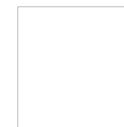


	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	502	100.0%	1.0%	112	100.0%	0.4%	390	100.0%	1.4%	264	100.0%	1.5%
Sexe												
Femme	390	77.0%	1.0%	-	-	-	390	100.0%	1.0%	209	79.0%	2.0%
Homme	112	22.0%	0.0%	112	100.0%	0.0%	-	-	-	55	20.0%	0.0%
Age												
15 à 24 ans	139	27.0%	1.0%	15	13.0%	0.0%	123	31.0%	3.0%	71	26.0%	2.0%
25 à 34 ans	95	19.0%	1.0%	27	24.0%	0.0%	68	17.0%	1.0%	43	16.0%	1.0%
35 à 49 ans	104	20.0%	0.0%	20	17.0%	0.0%	85	21.0%	1.0%	75	28.0%	1.0%
50 à 59 ans	58	11.0%	0.0%	18	16.0%	0.0%	40	10.0%	0.0%	48	18.0%	1.0%
60 ans et plus	106	21.0%	0.0%	31	27.0%	0.0%	75	19.0%	0.0%	28	10.0%	1.0%
Individu												
Ménagères	266	52.0%	1.0%	-	-	-	266	68.0%	1.0%	134	50.0%	1.0%
Personne de référence	183	36.0%	0.0%	90	80.0%	0.0%	93	23.0%	1.0%	81	30.0%	0.0%
Responsable des achats	323	64.0%	0.0%	61	54.0%	0.0%	263	67.0%	1.0%	160	60.0%	1.0%
Pcs individu												
Affaires et cadres	99	19.0%	2.0%	31	27.0%	1.0%	69	17.0%	3.0%	84	31.0%	1.0%
Agriculteurs	-	-	-	-	-	-	-	-	-	-	-	-
Autres inactifs	168	33.0%	1.0%	20	18.0%	0.0%	148	37.0%	2.0%	87	32.0%	2.0%
Employés	83	16.0%	1.0%	13	11.0%	0.0%	70	18.0%	1.0%	26	9.0%	1.0%
Ouvriers	10	2.0%	0.0%	7	6.0%	0.0%	3	0.0%	0.0%	-	-	-
Petits patrons	16	3.0%	1.0%	8	7.0%	0.0%	8	2.0%	1.0%	11	4.0%	0.0%
Professions intermédiaires	54	10.0%	0.0%	14	12.0%	0.0%	40	10.0%	1.0%	46	17.0%	0.0%
Retraités	72	14.0%	0.0%	19	16.0%	0.0%	53	13.0%	0.0%	11	4.0%	6.0%
Pcs personne de référence												
Affaires et cadres	138	27.0%	2.0%	34	30.0%	1.0%	104	26.0%	3.0%	138	52.0%	2.0%
Agriculteurs	5	0.0%	0.0%	-	-	-	5	1.0%	1.0%	-	-	-
Autres inactifs	40	7.0%	1.0%	10	8.0%	0.0%	30	7.0%	1.0%	-	-	-
Employés	55	11.0%	1.0%	15	13.0%	0.0%	41	10.0%	1.0%	-	-	-
Ouvriers	63	12.0%	0.0%	8	6.0%	0.0%	55	14.0%	1.0%	-	-	-
Petits patrons	35	7.0%	1.0%	7	6.0%	0.0%	28	7.0%	2.0%	35	13.0%	1.0%
Professions intermédiaires	91	18.0%	1.0%	13	12.0%	0.0%	77	19.0%	2.0%	91	34.0%	1.0%
Retraités	75	14.0%	0.0%	24	21.0%	0.0%	50	12.0%	0.0%	-	-	-



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	502	100.0%	1.0%	112	100.0%	0.4%	390	100.0%	1.4%	264	100.0%	1.5%
Taille du foyer												
1 personne	83	16.0%	0.0%	17	15.0%	0.0%	66	16.0%	1.0%	25	9.0%	1.0%
2 personnes	149	29.0%	0.0%	42	37.0%	0.0%	107	27.0%	1.0%	62	23.0%	1.0%
3 personnes	98	19.0%	1.0%	18	16.0%	0.0%	80	20.0%	1.0%	66	25.0%	1.0%
4 personnes	97	19.0%	1.0%	23	21.0%	0.0%	74	18.0%	1.0%	66	25.0%	1.0%
5 personnes et +	74	14.0%	1.0%	12	10.0%	0.0%	63	16.0%	2.0%	45	17.0%	1.0%
Présence d'enfants de moins de 15 ans												
Non	356	70.0%	1.0%	76	67.0%	0.0%	280	71.0%	1.0%	166	62.0%	1.0%
Oui	146	29.0%	0.0%	36	32.0%	0.0%	110	28.0%	1.0%	98	37.0%	1.0%
Habitat												
Agglo. + 100 000 hab	184	36.0%	1.0%	55	48.0%	0.0%	130	33.0%	1.0%	92	35.0%	1.0%
Agglo. 20 000 à 100 000 hab	50	10.0%	0.0%	20	17.0%	0.0%	31	7.0%	0.0%	15	5.0%	0.0%
Agglo. - 20 000 hab	62	12.0%	0.0%	11	10.0%	0.0%	51	13.0%	1.0%	32	11.0%	1.0%
Agglo. paris	156	31.0%	1.0%	22	20.0%	0.0%	134	34.0%	2.0%	94	35.0%	2.0%
Communes rurales	49	9.0%	0.0%	4	3.0%	0.0%	45	11.0%	0.0%	31	11.0%	0.0%

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	502	100.0%	1.0%	112	100.0%	0.4%	390	100.0%	1.4%	264	100.0%	1.5%
Régions insee												
Alsace	14	2.0%	0.0%	-	-	-	14	3.0%	1.0%	6	2.0%	1.0%
Aquitaine	32	6.0%	1.0%	5	4.0%	0.0%	27	6.0%	1.0%	7	2.0%	0.0%
Auvergne	10	1.0%	0.0%	7	6.0%	1.0%	2	0.0%	0.0%	2	0.0%	0.0%
Basse normandie	4	0.0%	0.0%	-	-	-	4	1.0%	0.0%	4	1.0%	1.0%
Bourgogne	2	0.0%	0.0%	-	-	-	2	0.0%	0.0%	2	0.0%	0.0%
Bretagne	12	2.0%	0.0%	1	0.0%	0.0%	11	2.0%	0.0%	5	2.0%	0.0%
Centre	6	1.0%	0.0%	2	2.0%	0.0%	4	1.0%	0.0%	2	0.0%	0.0%
Champagne ardennes	3	0.0%	0.0%	1	0.0%	0.0%	2	0.0%	0.0%	1	0.0%	0.0%
Franche-comté	5	0.0%	0.0%	1	0.0%	0.0%	4	0.0%	0.0%	5	1.0%	1.0%
Haute normandie	11	2.0%	0.0%	3	2.0%	0.0%	8	2.0%	1.0%	7	2.0%	1.0%
Ile de france	174	34.0%	1.0%	32	29.0%	0.0%	141	36.0%	2.0%	107	40.0%	2.0%
Languedoc roussillon	13	2.0%	0.0%	6	5.0%	0.0%	7	1.0%	0.0%	11	4.0%	1.0%
Limousin	2	0.0%	0.0%	-	-	-	2	0.0%	0.0%	1	0.0%	0.0%
Lorraine	12	2.0%	0.0%	-	-	-	12	3.0%	1.0%	-	-	-
Midi pyrénées	34	6.0%	1.0%	8	6.0%	0.0%	26	6.0%	2.0%	21	8.0%	2.0%
Nord pas de calais	14	2.0%	0.0%	5	4.0%	0.0%	8	2.0%	0.0%	11	4.0%	1.0%
Pays de loire	3	0.0%	0.0%	2	2.0%	0.0%	1	0.0%	0.0%	1	0.0%	0.0%
Picardie	9	1.0%	0.0%	-	-	-	9	2.0%	1.0%	2	0.0%	0.0%
Poitou charentes	15	3.0%	1.0%	2	1.0%	0.0%	13	3.0%	1.0%	6	2.0%	1.0%
Provence alpes côte d'azur, corse	63	12.0%	1.0%	24	21.0%	1.0%	39	10.0%	1.0%	36	13.0%	2.0%
Rhône alpes	66	13.0%	1.0%	12	10.0%	0.0%	54	13.0%	2.0%	29	11.0%	1.0%
Habitudes de connection à internet												
1 à 2 fois par semaine	9	1.0%	0.0%	-	-	-	9	2.0%	0.0%	5	2.0%	1.0%
1 à 3 fois par mois	4	0.0%	1.0%	-	-	-	4	1.0%	1.0%	4	1.0%	6.0%
Moins souvent	-	-	-	-	-	-	-	-	-	-	-	-
Presque tous les jours	24	4.0%	0.0%	2	2.0%	0.0%	21	5.0%	0.0%	16	6.0%	1.0%
Tous les jours	465	92.0%	1.0%	109	97.0%	0.0%	356	91.0%	1.0%	239	90.0%	1.0%



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	502	100.0%	1.0%	112	100.0%	0.4%	390	100.0%	1.4%	264	100.0%	1.5%
Revenus du foyer												
65 000 euros et plus par an	107	21.0%	2.0%	40	36.0%	1.0%	66	17.0%	4.0%	82	31.0%	2.0%
De 12 000 à moins de 18 000 euros par an	34	6.0%	0.0%	8	7.0%	0.0%	26	6.0%	0.0%	10	3.0%	1.0%
De 18 000 à moins de 24 000 euros par an	49	9.0%	0.0%	14	12.0%	0.0%	35	8.0%	0.0%	17	6.0%	1.0%
De 24 000 à moins de 36 000 euros par an	80	15.0%	0.0%	11	9.0%	0.0%	69	17.0%	1.0%	29	11.0%	0.0%
De 36 000 à moins de 45 000 euros par an	45	8.0%	0.0%	5	4.0%	0.0%	40	10.0%	1.0%	27	10.0%	0.0%
De 45 000 à moins de 65 000 euros par an	73	14.0%	0.0%	17	14.0%	0.0%	57	14.0%	1.0%	44	16.0%	1.0%
De 9 000 à moins de 12 000 euros par an	4	0.0%	0.0%	-	-	-	4	0.0%	0.0%	-	-	-
Moins de 9 000 euros par an	32	6.0%	2.0%	10	8.0%	1.0%	22	5.0%	3.0%	3	1.0%	1.0%
Ne sait pas	42	8.0%	1.0%	2	2.0%	0.0%	40	10.0%	3.0%	26	9.0%	2.0%
Refus	36	7.0%	1.0%	4	3.0%	0.0%	32	8.0%	2.0%	25	9.0%	3.0%