



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	427	100.0%	0.8%	69	100.0%	0.3%	358	100.0%	1.3%	198	100.0%	1.1%
<b>Sexe</b>												
<b>Femme</b>	358	83.0%	1.0%	-	-	-	358	100.0%	1.0%	178	89.0%	2.0%
<b>Homme</b>	69	16.0%	0.0%	69	100.0%	0.0%	-	-	-	20	10.0%	0.0%
<b>Age</b>												
<b>15 à 24 ans</b>	112	26.0%	1.0%	3	4.0%	0.0%	109	30.0%	3.0%	49	24.0%	1.0%
<b>25 à 34 ans</b>	104	24.0%	1.0%	9	13.0%	0.0%	95	26.0%	2.0%	54	27.0%	1.0%
<b>35 à 49 ans</b>	78	18.0%	0.0%	16	22.0%	0.0%	62	17.0%	1.0%	47	23.0%	0.0%
<b>50 à 59 ans</b>	68	16.0%	0.0%	16	22.0%	0.0%	52	14.0%	1.0%	36	18.0%	1.0%
<b>60 ans et plus</b>	65	15.0%	0.0%	26	37.0%	0.0%	40	11.0%	0.0%	12	6.0%	0.0%
<b>Individu</b>												
<b>Ménagères</b>	255	59.0%	1.0%	-	-	-	255	71.0%	1.0%	123	62.0%	1.0%
<b>Personne de référence</b>	191	44.0%	0.0%	65	93.0%	0.0%	126	35.0%	1.0%	53	26.0%	0.0%
<b>Responsable des achats</b>	290	67.0%	0.0%	43	62.0%	0.0%	247	68.0%	1.0%	127	64.0%	1.0%
<b>Pcs individu</b>												
<b>Affaires et cadres</b>	64	15.0%	1.0%	10	14.0%	0.0%	54	15.0%	2.0%	52	26.0%	1.0%
<b>Agriculteurs</b>	-	-	-	-	-	-	-	-	-	-	-	-
<b>Autres inactifs</b>	129	30.0%	1.0%	4	5.0%	0.0%	126	35.0%	2.0%	67	33.0%	2.0%
<b>Employés</b>	114	26.0%	1.0%	16	23.0%	0.0%	98	27.0%	1.0%	23	11.0%	1.0%
<b>Ouvriers</b>	11	2.0%	0.0%	8	11.0%	0.0%	3	0.0%	0.0%	-	-	-
<b>Petits patrons</b>	15	3.0%	0.0%	-	-	-	15	4.0%	3.0%	8	4.0%	0.0%
<b>Professions intermédiaires</b>	59	13.0%	0.0%	8	11.0%	0.0%	51	14.0%	1.0%	49	24.0%	0.0%
<b>Retraités</b>	34	8.0%	0.0%	24	34.0%	0.0%	11	3.0%	0.0%	-	-	-
<b>Pcs personne de référence</b>												
<b>Affaires et cadres</b>	89	20.0%	1.0%	12	17.0%	0.0%	77	21.0%	2.0%	89	45.0%	1.0%
<b>Agriculteurs</b>	-	-	-	-	-	-	-	-	-	-	-	-
<b>Autres inactifs</b>	40	9.0%	1.0%	1	1.0%	0.0%	39	11.0%	1.0%	-	-	-
<b>Employés</b>	80	18.0%	1.0%	16	23.0%	0.0%	64	17.0%	2.0%	-	-	-
<b>Ouvriers</b>	63	14.0%	0.0%	8	11.0%	0.0%	55	15.0%	1.0%	-	-	-
<b>Petits patrons</b>	24	5.0%	0.0%	-	-	-	24	6.0%	1.0%	24	11.0%	0.0%
<b>Professions intermédiaires</b>	85	19.0%	1.0%	8	11.0%	0.0%	77	21.0%	2.0%	85	42.0%	1.0%
<b>Retraités</b>	46	10.0%	0.0%	24	35.0%	0.0%	22	6.0%	0.0%	-	-	-



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	427	100.0%	0.8%	69	100.0%	0.3%	358	100.0%	1.3%	198	100.0%	1.1%
<b>Taille du foyer</b>												
<b>1 personne</b>	90	21.0%	0.0%	7	10.0%	0.0%	82	23.0%	1.0%	26	13.0%	1.0%
<b>2 personnes</b>	109	25.0%	0.0%	23	33.0%	0.0%	85	23.0%	0.0%	55	27.0%	1.0%
<b>3 personnes</b>	102	24.0%	1.0%	13	18.0%	0.0%	90	25.0%	1.0%	58	29.0%	1.0%
<b>4 personnes</b>	64	14.0%	0.0%	11	16.0%	0.0%	52	14.0%	1.0%	27	13.0%	0.0%
<b>5 personnes et +</b>	63	14.0%	1.0%	15	21.0%	0.0%	48	13.0%	1.0%	32	16.0%	1.0%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Non</b>	299	70.0%	0.0%	43	61.0%	0.0%	256	71.0%	1.0%	132	67.0%	1.0%
<b>Oui</b>	128	29.0%	0.0%	26	38.0%	0.0%	101	28.0%	1.0%	65	33.0%	0.0%
<b>Habitat</b>												
<b>Agglo. + 100 000 hab</b>	154	36.0%	1.0%	19	27.0%	0.0%	135	37.0%	1.0%	47	23.0%	0.0%
<b>Agglo. 20 000 à 100 000 hab</b>	6	1.0%	0.0%	2	3.0%	0.0%	3	1.0%	0.0%	4	2.0%	0.0%
<b>Agglo. - 20 000 hab</b>	8	1.0%	0.0%	2	3.0%	0.0%	6	1.0%	0.0%	5	2.0%	0.0%
<b>Agglo. paris</b>	249	58.0%	2.0%	44	63.0%	1.0%	205	57.0%	4.0%	134	67.0%	3.0%
<b>Communes rurales</b>	10	2.0%	0.0%	2	2.0%	0.0%	8	2.0%	0.0%	7	3.0%	0.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	427	100.0%	0.8%	69	100.0%	0.3%	358	100.0%	1.3%	198	100.0%	1.1%
<b>Régions insee</b>												
Alsace	9	2.0%	0.0%	3	4.0%	0.0%	5	1.0%	0.0%	-	-	-
Aquitaine	23	5.0%	0.0%	-	-	-	23	6.0%	1.0%	4	2.0%	0.0%
Auvergne	-	-	-	-	-	-	-	-	-	-	-	-
Basse normandie	0	0.0%	0.0%	-	-	-	0	0.0%	0.0%	-	-	-
Bourgogne	-	-	-	-	-	-	-	-	-	-	-	-
Bretagne	-	-	-	-	-	-	-	-	-	-	-	-
Centre	6	1.0%	0.0%	2	3.0%	0.0%	4	1.0%	0.0%	3	1.0%	0.0%
Champagne ardennes	-	-	-	-	-	-	-	-	-	-	-	-
Franche-comté	-	-	-	-	-	-	-	-	-	-	-	-
Haute normandie	2	0.0%	0.0%	-	-	-	2	0.0%	0.0%	-	-	-
Ile de france	252	59.0%	2.0%	44	64.0%	1.0%	208	58.0%	4.0%	137	69.0%	3.0%
Languedoc roussillon	-	-	-	-	-	-	-	-	-	-	-	-
Limousin	0	0.0%	0.0%	0	0.0%	0.0%	-	-	-	0	0.0%	0.0%
Lorraine	-	-	-	-	-	-	-	-	-	-	-	-
Midi pyrénées	32	7.0%	1.0%	-	-	-	32	8.0%	2.0%	14	6.0%	1.0%
Nord pas de calais	15	3.0%	0.0%	1	1.0%	0.0%	14	3.0%	0.0%	8	4.0%	0.0%
Pays de loire	7	1.0%	0.0%	4	6.0%	0.0%	3	0.0%	0.0%	1	0.0%	0.0%
Picardie	1	0.0%	0.0%	-	-	-	1	0.0%	0.0%	1	0.0%	0.0%
Poitou charentes	-	-	-	-	-	-	-	-	-	-	-	-
Provence alpes côte d'azur, corse	58	13.0%	1.0%	13	19.0%	0.0%	45	12.0%	1.0%	18	9.0%	1.0%
Rhône alpes	22	5.0%	0.0%	1	1.0%	0.0%	21	6.0%	0.0%	11	5.0%	0.0%
<b>Habitudes de connection à internet</b>												
1 à 2 fois par semaine	12	2.0%	0.0%	10	14.0%	0.0%	3	0.0%	0.0%	2	1.0%	0.0%
1 à 3 fois par mois	3	0.0%	0.0%	-	-	-	3	0.0%	1.0%	1	0.0%	2.0%
Moins souvent	11	2.0%	8.0%	9	13.0%	17.0%	1	0.0%	1.0%	1	0.0%	9.0%
Presque tous les jours	33	7.0%	0.0%	1	1.0%	0.0%	32	9.0%	1.0%	13	6.0%	1.0%
Tous les jours	368	86.0%	0.0%	49	71.0%	0.0%	319	89.0%	1.0%	180	91.0%	1.0%



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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	427	100.0%	0.8%	69	100.0%	0.3%	358	100.0%	1.3%	198	100.0%	1.1%
<b>Revenus du foyer</b>												
<b>65 000 euros et plus par an</b>	46	10.0%	1.0%	9	12.0%	0.0%	38	10.0%	2.0%	36	18.0%	1.0%
<b>De 12 000 à moins de 18 000 euros par an</b>	44	10.0%	0.0%	3	4.0%	0.0%	40	11.0%	1.0%	8	3.0%	1.0%
<b>De 18 000 à moins de 24 000 euros par an</b>	33	7.0%	0.0%	3	3.0%	0.0%	30	8.0%	0.0%	15	7.0%	1.0%
<b>De 24 000 à moins de 36 000 euros par an</b>	81	18.0%	0.0%	26	37.0%	0.0%	55	15.0%	0.0%	38	19.0%	1.0%
<b>De 36 000 à moins de 45 000 euros par an</b>	36	8.0%	0.0%	11	16.0%	0.0%	24	6.0%	0.0%	14	6.0%	0.0%
<b>De 45 000 à moins de 65 000 euros par an</b>	97	22.0%	1.0%	17	24.0%	0.0%	80	22.0%	2.0%	60	30.0%	1.0%
<b>De 9 000 à moins de 12 000 euros par an</b>	25	5.0%	1.0%	1	1.0%	0.0%	24	6.0%	1.0%	-	-	-
<b>Moins de 9 000 euros par an</b>	13	3.0%	1.0%	-	-	-	13	3.0%	1.0%	-	-	-
<b>Ne sait pas</b>	36	8.0%	1.0%	1	1.0%	0.0%	35	9.0%	2.0%	23	11.0%	2.0%
<b>Refus</b>	18	4.0%	0.0%	-	-	-	18	4.0%	1.0%	5	2.0%	0.0%