

|                                   | Ensemble |           |             | Hommes   |           |             | Femmes   |           |             | FoyersCSP+ |           |             |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
|                                   | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers   | Structure | Pénétration |
| <b>Ensemble</b>                   | 1204     | 100.0%    | 2.4%        | 560      | 100.0%    | 2.3%        | 643      | 100.0%    | 2.4%        | 288        | 100.0%    | 1.7%        |
| <b>Sexe</b>                       |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Homme</b>                      | 560      | 46.6%     | 2.3%        | 560      | 100.0%    | 2.3%        | 0        | -         | 100.0%      | 155        | 53.7%     | 1.8%        |
| <b>Femme</b>                      | 643      | 53.4%     | 2.4%        | 0        | -         | 100.0%      | 643      | 100.0%    | 2.4%        | 133        | 46.3%     | 1.7%        |
| <b>Age</b>                        |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>15 à 24 ans</b>                | 94       | 7.8%      | 1.3%        | 54       | 9.6%      | 1.4%        | 40       | 6.2%      | 1.1%        | 40         | 13.9%     | 1.3%        |
| <b>25 à 34 ans</b>                | 134      | 11.1%     | 1.7%        | 67       | 12.0%     | 1.8%        | 66       | 10.3%     | 1.7%        | 51         | 17.9%     | 1.5%        |
| <b>35 à 49 ans</b>                | 283      | 23.5%     | 2.2%        | 138      | 24.6%     | 2.2%        | 145      | 22.6%     | 2.2%        | 107        | 37.1%     | 1.8%        |
| <b>50 à 64 ans</b>                | 343      | 28.5%     | 2.8%        | 157      | 28.0%     | 2.6%        | 186      | 29.0%     | 2.9%        | 88         | 30.5%     | 2.1%        |
| <b>65 ans et plus</b>             | 350      | 29.1%     | 3.2%        | 145      | 25.8%     | 3.1%        | 205      | 31.9%     | 3.3%        | 2          | 0.6%      | 0.8%        |
| <b>Individu</b>                   |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Ménagère</b>                   | 603      | 50.1%     | 2.6%        | 0        | -         | 100.0%      | 603      | 93.8%     | 2.6%        | 123        | 42.7%     | 1.8%        |
| <b>Personne de Référence</b>      | 684      | 56.8%     | 2.4%        | 491      | 87.6%     | 2.4%        | 193      | 30.0%     | 2.5%        | 148        | 51.4%     | 1.7%        |
| <b>Responsable des achats</b>     | 592      | 49.2%     | 2.5%        | 170      | 30.3%     | 2.2%        | 422      | 65.6%     | 2.6%        | 149        | 51.7%     | 1.8%        |
| <b>PCS Individu</b>               |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Agriculteurs</b>               | 20       | 1.7%      | 3.8%        | 8        | 1.4%      | 2.2%        | 13       | 1.9%      | 6.9%        | 0          | -         | -           |
| <b>Petits patrons</b>             | 40       | 3.3%      | 2.6%        | 26       | 4.6%      | 2.3%        | 14       | 2.2%      | 3.2%        | 38         | 13.2%     | 2.7%        |
| <b>Affaires et Cadres</b>         | 47       | 3.9%      | 1.0%        | 30       | 5.4%      | 1.0%        | 17       | 2.6%      | 1.0%        | 41         | 14.4%     | 1.0%        |
| <b>Professions intermédiaires</b> | 149      | 12.4%     | 2.2%        | 83       | 14.7%     | 2.4%        | 66       | 10.3%     | 2.1%        | 125        | 43.2%     | 2.2%        |
| <b>Employés</b>                   | 219      | 18.2%     | 2.6%        | 41       | 7.3%      | 2.1%        | 178      | 27.7%     | 2.8%        | 47         | 16.3%     | 2.7%        |
| <b>Ouvriers</b>                   | 166      | 13.8%     | 2.6%        | 138      | 24.7%     | 2.7%        | 28       | 4.4%      | 2.0%        | 10         | 3.5%      | 3.0%        |
| <b>Retraités</b>                  | 411      | 34.1%     | 3.3%        | 185      | 33.1%     | 3.1%        | 225      | 35.0%     | 3.5%        | 1          | 0.3%      | 0.4%        |
| <b>Autres inactifs</b>            | 151      | 12.6%     | 1.5%        | 50       | 8.8%      | 1.4%        | 102      | 15.8%     | 1.5%        | 26         | 9.1%      | 0.8%        |
| <b>PCS Personne de Référence</b>  |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Agriculteurs</b>               | 18       | 1.5%      | 2.3%        | 7        | 1.2%      | 1.8%        | 11       | 1.7%      | 2.7%        | 0          | -         | 100.0%      |
| <b>Petits patrons</b>             | 58       | 4.8%      | 2.3%        | 35       | 6.3%      | 2.6%        | 23       | 3.6%      | 2.0%        | 58         | 20.2%     | 2.3%        |
| <b>Affaires et Cadres</b>         | 80       | 6.6%      | 1.2%        | 37       | 6.6%      | 1.1%        | 43       | 6.7%      | 1.3%        | 80         | 27.7%     | 1.2%        |
| <b>Professions intermédiaires</b> | 150      | 12.5%     | 2.0%        | 83       | 14.7%     | 2.1%        | 68       | 10.5%     | 1.9%        | 150        | 52.1%     | 2.0%        |
| <b>Employés</b>                   | 100      | 8.3%      | 1.9%        | 39       | 7.0%      | 1.8%        | 60       | 9.3%      | 1.9%        | 0          | -         | 100.0%      |
| <b>Ouvriers</b>                   | 245      | 20.4%     | 2.5%        | 134      | 23.9%     | 2.6%        | 111      | 17.3%     | 2.4%        | 0          | -         | 100.0%      |
| <b>Retraités</b>                  | 486      | 40.3%     | 3.4%        | 203      | 36.2%     | 3.1%        | 283      | 44.0%     | 3.6%        | 0          | -         | 100.0%      |
| <b>Autres inactifs</b>            | 67       | 5.6%      | 1.8%        | 23       | 4.1%      | 1.7%        | 45       | 6.9%      | 1.9%        | 0          | -         | 100.0%      |

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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>                            | 214      | 17.7%     | 2.3%        | 75       | 13.3%     | 1.9%        | 139      | 21.6%     | 2.6%        | 26         | 9.0%      | 1.5%        |
| <b>2 personnes</b>                           | 506      | 42.1%     | 2.9%        | 239      | 42.7%     | 2.8%        | 267      | 41.5%     | 2.9%        | 68         | 23.7%     | 1.6%        |
| <b>3 personnes</b>                           | 196      | 16.3%     | 2.1%        | 92       | 16.4%     | 2.0%        | 105      | 16.3%     | 2.2%        | 55         | 19.3%     | 1.5%        |
| <b>4 personnes</b>                           | 200      | 16.6%     | 2.2%        | 110      | 19.7%     | 2.4%        | 90       | 13.9%     | 1.9%        | 103        | 35.8%     | 2.2%        |
| <b>5 personnes et +</b>                      | 88       | 7.3%      | 1.7%        | 44       | 7.9%      | 1.8%        | 43       | 6.8%      | 1.6%        | 35         | 12.2%     | 1.4%        |
| <b>Présence d'enfants de moins de 15 ans</b> |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Oui</b>                                   | 328      | 27.2%     | 2.1%        | 159      | 28.3%     | 2.2%        | 169      | 26.3%     | 2.0%        | 145        | 50.3%     | 2.0%        |
| <b>Non</b>                                   | 876      | 72.8%     | 2.5%        | 402      | 71.7%     | 2.4%        | 474      | 73.7%     | 2.6%        | 143        | 49.7%     | 1.5%        |
| <b>Habitat</b>                               |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Communes rurales</b>                      | 371      | 30.9%     | 2.9%        | 158      | 28.2%     | 2.5%        | 214      | 33.2%     | 3.2%        | 69         | 24.1%     | 1.9%        |
| <b>Agglo. - 20 000 hab</b>                   | 239      | 19.9%     | 2.8%        | 107      | 19.1%     | 2.6%        | 132      | 20.5%     | 2.9%        | 64         | 22.1%     | 2.6%        |
| <b>Agglo. 20 000 à 100 000 hab</b>           | 265      | 22.0%     | 4.0%        | 129      | 23.1%     | 4.0%        | 135      | 21.0%     | 3.9%        | 70         | 24.2%     | 3.5%        |
| <b>Agglo. + 100 000 hab</b>                  | 326      | 27.1%     | 2.3%        | 163      | 29.2%     | 2.4%        | 162      | 25.3%     | 2.2%        | 85         | 29.6%     | 1.7%        |
| <b>Agglo. Paris</b>                          | 3        | 0.2%      | 0.0%        | 3        | 0.5%      | 0.1%        | 0        | -         | -           | 0          | -         | -           |

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|  | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers   | Structure | Pénétration |
| <b>Région d'habitation</b>             |          |           |             |          |           |             |          |           |             |            |           |             |
| Ile-de-France                          | 3        | 0.2%      | 0.0%        | 3        | 0.5%      | 0.1%        | 0        | -         | -           | 0          | -         | -           |
| Nord-Pas-de-Calais                     | 1        | 0.1%      | 0.0%        | 0        | -         | -           | 1        | 0.2%      | 0.1%        | 0          | -         | -           |
| Lorraine                               | 0        | -         | -           | 0        | -         | -           | 0        | -         | -           | 0          | -         | -           |
| Alsace                                 | 0        | -         | -           | 0        | -         | -           | 0        | -         | -           | 0          | -         | -           |
| Franche-Comté                          | 0        | -         | -           | 0        | -         | -           | 0        | -         | -           | 0          | -         | -           |
| Champagne-Ardenne                      | 3        | 0.2%      | 0.2%        | 0        | -         | -           | 3        | 0.4%      | 0.5%        | 0          | -         | -           |
| Picardie                               | 0        | -         | -           | 0        | -         | -           | 0        | -         | -           | 0          | -         | -           |
| Bourgogne                              | 1        | 0.1%      | 0.1%        | 1        | 0.2%      | 0.2%        | 0        | -         | -           | 0          | -         | -           |
| Haute-Normandie                        | 0        | -         | -           | 0        | -         | -           | 0        | -         | -           | 0          | -         | -           |
| Basse-Normandie                        | 0        | -         | -           | 0        | -         | -           | 0        | -         | -           | 0          | -         | -           |
| Centre                                 | 0        | 0.0%      | 0.0%        | 0        | 0.1%      | 0.0%        | 0        | -         | -           | 0          | 0.1%      | 0.1%        |
| Pays de la Loire                       | 0        | -         | -           | 0        | -         | -           | 0        | -         | -           | 0          | -         | -           |
| Bretagne                               | 0        | -         | -           | 0        | -         | -           | 0        | -         | -           | 0          | -         | -           |
| Poitou-Charentes                       | 0        | -         | -           | 0        | -         | -           | 0        | -         | -           | 0          | -         | -           |
| Aquitaine                              | 0        | -         | -           | 0        | -         | -           | 0        | -         | -           | 0          | -         | -           |
| Midi-Pyrénées                          | 1        | 0.1%      | 0.0%        | 0        | -         | -           | 1        | 0.2%      | 0.1%        | 0          | -         | -           |
| Limousin                               | 0        | -         | -           | 0        | -         | -           | 0        | -         | -           | 0          | -         | -           |
| Auvergne                               | 0        | -         | -           | 0        | -         | -           | 0        | -         | -           | 0          | -         | -           |
| Rhône-Alpes                            | 1075     | 89.3%     | 21.6%       | 495      | 88.3%     | 20.6%       | 580      | 90.2%     | 22.5%       | 255        | 88.4%     | 15.0%       |
| Languedoc-Roussillon                   | 4        | 0.3%      | 0.2%        | 1        | 0.2%      | 0.1%        | 3        | 0.4%      | 0.3%        | 0          | 0.0%      | 0.0%        |
| Provence-Alpes-Côte-d'Azur-Corse       | 115      | 9.6%      | 2.7%        | 60       | 10.7%     | 2.9%        | 55       | 8.6%      | 2.4%        | 33         | 11.4%     | 2.3%        |
| <b>Habitudes de connexion Internet</b> |          |           |             |          |           |             |          |           |             |            |           |             |
| Tous les jours                         | 527      | 43.8%     | 2.0%        | 269      | 48.0%     | 2.0%        | 258      | 40.1%     | 2.0%        | 213        | 74.1%     | 1.7%        |
| Presque tous les jours                 | 139      | 11.6%     | 2.3%        | 55       | 9.7%      | 2.0%        | 85       | 13.2%     | 2.6%        | 48         | 16.7%     | 2.0%        |
| 1 à 2 fois par semaine                 | 116      | 9.6%      | 3.6%        | 53       | 9.5%      | 3.8%        | 62       | 9.7%      | 3.5%        | 19         | 6.7%      | 2.2%        |
| 1 à 3 fois par mois                    | 29       | 2.4%      | 3.4%        | 16       | 2.8%      | 4.0%        | 14       | 2.1%      | 2.9%        | 5          | 1.7%      | 2.6%        |
| Moins souvent                          | 37       | 3.1%      | 2.6%        | 20       | 3.6%      | 3.2%        | 17       | 2.6%      | 2.1%        | 1          | 0.4%      | 0.8%        |
| Jamais                                 | 5        | 0.4%      | 1.9%        | 3        | 0.6%      | 2.3%        | 1        | 0.2%      | 1.2%        | 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              | 33       | 2.7%      | 1.3%        | 12       | 2.1%      | 1.2%        | 21       | 3.2%      | 1.4%        | 0          | -         | -           |
| De 9 000 à moins de 12 000 euros par an  | 102      | 8.5%      | 3.1%        | 20       | 3.5%      | 1.8%        | 82       | 12.8%     | 3.8%        | 9          | 3.1%      | 3.2%        |
| De 12 000 à moins de 18 000 euros par an | 197      | 16.4%     | 2.9%        | 99       | 17.7%     | 3.3%        | 98       | 15.2%     | 2.6%        | 10         | 3.4%      | 1.2%        |
| De 18 000 à moins de 24 000 euros par an | 211      | 17.5%     | 2.9%        | 102      | 18.2%     | 3.0%        | 109      | 16.9%     | 2.8%        | 31         | 10.8%     | 2.0%        |
| De 24 000 à moins de 36 000 euros par an | 257      | 21.3%     | 2.3%        | 122      | 21.8%     | 2.2%        | 135      | 20.9%     | 2.4%        | 68         | 23.5%     | 1.9%        |
| De 36 000 à moins de 45 000 euros par an | 151      | 12.6%     | 2.4%        | 83       | 14.9%     | 2.5%        | 68       | 10.5%     | 2.3%        | 54         | 18.6%     | 1.9%        |
| De 45 000 à moins de 65 000 euros par an | 101      | 8.4%      | 1.8%        | 51       | 9.0%      | 1.6%        | 50       | 7.8%      | 2.0%        | 49         | 17.0%     | 1.4%        |
| 65 000 euros et plus                     | 35       | 2.9%      | 1.2%        | 16       | 2.8%      | 0.9%        | 20       | 3.1%      | 1.8%        | 25         | 8.7%      | 1.1%        |
| Refus                                    | 90       | 7.5%      | 2.4%        | 36       | 6.5%      | 2.3%        | 54       | 8.3%      | 2.4%        | 28         | 9.8%      | 2.2%        |
| Ne sait pas                              | 26       | 2.2%      | 1.7%        | 19       | 3.5%      | 2.9%        | 7        | 1.1%      | 0.8%        | 15         | 5.1%      | 2.7%        |