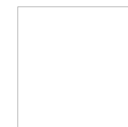


	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	496	100.0%	0.9%	111	100.0%	0.4%	386	100.0%	1.4%	268	100.0%	1.5%
Sexe												
Femme	386	77.0%	1.0%	-	-	-	386	100.0%	1.0%	203	75.0%	2.0%
Homme	111	22.0%	0.0%	111	100.0%	0.0%	-	-	-	65	24.0%	0.0%
Age												
15 à 24 ans	115	23.0%	1.0%	10	9.0%	0.0%	105	27.0%	2.0%	54	20.0%	1.0%
25 à 34 ans	102	20.0%	1.0%	24	22.0%	0.0%	77	20.0%	2.0%	53	19.0%	1.0%
35 à 49 ans	145	29.0%	1.0%	50	45.0%	0.0%	95	24.0%	1.0%	96	35.0%	1.0%
50 à 59 ans	64	12.0%	0.0%	17	15.0%	0.0%	47	12.0%	1.0%	46	17.0%	1.0%
60 ans et plus	71	14.0%	0.0%	9	8.0%	0.0%	62	16.0%	0.0%	19	7.0%	1.0%
Individu												
Ménagères	278	56.0%	1.0%	-	-	-	278	72.0%	1.0%	144	53.0%	2.0%
Personne de référence	195	39.0%	0.0%	91	82.0%	0.0%	104	26.0%	1.0%	100	37.0%	1.0%
Responsable des achats	342	68.0%	1.0%	69	62.0%	0.0%	273	70.0%	1.0%	171	63.0%	1.0%
Pcs individu												
Affaires et cadres	103	20.0%	2.0%	37	33.0%	1.0%	66	17.0%	3.0%	93	34.0%	2.0%
Agriculteurs	-	-	-	-	-	-	-	-	-	-	-	-
Autres inactifs	151	30.0%	1.0%	19	17.0%	0.0%	132	34.0%	2.0%	77	28.0%	2.0%
Employés	95	19.0%	1.0%	8	7.0%	0.0%	86	22.0%	1.0%	26	9.0%	1.0%
Ouvriers	22	4.0%	0.0%	17	15.0%	0.0%	6	1.0%	0.0%	-	-	-
Petits patrons	11	2.0%	0.0%	8	6.0%	0.0%	3	0.0%	0.0%	9	3.0%	0.0%
Professions intermédiaires	65	13.0%	0.0%	15	13.0%	0.0%	50	13.0%	1.0%	56	20.0%	0.0%
Retraités	49	9.0%	0.0%	7	6.0%	0.0%	42	10.0%	0.0%	9	3.0%	4.0%
Pcs personne de référence												
Affaires et cadres	148	29.0%	2.0%	38	34.0%	1.0%	111	28.0%	3.0%	148	55.0%	2.0%
Agriculteurs	2	0.0%	0.0%	-	-	-	2	0.0%	0.0%	-	-	-
Autres inactifs	30	6.0%	0.0%	10	9.0%	0.0%	20	5.0%	1.0%	-	-	-
Employés	69	14.0%	1.0%	9	8.0%	0.0%	60	15.0%	1.0%	-	-	-
Ouvriers	70	14.0%	0.0%	17	15.0%	0.0%	53	13.0%	1.0%	-	-	-
Petits patrons	30	6.0%	1.0%	9	8.0%	0.0%	21	5.0%	1.0%	30	11.0%	1.0%
Professions intermédiaires	90	18.0%	1.0%	18	16.0%	0.0%	72	18.0%	1.0%	90	33.0%	1.0%
Retraités	57	11.0%	0.0%	10	8.0%	0.0%	48	12.0%	0.0%	-	-	-



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	496	100.0%	0.9%	111	100.0%	0.4%	386	100.0%	1.4%	268	100.0%	1.5%
Taille du foyer												
1 personne	90	18.0%	0.0%	17	15.0%	0.0%	73	19.0%	1.0%	33	12.0%	1.0%
2 personnes	126	25.0%	0.0%	21	18.0%	0.0%	106	27.0%	1.0%	55	20.0%	1.0%
3 personnes	110	22.0%	1.0%	23	20.0%	0.0%	87	22.0%	1.0%	67	24.0%	1.0%
4 personnes	116	23.0%	1.0%	39	35.0%	0.0%	77	20.0%	1.0%	71	26.0%	1.0%
5 personnes et +	54	10.0%	1.0%	11	9.0%	0.0%	43	11.0%	1.0%	43	16.0%	1.0%
Présence d'enfants de moins de 15 ans												
Non	348	70.0%	0.0%	57	51.0%	0.0%	291	75.0%	1.0%	158	58.0%	1.0%
Oui	149	29.0%	0.0%	53	48.0%	0.0%	95	24.0%	1.0%	110	41.0%	1.0%
Habitat												
Agglo. + 100 000 hab	191	38.0%	1.0%	52	47.0%	0.0%	139	35.0%	1.0%	97	36.0%	1.0%
Agglo. 20 000 à 100 000 hab	63	12.0%	0.0%	18	16.0%	0.0%	45	11.0%	1.0%	26	9.0%	1.0%
Agglo. - 20 000 hab	54	10.0%	0.0%	4	4.0%	0.0%	50	12.0%	1.0%	20	7.0%	0.0%
Agglo. paris	134	26.0%	1.0%	31	28.0%	0.0%	103	26.0%	2.0%	97	36.0%	2.0%
Communes rurales	54	10.0%	0.0%	4	3.0%	0.0%	50	13.0%	0.0%	29	10.0%	0.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	496	100.0%	0.9%	111	100.0%	0.4%	386	100.0%	1.4%	268	100.0%	1.5%
Régions insee												
Alsace	11	2.0%	0.0%	-	-	-	11	2.0%	1.0%	-	-	-
Aquitaine	26	5.0%	0.0%	3	3.0%	0.0%	23	6.0%	1.0%	8	2.0%	0.0%
Auvergne	11	2.0%	0.0%	8	7.0%	1.0%	2	0.0%	0.0%	3	1.0%	1.0%
Basse normandie	5	0.0%	0.0%	1	0.0%	0.0%	4	1.0%	0.0%	4	1.0%	1.0%
Bourgogne	7	1.0%	0.0%	1	1.0%	0.0%	6	1.0%	0.0%	3	1.0%	0.0%
Bretagne	17	3.0%	0.0%	1	1.0%	0.0%	16	4.0%	1.0%	4	1.0%	0.0%
Centre	17	3.0%	0.0%	6	5.0%	0.0%	11	2.0%	1.0%	6	2.0%	1.0%
Champagne ardennes	3	0.0%	0.0%	0	0.0%	0.0%	3	0.0%	0.0%	1	0.0%	0.0%
Franche-comté	6	1.0%	0.0%	1	0.0%	0.0%	5	1.0%	1.0%	6	2.0%	2.0%
Haute normandie	17	3.0%	1.0%	5	4.0%	0.0%	12	3.0%	1.0%	8	3.0%	1.0%
Ile de france	145	29.0%	1.0%	34	31.0%	0.0%	110	28.0%	2.0%	104	38.0%	2.0%
Languedoc roussillon	7	1.0%	0.0%	2	2.0%	0.0%	5	1.0%	0.0%	4	1.0%	0.0%
Limousin	2	0.0%	0.0%	-	-	-	2	0.0%	0.0%	1	0.0%	0.0%
Lorraine	19	3.0%	1.0%	-	-	-	19	4.0%	1.0%	9	3.0%	1.0%
Midi pyrénées	28	5.0%	1.0%	10	8.0%	0.0%	18	4.0%	1.0%	23	8.0%	2.0%
Nord pas de calais	14	2.0%	0.0%	7	6.0%	0.0%	6	1.0%	0.0%	6	2.0%	0.0%
Pays de loire	10	2.0%	0.0%	6	5.0%	0.0%	4	1.0%	0.0%	4	1.0%	0.0%
Picardie	7	1.0%	0.0%	-	-	-	7	1.0%	0.0%	4	1.0%	0.0%
Poitou charentes	14	2.0%	0.0%	1	0.0%	0.0%	14	3.0%	1.0%	6	2.0%	1.0%
Provence alpes côte d'azur, corse	65	13.0%	1.0%	17	15.0%	0.0%	47	12.0%	2.0%	38	14.0%	2.0%
Rhône alpes	68	13.0%	1.0%	7	6.0%	0.0%	61	15.0%	2.0%	29	10.0%	1.0%
Habitudes de connection à internet												
1 à 2 fois par semaine	8	1.0%	0.0%	-	-	-	8	2.0%	0.0%	5	1.0%	0.0%
1 à 3 fois par mois	-	-	-	-	-	-	-	-	-	-	-	-
Moins souvent	-	-	-	-	-	-	-	-	-	-	-	-
Presque tous les jours	25	5.0%	0.0%	8	7.0%	0.0%	17	4.0%	0.0%	12	4.0%	0.0%
Tous les jours	464	93.0%	1.0%	103	93.0%	0.0%	361	93.0%	1.0%	251	93.0%	1.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	496	100.0%	0.9%	111	100.0%	0.4%	386	100.0%	1.4%	268	100.0%	1.5%
Revenus du foyer												
65 000 euros et plus par an	86	17.0%	2.0%	32	29.0%	1.0%	54	13.0%	3.0%	74	27.0%	2.0%
De 12 000 à moins de 18 000 euros par an	44	8.0%	0.0%	10	8.0%	0.0%	35	9.0%	1.0%	12	4.0%	1.0%
De 18 000 à moins de 24 000 euros par an	50	10.0%	0.0%	8	7.0%	0.0%	42	10.0%	1.0%	17	6.0%	1.0%
De 24 000 à moins de 36 000 euros par an	99	19.0%	0.0%	14	13.0%	0.0%	84	21.0%	1.0%	44	16.0%	1.0%
De 36 000 à moins de 45 000 euros par an	50	10.0%	0.0%	15	13.0%	0.0%	35	9.0%	0.0%	26	9.0%	0.0%
De 45 000 à moins de 65 000 euros par an	65	13.0%	0.0%	10	8.0%	0.0%	56	14.0%	1.0%	41	15.0%	1.0%
De 9 000 à moins de 12 000 euros par an	1	0.0%	0.0%	-	-	-	1	0.0%	0.0%	-	-	-
Moins de 9 000 euros par an	32	6.0%	2.0%	11	9.0%	1.0%	21	5.0%	2.0%	3	1.0%	1.0%
Ne sait pas	23	4.0%	1.0%	5	4.0%	0.0%	18	4.0%	2.0%	17	6.0%	2.0%
Refus	46	9.0%	1.0%	6	5.0%	0.0%	40	10.0%	2.0%	35	13.0%	2.0%