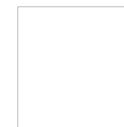


	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	317	100.0%	0.6%	92	100.0%	0.4%	224	100.0%	0.8%	134	100.0%	0.8%
Sexe												
Femme	224	70.0%	0.0%	-	-	-	224	100.0%	0.0%	95	71.0%	1.0%
Homme	92	29.0%	0.0%	92	100.0%	0.0%	-	-	-	39	28.0%	0.0%
Age												
15 à 24 ans	19	6.0%	0.0%	10	11.0%	0.0%	9	4.0%	0.0%	9	6.0%	0.0%
25 à 34 ans	42	13.0%	0.0%	13	14.0%	0.0%	29	12.0%	0.0%	14	10.0%	0.0%
35 à 49 ans	88	27.0%	0.0%	30	32.0%	0.0%	58	25.0%	0.0%	55	41.0%	0.0%
50 à 59 ans	71	22.0%	0.0%	25	27.0%	0.0%	46	20.0%	1.0%	41	30.0%	1.0%
60 ans et plus	97	30.0%	0.0%	14	15.0%	0.0%	83	36.0%	0.0%	14	10.0%	0.0%
Individu												
Ménagères	205	64.0%	0.0%	-	-	-	205	91.0%	0.0%	91	68.0%	1.0%
Personne de référence	164	51.0%	0.0%	76	82.0%	0.0%	87	39.0%	1.0%	50	37.0%	0.0%
Responsable des achats	269	84.0%	0.0%	66	71.0%	0.0%	203	90.0%	0.0%	114	85.0%	1.0%
Pcs individu												
Affaires et cadres	54	16.0%	1.0%	20	21.0%	0.0%	34	15.0%	1.0%	47	35.0%	1.0%
Agriculteurs	1	0.0%	0.0%	-	-	-	1	0.0%	0.0%	1	0.0%	3.0%
Autres inactifs	75	23.0%	0.0%	19	21.0%	0.0%	55	24.0%	0.0%	27	20.0%	0.0%
Employés	49	15.0%	0.0%	11	12.0%	0.0%	38	17.0%	0.0%	4	3.0%	0.0%
Ouvriers	20	6.0%	0.0%	15	16.0%	0.0%	5	2.0%	0.0%	-	-	-
Petits patrons	19	5.0%	1.0%	10	10.0%	0.0%	9	4.0%	2.0%	19	14.0%	1.0%
Professions intermédiaires	35	11.0%	0.0%	6	6.0%	0.0%	29	12.0%	0.0%	27	20.0%	0.0%
Retraités	64	20.0%	0.0%	11	11.0%	0.0%	53	23.0%	0.0%	8	5.0%	4.0%
Pcs personne de référence												
Affaires et cadres	77	24.0%	1.0%	21	23.0%	0.0%	55	24.0%	1.0%	77	57.0%	1.0%
Agriculteurs	2	0.0%	0.0%	1	0.0%	0.0%	2	0.0%	0.0%	-	-	-
Autres inactifs	21	6.0%	0.0%	9	10.0%	0.0%	12	5.0%	0.0%	-	-	-
Employés	50	15.0%	0.0%	11	12.0%	0.0%	38	17.0%	1.0%	-	-	-
Ouvriers	37	11.0%	0.0%	19	21.0%	0.0%	17	7.0%	0.0%	-	-	-
Petits patrons	25	8.0%	1.0%	10	10.0%	0.0%	16	7.0%	1.0%	25	19.0%	1.0%
Professions intermédiaires	32	10.0%	0.0%	8	8.0%	0.0%	24	10.0%	0.0%	32	23.0%	0.0%
Retraités	73	23.0%	0.0%	13	14.0%	0.0%	60	26.0%	0.0%	-	-	-



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	317	100.0%	0.6%	92	100.0%	0.4%	224	100.0%	0.8%	134	100.0%	0.8%
Taille du foyer												
1 personne	78	24.0%	0.0%	18	19.0%	0.0%	60	26.0%	1.0%	11	8.0%	0.0%
2 personnes	109	34.0%	0.0%	28	30.0%	0.0%	81	36.0%	0.0%	48	36.0%	1.0%
3 personnes	47	14.0%	0.0%	16	17.0%	0.0%	30	13.0%	0.0%	21	15.0%	0.0%
4 personnes	32	10.0%	0.0%	8	8.0%	0.0%	24	10.0%	0.0%	22	16.0%	0.0%
5 personnes et +	51	16.0%	0.0%	22	24.0%	0.0%	28	12.0%	1.0%	31	23.0%	1.0%
Présence d'enfants de moins de 15 ans												
Non	226	71.0%	0.0%	62	66.0%	0.0%	164	73.0%	0.0%	74	55.0%	0.0%
Oui	90	28.0%	0.0%	31	33.0%	0.0%	60	26.0%	0.0%	60	44.0%	0.0%
Habitat												
Agglo. + 100 000 hab	80	25.0%	0.0%	28	29.0%	0.0%	53	23.0%	0.0%	48	36.0%	0.0%
Agglo. 20 000 à 100 000 hab	33	10.0%	0.0%	4	4.0%	0.0%	29	12.0%	0.0%	19	14.0%	0.0%
Agglo. - 20 000 hab	52	16.0%	0.0%	28	30.0%	0.0%	25	11.0%	0.0%	4	3.0%	0.0%
Agglo. paris	136	42.0%	1.0%	30	32.0%	0.0%	106	47.0%	2.0%	58	43.0%	1.0%
Communes rurales	16	4.0%	0.0%	3	3.0%	0.0%	12	5.0%	0.0%	4	3.0%	0.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	317	100.0%	0.6%	92	100.0%	0.4%	224	100.0%	0.8%	134	100.0%	0.8%
Régions insee												
Alsace	3	1.0%	0.0%	1	1.0%	0.0%	2	1.0%	0.0%	-	-	-
Aquitaine	15	4.0%	0.0%	4	4.0%	0.0%	11	5.0%	0.0%	7	5.0%	0.0%
Auvergne	1	0.0%	0.0%	1	0.0%	0.0%	-	-	-	-	-	-
Basse normandie	3	1.0%	0.0%	-	-	-	3	1.0%	0.0%	3	2.0%	0.0%
Bourgogne	5	1.0%	0.0%	1	1.0%	0.0%	4	1.0%	0.0%	2	1.0%	0.0%
Bretagne	10	3.0%	0.0%	4	3.0%	0.0%	7	2.0%	0.0%	4	2.0%	0.0%
Centre	8	2.0%	0.0%	6	6.0%	0.0%	2	0.0%	0.0%	3	2.0%	0.0%
Champagne ardennes	1	0.0%	0.0%	1	1.0%	0.0%	1	0.0%	0.0%	1	0.0%	0.0%
Franche-comté	1	0.0%	0.0%	1	0.0%	0.0%	0	0.0%	0.0%	1	0.0%	0.0%
Haute normandie	2	0.0%	0.0%	-	-	-	2	0.0%	0.0%	-	-	-
Ile de france	146	46.0%	1.0%	41	44.0%	0.0%	106	47.0%	2.0%	58	43.0%	1.0%
Languedoc roussillon	24	7.0%	1.0%	3	3.0%	0.0%	21	9.0%	1.0%	8	5.0%	1.0%
Limousin	6	1.0%	1.0%	1	0.0%	0.0%	5	2.0%	1.0%	3	1.0%	1.0%
Lorraine	8	2.0%	0.0%	5	5.0%	0.0%	4	1.0%	0.0%	7	5.0%	1.0%
Midi pyrénées	4	1.0%	0.0%	3	3.0%	0.0%	1	0.0%	0.0%	1	0.0%	0.0%
Nord pas de calais	11	3.0%	0.0%	5	5.0%	0.0%	7	3.0%	0.0%	1	0.0%	0.0%
Pays de loire	8	2.0%	0.0%	3	3.0%	0.0%	5	2.0%	0.0%	4	2.0%	0.0%
Picardie	10	3.0%	0.0%	5	5.0%	0.0%	5	2.0%	0.0%	3	1.0%	0.0%
Poitou charentes	2	0.0%	0.0%	1	0.0%	0.0%	1	0.0%	0.0%	1	0.0%	0.0%
Provence alpes côte d'azur, corse	18	5.0%	0.0%	3	3.0%	0.0%	15	6.0%	0.0%	11	8.0%	0.0%
Rhône alpes	28	8.0%	0.0%	6	6.0%	0.0%	23	10.0%	0.0%	19	13.0%	0.0%
Habitudes de connection à internet												
1 à 2 fois par semaine	14	4.0%	0.0%	1	0.0%	0.0%	14	6.0%	0.0%	6	4.0%	1.0%
1 à 3 fois par mois	1	0.0%	0.0%	-	-	-	1	0.0%	0.0%	1	0.0%	1.0%
Moins souvent	1	0.0%	0.0%	1	0.0%	1.0%	-	-	-	-	-	-
Presque tous les jours	40	12.0%	0.0%	20	21.0%	0.0%	20	9.0%	0.0%	8	5.0%	0.0%
Tous les jours	261	82.0%	0.0%	71	77.0%	0.0%	190	84.0%	0.0%	119	88.0%	0.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	317	100.0%	0.6%	92	100.0%	0.4%	224	100.0%	0.8%	134	100.0%	0.8%
Revenus du foyer												
65 000 euros et plus par an	64	20.0%	1.0%	29	31.0%	1.0%	35	15.0%	2.0%	45	33.0%	1.0%
De 12 000 à moins de 18 000 euros par an	39	12.0%	0.0%	-	-	-	39	17.0%	1.0%	-	-	-
De 18 000 à moins de 24 000 euros par an	47	14.0%	0.0%	15	16.0%	0.0%	32	14.0%	0.0%	19	14.0%	1.0%
De 24 000 à moins de 36 000 euros par an	36	11.0%	0.0%	13	14.0%	0.0%	23	10.0%	0.0%	10	7.0%	0.0%
De 36 000 à moins de 45 000 euros par an	30	9.0%	0.0%	12	13.0%	0.0%	18	7.0%	0.0%	19	13.0%	0.0%
De 45 000 à moins de 65 000 euros par an	61	19.0%	0.0%	12	13.0%	0.0%	49	21.0%	1.0%	32	23.0%	0.0%
De 9 000 à moins de 12 000 euros par an	12	3.0%	0.0%	3	3.0%	0.0%	10	4.0%	0.0%	1	0.0%	0.0%
Moins de 9 000 euros par an	5	1.0%	0.0%	-	-	-	5	2.0%	0.0%	1	0.0%	0.0%
Ne sait pas	7	2.0%	0.0%	3	2.0%	0.0%	4	1.0%	0.0%	2	1.0%	0.0%
Refus	16	5.0%	0.0%	5	5.0%	0.0%	11	5.0%	0.0%	5	3.0%	0.0%