

|                                  | Ensemble |           |             | Hommes   |           |             | Femmes   |           |             | FoyersCSP+ |           |             |
|----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
|                                  | 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>                      |          |           |             |          |           |             |          |           |             |            |           |             |
| Homme                            | 199      | 26.7%     | 0.8%        | 199      | 100.0%    | 0.8%        | 0        | 0.0%      | 0.0%        | 89         | 34.1%     | 1.0%        |
| Femme                            | 547      | 73.3%     | 2.0%        | 0        | 0.0%      | 0.0%        | 547      | 100.0%    | 2.0%        | 172        | 65.9%     | 2.0%        |
| <b>Age</b>                       |          |           |             |          |           |             |          |           |             |            |           |             |
| 15 à 24 ans                      | 63       | 8.5%      | 0.9%        | 19       | 9.5%      | 0.5%        | 44       | 8.1%      | 1.2%        | 21         | 8.2%      | 0.7%        |
| 25 à 34 ans                      | 90       | 12.1%     | 1.2%        | 29       | 14.4%     | 0.8%        | 61       | 11.2%     | 1.6%        | 44         | 16.8%     | 1.4%        |
| 35 à 49 ans                      | 171      | 22.9%     | 1.3%        | 46       | 23.2%     | 0.7%        | 124      | 22.8%     | 1.9%        | 84         | 32.2%     | 1.3%        |
| 50 à 59 ans                      | 173      | 23.2%     | 2.0%        | 47       | 23.6%     | 1.1%        | 126      | 23.0%     | 2.8%        | 86         | 33.1%     | 2.4%        |
| 60 ans et plus                   | 249      | 33.4%     | 1.5%        | 58       | 29.2%     | 0.8%        | 191      | 34.9%     | 2.1%        | 25         | 9.7%      | 1.6%        |
| <b>Individu</b>                  |          |           |             |          |           |             |          |           |             |            |           |             |
| Ménagères                        | 505      | 67.8%     | 2.2%        | 0        | 0.0%      | 0.0%        | 505      | 92.4%     | 2.2%        | 161        | 62.0%     | 2.3%        |
| Personne de référence            | 290      | 38.9%     | 1.0%        | 166      | 83.4%     | 0.8%        | 124      | 22.7%     | 1.7%        | 99         | 37.9%     | 1.1%        |
| Responsable des achats           | 599      | 80.4%     | 1.7%        | 113      | 56.8%     | 0.9%        | 486      | 88.9%     | 2.1%        | 198        | 76.2%     | 1.8%        |
| <b>PCS Individu</b>              |          |           |             |          |           |             |          |           |             |            |           |             |
| Agriculteurs                     | 15       | 2.0%      | 2.9%        | 5        | 2.5%      | 1.6%        | 10       | 1.8%      | 5.1%        | 1          | 0.3%      | 2.1%        |
| Petits patrons                   | 30       | 4.1%      | 1.9%        | 16       | 8.2%      | 1.3%        | 14       | 2.5%      | 3.3%        | 25         | 9.4%      | 1.7%        |
| Affaires et Cadres               | 79       | 10.6%     | 1.6%        | 28       | 14.2%     | 1.0%        | 51       | 9.3%      | 2.4%        | 73         | 27.9%     | 1.6%        |
| Professions intermédiaires       | 107      | 14.4%     | 1.4%        | 35       | 17.7%     | 1.0%        | 72       | 13.1%     | 1.9%        | 85         | 32.5%     | 1.4%        |
| Employés                         | 134      | 17.9%     | 1.6%        | 14       | 6.8%      | 0.6%        | 120      | 21.9%     | 1.9%        | 19         | 7.2%      | 1.1%        |
| Ouvriers                         | 67       | 9.0%      | 1.0%        | 32       | 16.1%     | 0.6%        | 35       | 6.4%      | 2.7%        | 3          | 1.1%      | 0.6%        |
| Retraités                        | 192      | 25.8%     | 1.5%        | 49       | 24.4%     | 0.8%        | 144      | 26.3%     | 2.1%        | 12         | 4.5%      | 5.3%        |
| Autres inactifs                  | 121      | 16.3%     | 1.2%        | 20       | 10.0%     | 0.5%        | 101      | 18.6%     | 1.6%        | 44         | 17.1%     | 1.3%        |
| <b>PCS Personne de référence</b> |          |           |             |          |           |             |          |           |             |            |           |             |
| Agriculteurs                     | 17       | 2.2%      | 2.2%        | 5        | 2.5%      | 1.4%        | 12       | 2.1%      | 2.8%        | 0          | 0.0%      | 0.0%        |
| Petits patrons                   | 36       | 4.9%      | 1.4%        | 16       | 8.2%      | 1.1%        | 20       | 3.6%      | 1.6%        | 36         | 13.9%     | 1.4%        |
| Affaires et Cadres               | 130      | 17.4%     | 1.8%        | 34       | 16.9%     | 1.0%        | 96       | 17.5%     | 2.7%        | 130        | 49.8%     | 1.8%        |
| Professions intermédiaires       | 94       | 12.7%     | 1.2%        | 39       | 19.5%     | 0.9%        | 56       | 10.2%     | 1.4%        | 94         | 36.3%     | 1.2%        |
| Employés                         | 73       | 9.8%      | 1.3%        | 13       | 6.5%      | 0.6%        | 60       | 11.0%     | 1.8%        | 0          | 0.0%      | 0.0%        |
| Ouvriers                         | 127      | 17.0%     | 1.3%        | 35       | 17.4%     | 0.7%        | 92       | 16.8%     | 2.0%        | 0          | 0.0%      | 0.0%        |
| Retraités                        | 236      | 31.6%     | 1.6%        | 56       | 28.0%     | 0.8%        | 180      | 32.9%     | 2.1%        | 0          | 0.0%      | 0.0%        |
| Autres inactifs                  | 34       | 4.5%      | 0.9%        | 2        | 1.0%      | 0.1%        | 32       | 5.8%      | 1.5%        | 0          | 0.0%      | 0.0%        |

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|--|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
|  | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers   | Structure | Pénétration |
| <b>Taille du foyer</b>                       |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>1 personne</b>                            | 110      | 14.7%     | 1.1%        | 21       | 10.6%     | 0.5%        | 89       | 16.2%     | 1.6%        | 24         | 9.2%      | 1.0%        |
| <b>2 personnes</b>                           | 311      | 41.7%     | 1.7%        | 89       | 45.0%     | 1.0%        | 222      | 40.6%     | 2.3%        | 82         | 31.3%     | 1.9%        |
| <b>3 personnes</b>                           | 130      | 17.4%     | 1.4%        | 31       | 15.4%     | 0.7%        | 99       | 18.1%     | 2.1%        | 62         | 23.7%     | 1.6%        |
| <b>4 personnes</b>                           | 109      | 14.6%     | 1.2%        | 39       | 19.5%     | 0.8%        | 70       | 12.8%     | 1.5%        | 62         | 23.8%     | 1.3%        |
| <b>5 personnes et +</b>                      | 87       | 11.6%     | 1.5%        | 19       | 9.5%      | 0.7%        | 68       | 12.4%     | 2.2%        | 31         | 11.9%     | 1.2%        |
| <b>Présence d'enfants de moins de 15 ans</b> |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Oui</b>                                   | 231      | 30.9%     | 1.5%        | 59       | 29.7%     | 0.8%        | 172      | 31.4%     | 2.0%        | 108        | 41.5%     | 1.4%        |
| <b>Non</b>                                   | 515      | 69.1%     | 1.4%        | 140      | 70.3%     | 0.8%        | 375      | 68.6%     | 2.0%        | 152        | 58.5%     | 1.5%        |
| <b>Habitat</b>                               |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Communes rurales</b>                      | 206      | 27.6%     | 1.7%        | 49       | 24.5%     | 0.9%        | 157      | 28.7%     | 2.5%        | 57         | 21.9%     | 1.7%        |
| <b>Agglo. - 20 000 hab</b>                   | 156      | 20.9%     | 1.7%        | 30       | 15.0%     | 0.7%        | 126      | 23.1%     | 2.7%        | 49         | 19.0%     | 1.8%        |
| <b>Agglo. 20 000 à 100 000 hab</b>           | 81       | 10.9%     | 1.2%        | 35       | 17.4%     | 1.0%        | 47       | 8.5%      | 1.3%        | 38         | 14.5%     | 1.8%        |
| <b>Agglo. + 100 000 hab</b>                  | 212      | 28.4%     | 1.3%        | 59       | 29.5%     | 0.8%        | 153      | 28.0%     | 1.9%        | 79         | 30.4%     | 1.4%        |
| <b>Agglo. Paris</b>                          | 91       | 12.2%     | 1.0%        | 27       | 13.6%     | 0.6%        | 64       | 11.7%     | 1.4%        | 37         | 14.2%     | 0.9%        |

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|  | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers   | Structure | Pénétration |
| <b>Régions INSEE</b>                     |          |           |             |          |           |             |          |           |             |            |           |             |
| Ile de France                            | 106      | 14.2%     | 1.1%        | 28       | 14.2%     | 0.6%        | 78       | 14.2%     | 1.5%        | 43         | 16.5%     | 1.0%        |
| Nord Pas de Calais                       | 63       | 8.4%      | 2.0%        | 9        | 4.4%      | 0.6%        | 54       | 9.9%      | 3.3%        | 18         | 7.0%      | 1.8%        |
| Lorraine                                 | 31       | 4.2%      | 1.6%        | 3        | 1.4%      | 0.3%        | 28       | 5.2%      | 2.9%        | 8          | 2.9%      | 1.4%        |
| Alsace                                   | 13       | 1.7%      | 0.8%        | 0        | 0.0%      | 0.0%        | 13       | 2.4%      | 1.6%        | 1          | 0.5%      | 0.3%        |
| Franche-Comté                            | 11       | 1.5%      | 1.1%        | 0        | 0.1%      | 0.1%        | 11       | 1.9%      | 2.1%        | 5          | 1.9%      | 1.7%        |
| Champagne Ardennes                       | 10       | 1.4%      | 0.9%        | 5        | 2.4%      | 0.9%        | 6        | 1.0%      | 1.0%        | 3          | 1.0%      | 0.9%        |
| Picardie                                 | 33       | 4.4%      | 2.1%        | 9        | 4.7%      | 1.3%        | 23       | 4.3%      | 2.9%        | 6          | 2.3%      | 1.4%        |
| Bourgogne                                | 22       | 3.0%      | 1.6%        | 8        | 3.9%      | 1.2%        | 14       | 2.6%      | 2.0%        | 3          | 1.3%      | 0.9%        |
| Haute Normandie                          | 14       | 1.9%      | 0.9%        | 4        | 2.2%      | 0.6%        | 10       | 1.8%      | 1.2%        | 8          | 3.1%      | 1.8%        |
| Basse Normandie                          | 15       | 2.1%      | 1.3%        | 1        | 0.3%      | 0.1%        | 15       | 2.7%      | 2.3%        | 0          | 0.0%      | 0.0%        |
| Centre                                   | 33       | 4.5%      | 1.6%        | 19       | 9.3%      | 1.9%        | 15       | 2.7%      | 1.4%        | 11         | 4.3%      | 1.7%        |
| Pays de Loire                            | 56       | 7.4%      | 1.8%        | 6        | 2.8%      | 0.4%        | 50       | 9.1%      | 3.2%        | 11         | 4.4%      | 1.3%        |
| Bretagne                                 | 51       | 6.8%      | 1.9%        | 19       | 9.5%      | 1.5%        | 32       | 5.8%      | 2.3%        | 14         | 5.5%      | 1.8%        |
| Poitou Charentes                         | 42       | 5.6%      | 2.8%        | 10       | 5.2%      | 1.5%        | 31       | 5.7%      | 4.0%        | 14         | 5.5%      | 3.5%        |
| Aquitaine                                | 36       | 4.8%      | 1.3%        | 23       | 11.4%     | 1.7%        | 13       | 2.5%      | 0.9%        | 19         | 7.3%      | 2.1%        |
| Midi Pyrénées                            | 39       | 5.3%      | 1.6%        | 8        | 4.1%      | 0.7%        | 31       | 5.7%      | 2.4%        | 20         | 7.6%      | 2.3%        |
| Limousin                                 | 7        | 0.9%      | 1.1%        | 3        | 1.8%      | 1.2%        | 3        | 0.6%      | 1.0%        | 5          | 2.0%      | 3.0%        |
| Auvergne                                 | 20       | 2.7%      | 1.8%        | 4        | 2.1%      | 0.8%        | 16       | 3.0%      | 2.7%        | 6          | 2.1%      | 1.9%        |
| Rhône Alpes                              | 77       | 10.3%     | 1.5%        | 28       | 13.9%     | 1.1%        | 49       | 9.0%      | 1.8%        | 35         | 13.4%     | 1.8%        |
| Languedoc Roussillon                     | 19       | 2.6%      | 0.8%        | 6        | 3.2%      | 0.6%        | 13       | 2.4%      | 1.1%        | 7          | 2.7%      | 1.0%        |
| Provence Alpes Côte d'Azur.<br>Corse     | 47       | 6.3%      | 1.1%        | 6        | 2.9%      | 0.3%        | 42       | 7.6%      | 1.8%        | 22         | 8.6%      | 1.5%        |
| <b>Habitudes de connexion à Internet</b> |          |           |             |          |           |             |          |           |             |            |           |             |
| Tous les jours                           | 610      | 81.7%     | 1.4%        | 154      | 77.4%     | 0.7%        | 456      | 83.3%     | 2.1%        | 238        | 91.5%     | 1.5%        |
| Presque tous les jours                   | 94       | 12.6%     | 1.5%        | 36       | 17.9%     | 1.3%        | 58       | 10.6%     | 1.7%        | 13         | 5.0%      | 1.0%        |
| 1 à 2 fois par semaine                   | 37       | 5.0%      | 1.2%        | 8        | 4.2%      | 0.7%        | 29       | 5.3%      | 1.6%        | 8          | 3.0%      | 1.5%        |
| 1 à 3 fois par mois                      | 4        | 0.5%      | 0.9%        | 1        | 0.5%      | 0.5%        | 3        | 0.5%      | 1.2%        | 1          | 0.4%      | 1.7%        |
| Moins souvent                            | 2        | 0.2%      | 1.5%        | 0        | 0.0%      | 0.0%        | 2        | 0.3%      | 2.2%        | 0          | 0.0%      | 0.0%        |

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|--|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
|  | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers   | Structure | Pénétration |
| <b>Revenus du foyer</b>                  |          |           |             |          |           |             |          |           |             |            |           |             |
| Moins de 9 000 euros par an              | 19       | 2.5%      | 1.4%        | 0        | 0.0%      | 0.0%        | 19       | 3.5%      | 2.5%        | 3          | 1.2%      | 1.4%        |
| De 9 000 à moins de 12 000 euros par an  | 14       | 1.9%      | 0.7%        | 1        | 0.6%      | 0.2%        | 13       | 2.4%      | 1.1%        | 1          | 0.4%      | 0.4%        |
| De 12 000 à moins de 18 000 euros par an | 51       | 6.9%      | 1.0%        | 12       | 6.1%      | 0.6%        | 39       | 7.2%      | 1.3%        | 9          | 3.4%      | 1.1%        |
| De 18 000 à moins de 24 000 euros par an | 84       | 11.2%     | 1.2%        | 21       | 10.5%     | 0.7%        | 63       | 11.5%     | 1.6%        | 22         | 8.6%      | 1.5%        |
| De 24 000 à moins de 36 000 euros par an | 198      | 26.6%     | 1.6%        | 43       | 21.5%     | 0.7%        | 155      | 28.4%     | 2.4%        | 39         | 15.1%     | 1.1%        |
| De 36 000 à moins de 45 000 euros par an | 105      | 14.0%     | 1.4%        | 24       | 12.0%     | 0.6%        | 81       | 14.7%     | 2.1%        | 49         | 18.9%     | 1.7%        |
| De 45 000 à moins de 65 000 euros par an | 124      | 16.6%     | 1.6%        | 37       | 18.7%     | 0.9%        | 87       | 15.8%     | 2.5%        | 64         | 24.5%     | 1.7%        |
| 65 000 euros et plus par an              | 74       | 9.9%      | 1.7%        | 30       | 14.9%     | 1.2%        | 45       | 8.1%      | 2.6%        | 53         | 20.4%     | 1.8%        |
| Refus                                    | 57       | 7.6%      | 1.6%        | 16       | 8.2%      | 1.1%        | 41       | 7.4%      | 2.0%        | 13         | 5.0%      | 1.0%        |
| Ne sait pas                              | 20       | 2.7%      | 1.3%        | 15       | 7.6%      | 2.0%        | 5        | 0.9%      | 0.6%        | 7          | 2.6%      | 1.0%        |