



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	574	100.0%	1.1%	343	100.0%	1.4%	230	100.0%	0.8%	294	100.0%	1.7%
<b>Sexe</b>												
<b>Femme</b>	230	40.0%	0.0%	-	-	-	230	100.0%	0.0%	108	36.0%	1.0%
<b>Homme</b>	343	59.0%	1.0%	343	100.0%	1.0%	-	-	-	186	63.0%	2.0%
<b>Age</b>												
<b>15 à 24 ans</b>	152	26.0%	2.0%	77	22.0%	2.0%	75	32.0%	2.0%	76	25.0%	2.0%
<b>25 à 34 ans</b>	121	21.0%	1.0%	79	22.0%	2.0%	42	18.0%	1.0%	58	19.0%	1.0%
<b>35 à 49 ans</b>	167	29.0%	1.0%	94	27.0%	1.0%	73	31.0%	1.0%	106	36.0%	1.0%
<b>50 à 59 ans</b>	68	11.0%	0.0%	46	13.0%	1.0%	22	9.0%	0.0%	44	14.0%	1.0%
<b>60 ans et plus</b>	66	11.0%	0.0%	48	13.0%	0.0%	18	8.0%	0.0%	11	3.0%	0.0%
<b>Individu</b>												
<b>Ménagères</b>	180	31.0%	0.0%	-	-	-	180	78.0%	0.0%	76	26.0%	1.0%
<b>Personne de référence</b>	303	52.0%	1.0%	224	65.0%	1.0%	80	34.0%	1.0%	157	53.0%	1.0%
<b>Responsable des achats</b>	364	63.0%	1.0%	187	54.0%	1.0%	178	77.0%	0.0%	178	60.0%	1.0%
<b>Pcs individu</b>												
<b>Affaires et cadres</b>	98	17.0%	2.0%	53	15.0%	1.0%	45	19.0%	2.0%	85	29.0%	1.0%
<b>Agriculteurs</b>	-	-	-	-	-	-	-	-	-	-	-	-
<b>Autres inactifs</b>	157	27.0%	1.0%	80	23.0%	2.0%	77	33.0%	1.0%	61	20.0%	1.0%
<b>Employés</b>	64	11.0%	0.0%	32	9.0%	1.0%	31	13.0%	0.0%	10	3.0%	0.0%
<b>Ouvriers</b>	69	12.0%	1.0%	53	15.0%	1.0%	16	7.0%	1.0%	7	2.0%	1.0%
<b>Petits patrons</b>	26	4.0%	1.0%	19	5.0%	1.0%	7	3.0%	1.0%	20	6.0%	1.0%
<b>Professions intermédiaires</b>	122	21.0%	1.0%	79	23.0%	2.0%	43	18.0%	1.0%	109	37.0%	1.0%
<b>Retraités</b>	36	6.0%	0.0%	26	7.0%	0.0%	10	4.0%	0.0%	1	0.0%	0.0%
<b>Pcs personne de référence</b>												
<b>Affaires et cadres</b>	131	22.0%	1.0%	71	20.0%	2.0%	59	25.0%	1.0%	131	44.0%	1.0%
<b>Agriculteurs</b>	4	0.0%	0.0%	1	0.0%	0.0%	4	1.0%	0.0%	-	-	-
<b>Autres inactifs</b>	74	12.0%	2.0%	38	11.0%	2.0%	36	15.0%	1.0%	-	-	-
<b>Employés</b>	87	15.0%	1.0%	44	12.0%	1.0%	43	18.0%	1.0%	-	-	-
<b>Ouvriers</b>	67	11.0%	0.0%	40	11.0%	0.0%	27	11.0%	0.0%	-	-	-
<b>Petits patrons</b>	26	4.0%	1.0%	18	5.0%	1.0%	8	3.0%	0.0%	26	8.0%	1.0%
<b>Professions intermédiaires</b>	137	23.0%	1.0%	96	27.0%	2.0%	41	17.0%	1.0%	137	46.0%	1.0%
<b>Retraités</b>	48	8.0%	0.0%	35	10.0%	0.0%	12	5.0%	0.0%	-	-	-



	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	574	100.0%	1.1%	343	100.0%	1.4%	230	100.0%	0.8%	294	100.0%	1.7%
<b>Taille du foyer</b>												
<b>1 personne</b>	109	19.0%	1.0%	65	19.0%	1.0%	44	19.0%	0.0%	49	16.0%	2.0%
<b>2 personnes</b>	152	26.0%	0.0%	75	21.0%	0.0%	77	33.0%	0.0%	55	18.0%	1.0%
<b>3 personnes</b>	124	21.0%	1.0%	70	20.0%	1.0%	53	23.0%	1.0%	68	23.0%	1.0%
<b>4 personnes</b>	142	24.0%	1.0%	105	30.0%	2.0%	38	16.0%	0.0%	87	29.0%	1.0%
<b>5 personnes et +</b>	47	8.0%	0.0%	29	8.0%	1.0%	18	7.0%	0.0%	35	12.0%	1.0%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Non</b>	407	70.0%	1.0%	242	70.0%	1.0%	164	71.0%	0.0%	171	58.0%	1.0%
<b>Oui</b>	167	29.0%	1.0%	101	29.0%	1.0%	66	28.0%	0.0%	123	42.0%	1.0%
<b>Habitat</b>												
<b>Agglo. + 100 000 hab</b>	231	40.0%	1.0%	135	39.0%	1.0%	96	41.0%	1.0%	107	36.0%	1.0%
<b>Agglo. 20 000 à 100 000 hab</b>	83	14.0%	1.0%	59	17.0%	1.0%	24	10.0%	0.0%	33	11.0%	1.0%
<b>Agglo. - 20 000 hab</b>	49	8.0%	0.0%	26	7.0%	0.0%	24	10.0%	0.0%	24	8.0%	0.0%
<b>Agglo. paris</b>	139	24.0%	1.0%	81	23.0%	1.0%	58	25.0%	1.0%	90	30.0%	2.0%
<b>Communes rurales</b>	72	12.0%	0.0%	43	12.0%	0.0%	29	12.0%	0.0%	40	13.0%	1.0%



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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	574	100.0%	1.1%	343	100.0%	1.4%	230	100.0%	0.8%	294	100.0%	1.7%
<b>Régions insee</b>												
Alsace	18	3.0%	1.0%	9	2.0%	1.0%	8	3.0%	1.0%	4	1.0%	0.0%
Aquitaine	37	6.0%	1.0%	13	3.0%	1.0%	24	10.0%	1.0%	13	4.0%	1.0%
Auvergne	13	2.0%	1.0%	13	3.0%	2.0%	0	0.0%	0.0%	3	1.0%	1.0%
Basse normandie	9	1.0%	0.0%	4	1.0%	0.0%	4	1.0%	0.0%	6	2.0%	1.0%
Bourgogne	12	2.0%	0.0%	10	2.0%	1.0%	2	0.0%	0.0%	10	3.0%	2.0%
Bretagne	24	4.0%	0.0%	14	4.0%	1.0%	10	4.0%	0.0%	12	4.0%	1.0%
Centre	9	1.0%	0.0%	6	1.0%	0.0%	3	1.0%	0.0%	8	2.0%	1.0%
Champagne ardennes	17	3.0%	1.0%	7	2.0%	1.0%	10	4.0%	1.0%	6	2.0%	1.0%
Franche-comté	12	2.0%	1.0%	10	3.0%	2.0%	2	0.0%	0.0%	4	1.0%	1.0%
Haute normandie	14	2.0%	0.0%	7	2.0%	1.0%	7	2.0%	0.0%	8	2.0%	2.0%
Ile de france	146	25.0%	1.0%	84	24.0%	1.0%	62	27.0%	1.0%	96	32.0%	2.0%
Languedoc roussillon	19	3.0%	0.0%	15	4.0%	1.0%	4	1.0%	0.0%	9	3.0%	1.0%
Limousin	5	0.0%	0.0%	1	0.0%	0.0%	3	1.0%	1.0%	1	0.0%	0.0%
Lorraine	18	3.0%	0.0%	12	3.0%	1.0%	6	2.0%	0.0%	9	3.0%	1.0%
Midi pyrénées	35	6.0%	1.0%	21	6.0%	1.0%	14	6.0%	1.0%	10	3.0%	1.0%
Nord pas de calais	27	4.0%	0.0%	20	5.0%	1.0%	7	3.0%	0.0%	22	7.0%	2.0%
Pays de loire	26	4.0%	0.0%	12	3.0%	0.0%	15	6.0%	0.0%	12	4.0%	1.0%
Picardie	8	1.0%	0.0%	2	0.0%	0.0%	5	2.0%	0.0%	3	0.0%	0.0%
Poitou charentes	18	3.0%	1.0%	7	2.0%	1.0%	10	4.0%	1.0%	8	2.0%	1.0%
Provence alpes côte d'azur, corse	40	7.0%	0.0%	26	7.0%	1.0%	14	6.0%	0.0%	20	6.0%	1.0%
Rhône alpes	69	12.0%	1.0%	50	14.0%	1.0%	19	8.0%	0.0%	28	9.0%	1.0%
<b>Habitudes de connection à internet</b>												
1 à 2 fois par semaine	13	2.0%	0.0%	12	3.0%	0.0%	1	0.0%	0.0%	1	0.0%	0.0%
1 à 3 fois par mois	4	0.0%	1.0%	-	-	-	4	1.0%	1.0%	-	-	-
Moins souvent	-	-	-	-	-	-	-	-	-	-	-	-
Presque tous les jours	24	4.0%	0.0%	21	6.0%	0.0%	3	1.0%	0.0%	7	2.0%	0.0%
Tous les jours	534	93.0%	1.0%	311	90.0%	1.0%	223	96.0%	1.0%	286	97.0%	1.0%



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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	574	100.0%	1.1%	343	100.0%	1.4%	230	100.0%	0.8%	294	100.0%	1.7%
<b>Revenus du foyer</b>												
<b>65 000 euros et plus par an</b>	63	11.0%	1.0%	42	12.0%	1.0%	21	9.0%	1.0%	53	18.0%	1.0%
<b>De 12 000 à moins de 18 000 euros par an</b>	58	10.0%	1.0%	37	10.0%	1.0%	21	9.0%	0.0%	16	5.0%	2.0%
<b>De 18 000 à moins de 24 000 euros par an</b>	27	4.0%	0.0%	14	4.0%	0.0%	13	5.0%	0.0%	14	4.0%	1.0%
<b>De 24 000 à moins de 36 000 euros par an</b>	102	17.0%	0.0%	53	15.0%	0.0%	49	21.0%	0.0%	58	19.0%	1.0%
<b>De 36 000 à moins de 45 000 euros par an</b>	100	17.0%	1.0%	59	17.0%	1.0%	41	17.0%	1.0%	47	16.0%	1.0%
<b>De 45 000 à moins de 65 000 euros par an</b>	104	18.0%	1.0%	74	21.0%	1.0%	29	12.0%	0.0%	74	25.0%	1.0%
<b>De 9 000 à moins de 12 000 euros par an</b>	37	6.0%	1.0%	19	5.0%	2.0%	18	7.0%	1.0%	4	1.0%	1.0%
<b>Moins de 9 000 euros par an</b>	27	4.0%	2.0%	15	4.0%	2.0%	12	5.0%	1.0%	4	1.0%	2.0%
<b>Ne sait pas</b>	36	6.0%	1.0%	18	5.0%	1.0%	18	7.0%	1.0%	15	5.0%	1.0%
<b>Refus</b>	19	3.0%	0.0%	13	3.0%	1.0%	6	2.0%	0.0%	8	2.0%	1.0%