

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	746	100.0%	1.4%	199	100.0%	0.8%	547	100.0%	2.0%	260	100.0%	1.5%
<b>Sexe</b>												
<b>Femme</b>	547	73.0%	2.0%	-	-	-	547	100.0%	2.0%	172	65.0%	2.0%
<b>Homme</b>	199	26.0%	0.0%	199	100.0%	0.0%	-	-	-	89	34.0%	1.0%
<b>Age</b>												
<b>15 à 24 ans</b>	63	8.0%	0.0%	19	9.0%	0.0%	44	8.0%	1.0%	21	8.0%	0.0%
<b>25 à 34 ans</b>	90	12.0%	1.0%	29	14.0%	0.0%	61	11.0%	1.0%	44	16.0%	1.0%
<b>35 à 49 ans</b>	171	22.0%	1.0%	46	23.0%	0.0%	124	22.0%	1.0%	84	32.0%	1.0%
<b>50 à 59 ans</b>	173	23.0%	2.0%	47	23.0%	1.0%	126	23.0%	2.0%	86	33.0%	2.0%
<b>60 ans et plus</b>	249	33.0%	1.0%	58	29.0%	0.0%	191	34.0%	2.0%	25	9.0%	1.0%
<b>Individu</b>												
<b>Ménagères</b>	505	67.0%	2.0%	-	-	-	505	92.0%	2.0%	161	62.0%	2.0%
<b>Personne de référence</b>	290	38.0%	1.0%	166	83.0%	0.0%	124	22.0%	1.0%	99	37.0%	1.0%
<b>Responsable des achats</b>	599	80.0%	1.0%	113	56.0%	0.0%	486	88.0%	2.0%	198	76.0%	1.0%
<b>Pcs individu</b>												
<b>Affaires et cadres</b>	79	10.0%	1.0%	28	14.0%	1.0%	51	9.0%	2.0%	73	27.0%	1.0%
<b>Agriculteurs</b>	15	2.0%	2.0%	5	2.0%	1.0%	10	1.0%	5.0%	1	0.0%	2.0%
<b>Autres inactifs</b>	121	16.0%	1.0%	20	10.0%	0.0%	101	18.0%	1.0%	44	17.0%	1.0%
<b>Employés</b>	134	17.0%	1.0%	14	6.0%	0.0%	120	21.0%	1.0%	19	7.0%	1.0%
<b>Ouvriers</b>	67	9.0%	1.0%	32	16.0%	0.0%	35	6.0%	2.0%	3	1.0%	0.0%
<b>Petits patrons</b>	30	4.0%	1.0%	16	8.0%	1.0%	14	2.0%	3.0%	25	9.0%	1.0%
<b>Professions intermédiaires</b>	107	14.0%	1.0%	35	17.0%	1.0%	72	13.0%	1.0%	85	32.0%	1.0%
<b>Retraités</b>	192	25.0%	1.0%	49	24.0%	0.0%	144	26.0%	2.0%	12	4.0%	5.0%
<b>Pcs personne de référence</b>												
<b>Affaires et cadres</b>	130	17.0%	1.0%	34	16.0%	1.0%	96	17.0%	2.0%	130	49.0%	1.0%
<b>Agriculteurs</b>	17	2.0%	2.0%	5	2.0%	1.0%	12	2.0%	2.0%	-	-	-
<b>Autres inactifs</b>	34	4.0%	0.0%	2	1.0%	0.0%	32	5.0%	1.0%	-	-	-
<b>Employés</b>	73	9.0%	1.0%	13	6.0%	0.0%	60	11.0%	1.0%	-	-	-
<b>Ouvriers</b>	127	17.0%	1.0%	35	17.0%	0.0%	92	16.0%	2.0%	-	-	-
<b>Petits patrons</b>	36	4.0%	1.0%	16	8.0%	1.0%	20	3.0%	1.0%	36	13.0%	1.0%
<b>Professions intermédiaires</b>	94	12.0%	1.0%	39	19.0%	0.0%	56	10.0%	1.0%	94	36.0%	1.0%
<b>Retraités</b>	236	31.0%	1.0%	56	28.0%	0.0%	180	32.0%	2.0%	-	-	-



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	746	100.0%	1.4%	199	100.0%	0.8%	547	100.0%	2.0%	260	100.0%	1.5%
<b>Taille du foyer</b>												
<b>1 personne</b>	110	14.0%	1.0%	21	10.0%	0.0%	89	16.0%	1.0%	24	9.0%	1.0%
<b>2 personnes</b>	311	41.0%	1.0%	89	45.0%	1.0%	222	40.0%	2.0%	82	31.0%	1.0%
<b>3 personnes</b>	130	17.0%	1.0%	31	15.0%	0.0%	99	18.0%	2.0%	62	23.0%	1.0%
<b>4 personnes</b>	109	14.0%	1.0%	39	19.0%	0.0%	70	12.0%	1.0%	62	23.0%	1.0%
<b>5 personnes et +</b>	87	11.0%	1.0%	19	9.0%	0.0%	68	12.0%	2.0%	31	11.0%	1.0%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Non</b>	515	69.0%	1.0%	140	70.0%	0.0%	375	68.0%	2.0%	152	58.0%	1.0%
<b>Oui</b>	231	30.0%	1.0%	59	29.0%	0.0%	172	31.0%	2.0%	108	41.0%	1.0%
<b>Habitat</b>												
<b>Agglo. + 100 000 hab</b>	212	28.0%	1.0%	59	29.0%	0.0%	153	28.0%	1.0%	79	30.0%	1.0%
<b>Agglo. 20 000 à 100 000 hab</b>	81	10.0%	1.0%	35	17.0%	1.0%	47	8.0%	1.0%	38	14.0%	1.0%
<b>Agglo. - 20 000 hab</b>	156	20.0%	1.0%	30	15.0%	0.0%	126	23.0%	2.0%	49	19.0%	1.0%
<b>Agglo. paris</b>	91	12.0%	1.0%	27	13.0%	0.0%	64	11.0%	1.0%	37	14.0%	0.0%
<b>Communes rurales</b>	206	27.0%	1.0%	49	24.0%	0.0%	157	28.0%	2.0%	57	21.0%	1.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	746	100.0%	1.4%	199	100.0%	0.8%	547	100.0%	2.0%	260	100.0%	1.5%
<b>Régions insee</b>												
Alsace	13	1.0%	0.0%	-	-	-	13	2.0%	1.0%	1	0.0%	0.0%
Aquitaine	36	4.0%	1.0%	23	11.0%	1.0%	13	2.0%	0.0%	19	7.0%	2.0%
Auvergne	20	2.0%	1.0%	4	2.0%	0.0%	16	3.0%	2.0%	6	2.0%	1.0%
Basse normandie	15	2.0%	1.0%	1	0.0%	0.0%	15	2.0%	2.0%	-	-	-
Bourgogne	22	3.0%	1.0%	8	3.0%	1.0%	14	2.0%	2.0%	3	1.0%	0.0%
Bretagne	51	6.0%	1.0%	19	9.0%	1.0%	32	5.0%	2.0%	14	5.0%	1.0%
Centre	33	4.0%	1.0%	19	9.0%	1.0%	15	2.0%	1.0%	11	4.0%	1.0%
Champagne ardennes	10	1.0%	0.0%	5	2.0%	0.0%	6	1.0%	1.0%	3	1.0%	0.0%
Franche-comté	11	1.0%	1.0%	0	0.0%	0.0%	11	1.0%	2.0%	5	1.0%	1.0%
Haute normandie	14	1.0%	0.0%	4	2.0%	0.0%	10	1.0%	1.0%	8	3.0%	1.0%
Ile de france	106	14.0%	1.0%	28	14.0%	0.0%	78	14.0%	1.0%	43	16.0%	1.0%
Languedoc roussillon	19	2.0%	0.0%	6	3.0%	0.0%	13	2.0%	1.0%	7	2.0%	1.0%
Limousin	7	0.0%	1.0%	3	1.0%	1.0%	3	0.0%	1.0%	5	2.0%	3.0%
Lorraine	31	4.0%	1.0%	3	1.0%	0.0%	28	5.0%	2.0%	8	2.0%	1.0%
Midi pyrénées	39	5.0%	1.0%	8	4.0%	0.0%	31	5.0%	2.0%	20	7.0%	2.0%
Nord pas de calais	63	8.0%	2.0%	9	4.0%	0.0%	54	9.0%	3.0%	18	7.0%	1.0%
Pays de loire	56	7.0%	1.0%	6	2.0%	0.0%	50	9.0%	3.0%	11	4.0%	1.0%
Picardie	33	4.0%	2.0%	9	4.0%	1.0%	23	4.0%	2.0%	6	2.0%	1.0%
Poitou charentes	42	5.0%	2.0%	10	5.0%	1.0%	31	5.0%	4.0%	14	5.0%	3.0%
Provence alpes côte d'azur, corse	47	6.0%	1.0%	6	2.0%	0.0%	42	7.0%	1.0%	22	8.0%	1.0%
Rhône alpes	77	10.0%	1.0%	28	13.0%	1.0%	49	9.0%	1.0%	35	13.0%	1.0%
<b>Habitudes de connection à internet</b>												
1 à 2 fois par semaine	37	5.0%	1.0%	8	4.0%	0.0%	29	5.0%	1.0%	8	3.0%	1.0%
1 à 3 fois par mois	4	0.0%	0.0%	1	0.0%	0.0%	3	0.0%	1.0%	1	0.0%	1.0%
Moins souvent	2	0.0%	1.0%	-	-	-	2	0.0%	2.0%	-	-	-
Presque tous les jours	94	12.0%	1.0%	36	17.0%	1.0%	58	10.0%	1.0%	13	5.0%	1.0%
Tous les jours	610	81.0%	1.0%	154	77.0%	0.0%	456	83.0%	2.0%	238	91.0%	1.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	746	100.0%	1.4%	199	100.0%	0.8%	547	100.0%	2.0%	260	100.0%	1.5%
<b>Revenus du foyer</b>												
<b>65 000 euros et plus par an</b>	74	9.0%	1.0%	30	14.0%	1.0%	45	8.0%	2.0%	53	20.0%	1.0%
<b>De 12 000 à moins de 18 000 euros par an</b>	51	6.0%	1.0%	12	6.0%	0.0%	39	7.0%	1.0%	9	3.0%	1.0%
<b>De 18 000 à moins de 24 000 euros par an</b>	84	11.0%	1.0%	21	10.0%	0.0%	63	11.0%	1.0%	22	8.0%	1.0%
<b>De 24 000 à moins de 36 000 euros par an</b>	198	26.0%	1.0%	43	21.0%	0.0%	155	28.0%	2.0%	39	15.0%	1.0%
<b>De 36 000 à moins de 45 000 euros par an</b>	105	14.0%	1.0%	24	12.0%	0.0%	81	14.0%	2.0%	49	18.0%	1.0%
<b>De 45 000 à moins de 65 000 euros par an</b>	124	16.0%	1.0%	37	18.0%	0.0%	87	15.0%	2.0%	64	24.0%	1.0%
<b>De 9 000 à moins de 12 000 euros par an</b>	14	1.0%	0.0%	1	0.0%	0.0%	13	2.0%	1.0%	1	0.0%	0.0%
<b>Moins de 9 000 euros par an</b>	19	2.0%	1.0%	-	-	-	19	3.0%	2.0%	3	1.0%	1.0%
<b>Ne sait pas</b>	20	2.0%	1.0%	15	7.0%	2.0%	5	0.0%	0.0%	7	2.0%	1.0%
<b>Refus</b>	57	7.0%	1.0%	16	8.0%	1.0%	41	7.0%	2.0%	13	5.0%	1.0%