	3.0%	3.0%
Limousin	21	1.0%	3.0%	4	1.0%	1.0%	17	1.0%	5.0%	7	1.0%	3.0%
Lorraine	30	1.0%	1.0%	5	1.0%	0.0%	26	2.0%	2.0%	14	2.0%	2.0%
Midi pyrénées	54	3.0%	2.0%	13	3.0%	1.0%	41	3.0%	3.0%	29	4.0%	3.0%
Nord pas de calais	138	8.0%	4.0%	35	9.0%	2.0%	103	8.0%	6.0%	51	7.0%	5.0%
Pays de loire	86	5.0%	2.0%	23	6.0%	1.0%	64	5.0%	4.0%	38	5.0%	4.0%
Picardie	53	3.0%	3.0%	9	2.0%	1.0%	44	3.0%	5.0%	21	3.0%	4.0%
Poitou charentes	50	3.0%	3.0%	9	2.0%	1.0%	40	3.0%	5.0%	14	2.0%	3.0%
Provence alpes côte d'azur, corse	117	7.0%	2.0%	25	6.0%	1.0%	93	7.0%	4.0%	66	9.0%	4.0%
Rhône alpes	199	12.0%	3.0%	36	9.0%	1.0%	164	13.0%	6.0%	105	15.0%	5.0%
<b>Habitudes de connection à internet</b>												
1 à 2 fois par semaine	80	4.0%	2.0%	22	5.0%	1.0%	58	4.0%	3.0%	26	3.0%	5.0%
1 à 3 fois par mois	11	0.0%	3.0%	1	0.0%	0.0%	10	0.0%	4.0%	6	0.0%	11.0%
Moins souvent	4	0.0%	3.0%	4	1.0%	7.0%	-	-	-	-	-	-
Presque tous les jours	166	10.0%	2.0%	34	9.0%	1.0%	132	10.0%	4.0%	50	7.0%	3.0%
Tous les jours	1 350	83.0%	3.0%	313	83.0%	1.0%	1 037	83.0%	4.0%	618	88.0%	3.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	1 611	100.0%	3.1%	375	100.0%	1.5%	1 237	100.0%	4.5%	700	100.0%	3.9%
<b>Revenus du foyer</b>												
<b>65 000 euros et plus par an</b>	134	8.0%	3.0%	46	12.0%	1.0%	89	7.0%	5.0%	119	17.0%	4.0%
<b>De 12 000 à moins de 18 000 euros par an</b>	116	7.0%	2.0%	17	4.0%	0.0%	99	8.0%	3.0%	22	3.0%	3.0%
<b>De 18 000 à moins de 24 000 euros par an</b>	159	9.0%	2.0%	15	4.0%	0.0%	144	11.0%	3.0%	47	6.0%	3.0%
<b>De 24 000 à moins de 36 000 euros par an</b>	497	30.0%	3.0%	103	27.0%	1.0%	394	31.0%	5.0%	174	24.0%	5.0%
<b>De 36 000 à moins de 45 000 euros par an</b>	256	15.0%	3.0%	85	22.0%	2.0%	171	13.0%	4.0%	127	18.0%	4.0%
<b>De 45 000 à moins de 65 000 euros par an</b>	272	16.0%	3.0%	83	22.0%	1.0%	189	15.0%	5.0%	180	25.0%	4.0%
<b>De 9 000 à moins de 12 000 euros par an</b>	56	3.0%	2.0%	4	1.0%	0.0%	52	4.0%	3.0%	8	1.0%	3.0%
<b>Moins de 9 000 euros par an</b>	48	3.0%	3.0%	4	1.0%	0.0%	44	3.0%	5.0%	3	0.0%	1.0%
<b>Ne sait pas</b>	40	2.0%	1.0%	15	4.0%	1.0%	24	2.0%	2.0%	8	1.0%	0.0%
<b>Refus</b>	34	2.0%	1.0%	3	0.0%	0.0%	32	2.0%	2.0%	14	1.0%	1.0%