

|                                   | Ensemble |           |             | Hommes   |           |             | Femmes   |           |             | FoyersCSP+ |           |             |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
|                                   | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers   | Structure | Pénétration |
| <b>ENSEMBLE</b>                   | 3045     | 100.0%    | 5.9%        | 1550     | 100.0%    | 6.3%        | 1495     | 100.0%    | 5.6%        | 786        | 100.0%    | 4.5%        |
| <b>Sexe</b>                       |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Homme</b>                      | 1550     | 50.9%     | 6.3%        | 1550     | 100.0%    | 6.3%        | 0        | 0.0%      | 0.0%        | 452        | 57.5%     | 5.2%        |
| <b>Femme</b>                      | 1495     | 49.1%     | 5.6%        | 0        | 0.0%      | 0.0%        | 1495     | 100.0%    | 5.6%        | 334        | 42.5%     | 3.9%        |
| <b>Age</b>                        |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>15 à 24 ans</b>                | 283      | 9.3%      | 3.9%        | 157      | 10.1%     | 4.2%        | 126      | 8.4%      | 3.5%        | 139        | 17.7%     | 4.4%        |
| <b>25 à 34 ans</b>                | 320      | 10.5%     | 4.2%        | 173      | 11.1%     | 4.6%        | 147      | 9.8%      | 3.8%        | 120        | 15.2%     | 3.6%        |
| <b>35 à 49 ans</b>                | 648      | 21.3%     | 5.2%        | 352      | 22.7%     | 5.7%        | 295      | 19.8%     | 4.7%        | 291        | 37.0%     | 4.7%        |
| <b>50 à 59 ans</b>                | 565      | 18.5%     | 6.2%        | 290      | 18.7%     | 6.4%        | 274      | 18.4%     | 6.0%        | 189        | 24.0%     | 4.9%        |
| <b>60 ans et plus</b>             | 1230     | 40.4%     | 8.3%        | 578      | 37.3%     | 8.9%        | 652      | 43.6%     | 7.8%        | 48         | 6.1%      | 5.3%        |
| <b>Individu</b>                   |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Ménagères</b>                  | 1357     | 44.6%     | 5.9%        | 0        | 0.0%      | 0.0%        | 1357     | 90.8%     | 5.9%        | 280        | 35.6%     | 4.0%        |
| <b>Personne de référence</b>      | 1735     | 57.0%     | 6.2%        | 1339     | 86.4%     | 6.6%        | 396      | 26.5%     | 5.0%        | 395        | 50.2%     | 4.8%        |
| <b>Responsable des achats</b>     | 2070     | 68.0%     | 5.8%        | 749      | 48.4%     | 5.9%        | 1320     | 88.3%     | 5.8%        | 457        | 58.1%     | 4.2%        |
| <b>PCS Individu</b>               |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Agriculteurs</b>               | 54       | 1.8%      | 10.4%       | 34       | 2.2%      | 8.9%        | 20       | 1.3%      | 14.9%       | 0          | 0.0%      | 0.0%        |
| <b>Petits patrons</b>             | 73       | 2.4%      | 4.5%        | 62       | 4.0%      | 5.4%        | 11       | 0.7%      | 2.2%        | 60         | 7.6%      | 4.2%        |
| <b>Affaires et Cadres</b>         | 184      | 6.0%      | 3.6%        | 124      | 8.0%      | 4.2%        | 60       | 4.0%      | 2.8%        | 169        | 21.5%     | 3.7%        |
| <b>Professions intermédiaires</b> | 353      | 11.6%     | 5.1%        | 197      | 12.7%     | 5.8%        | 156      | 10.4%     | 4.5%        | 291        | 37.1%     | 5.2%        |
| <b>Employés</b>                   | 450      | 14.8%     | 5.4%        | 84       | 5.4%      | 4.1%        | 366      | 24.5%     | 5.9%        | 104        | 13.2%     | 5.6%        |
| <b>Ouvriers</b>                   | 412      | 13.5%     | 6.5%        | 320      | 20.6%     | 6.3%        | 93       | 6.2%      | 6.9%        | 29         | 3.7%      | 7.0%        |
| <b>Retraités</b>                  | 1087     | 35.7%     | 8.7%        | 552      | 35.6%     | 9.4%        | 535      | 35.8%     | 8.1%        | 17         | 2.2%      | 6.3%        |
| <b>Autres inactifs</b>            | 433      | 14.2%     | 4.2%        | 177      | 11.4%     | 4.7%        | 256      | 17.1%     | 4.0%        | 117        | 14.8%     | 3.6%        |
| <b>PCS Personne de référence</b>  |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Agriculteurs</b>               | 87       | 2.9%      | 10.7%       | 42       | 2.7%      | 9.3%        | 45       | 3.0%      | 12.5%       | 0          | 0.0%      | 0.0%        |
| <b>Petits patrons</b>             | 123      | 4.0%      | 4.7%        | 78       | 5.0%      | 5.9%        | 45       | 3.0%      | 3.5%        | 123        | 15.6%     | 4.7%        |
| <b>Affaires et Cadres</b>         | 268      | 8.8%      | 3.7%        | 146      | 9.5%      | 4.1%        | 122      | 8.1%      | 3.3%        | 268        | 34.1%     | 3.7%        |
| <b>Professions intermédiaires</b> | 395      | 13.0%     | 5.2%        | 227      | 14.7%     | 5.9%        | 167      | 11.2%     | 4.6%        | 395        | 50.2%     | 5.2%        |
| <b>Employés</b>                   | 226      | 7.4%      | 4.2%        | 79       | 5.1%      | 3.5%        | 147      | 9.8%      | 4.7%        | 0          | 0.0%      | 0.0%        |
| <b>Ouvriers</b>                   | 561      | 18.4%     | 5.9%        | 306      | 19.7%     | 6.0%        | 255      | 17.0%     | 5.9%        | 0          | 0.0%      | 0.0%        |
| <b>Retraités</b>                  | 1191     | 39.1%     | 8.3%        | 579      | 37.3%     | 8.9%        | 612      | 41.0%     | 7.8%        | 0          | 0.0%      | 0.0%        |
| <b>Autres inactifs</b>            | 194      | 6.4%      | 4.8%        | 92       | 6.0%      | 5.8%        | 102      | 6.8%      | 4.1%        | 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>                       |          |           |             |          |           |             |          |           |             |            |           |             |
| 1 personne                                   | 584      | 19.2%     | 5.9%        | 256      | 16.5%     | 6.1%        | 328      | 22.0%     | 5.7%        | 68         | 8.6%      | 3.7%        |
| 2 personnes                                  | 1299     | 42.7%     | 7.3%        | 657      | 42.4%     | 7.6%        | 642      | 43.0%     | 7.0%        | 199        | 25.3%     | 4.6%        |
| 3 personnes                                  | 434      | 14.2%     | 4.8%        | 239      | 15.4%     | 5.2%        | 195      | 13.0%     | 4.4%        | 161        | 20.5%     | 4.3%        |
| 4 personnes                                  | 440      | 14.5%     | 4.7%        | 232      | 15.0%     | 5.1%        | 208      | 13.9%     | 4.4%        | 207        | 26.3%     | 4.3%        |
| 5 personnes et +                             | 287      | 9.4%      | 5.4%        | 166      | 10.7%     | 6.3%        | 121      | 8.1%      | 4.5%        | 151        | 19.2%     | 5.6%        |
| <b>Présence d'enfants de moins de 15 ans</b> |          |           |             |          |           |             |          |           |             |            |           |             |
| Oui  | 706      | 23.2%     | 4.6%        | 384      | 24.8%     | 5.2%        | 322      | 21.5%     | 4.0%        | 344        | 43.8%     | 4.4%        |
| Non  | 2339     | 76.8%     | 6.5%        | 1165     | 75.2%     | 6.7%        | 1173     | 78.5%     | 6.3%        | 442        | 56.2%     | 4.6%        |
| <b>Habitat</b>                               |          |           |             |          |           |             |          |           |             |            |           |             |
| Communes rurales                             | 1063     | 34.9%     | 9.0%        | 515      | 33.2%     | 9.1%        | 548      | 36.7%     | 9.0%        | 244        | 31.1%     | 7.5%        |
| Agglo. - 20 000 hab                          | 836      | 27.5%     | 9.3%        | 439      | 28.3%     | 10.2%       | 398      | 26.6%     | 8.5%        | 202        | 25.7%     | 8.0%        |
| Agglo. 20 000 à 100 000 hab                  | 419      | 13.8%     | 6.0%        | 187      | 12.1%     | 5.7%        | 232      | 15.5%     | 6.3%        | 95         | 12.1%     | 5.1%        |
| Agglo. + 100 000 hab                         | 683      | 22.4%     | 4.5%        | 388      | 25.0%     | 5.2%        | 295      | 19.7%     | 3.7%        | 229        | 29.1%     | 4.0%        |
| Agglo. Paris                                 | 43       | 1.4%      | 0.5%        | 21       | 1.3%      | 0.5%        | 22       | 1.5%      | 0.5%        | 16         | 2.1%      | 0.4%        |
| <b>Régions INSEE</b>                         |          |           |             |          |           |             |          |           |             |            |           |             |
| Ile de France                                | 47       | 1.5%      | 0.5%        | 24       | 1.5%      | 0.5%        | 23       | 1.5%      | 0.5%        | 17         | 2.1%      | 0.4%        |
| Nord Pas de Calais                           | 3        | 0.1%      | 0.1%        | 3        | 0.2%      | 0.2%        | 0        | 0.0%      | 0.0%        | 1          | 0.1%      | 0.1%        |
| Lorraine                                     | 1        | 0.0%      | 0.1%        | 1        | 0.1%      | 0.1%        | 0        | 0.0%      | 0.0%        | 0          | 0.0%      | 0.0%        |
| Alsace                                       | 1        | 0.0%      | 0.1%        | 0        | 0.0%      | 0.0%        | 1        | 0.1%      | 0.1%        | 1          | 0.1%      | 0.2%        |
| Franche-Comté                                | 0        | 0.0%      | 0.0%        | 0        | 0.0%      | 0.0%        | 0        | 0.0%      | 0.0%        | 0          | 0.0%      | 0.1%        |
| Champagne Ardennes                           | 0        | 0.0%      | 0.0%        | 0        | 0.0%      | 0.0%        | 0        | 0.0%      | 0.0%        | 0          | 0.0%      | 0.1%        |
| Picardie                                     | 2        | 0.0%      | 0.1%        | 1        | 0.0%      | 0.1%        | 1        | 0.1%      | 0.1%        | 2          | 0.2%      | 0.3%        |
| Haute Normandie                              | 20       | 0.7%      | 1.4%        | 11       | 0.7%      | 1.5%        | 10       | 0.6%      | 1.2%        | 4          | 0.5%      | 0.9%        |
| Basse Normandie                              | 481      | 15.8%     | 39.8%       | 240      | 15.5%     | 41.5%       | 240      | 16.1%     | 38.2%       | 118        | 15.0%     | 34.3%       |
| Centre                                       | 14       | 0.5%      | 0.7%        | 8        | 0.5%      | 0.8%        | 5        | 0.4%      | 0.5%        | 7          | 0.9%      | 1.2%        |
| Pays de Loire                                | 1275     | 41.9%     | 43.6%       | 670      | 43.3%     | 47.5%       | 604      | 40.4%     | 39.9%       | 327        | 41.6%     | 34.2%       |
| Bretagne                                     | 1111     | 36.5%     | 42.0%       | 537      | 34.7%     | 42.3%       | 574      | 38.4%     | 41.8%       | 279        | 35.5%     | 36.3%       |
| Poitou Charentes                             | 79       | 2.6%      | 5.3%        | 46       | 3.0%      | 6.5%        | 32       | 2.2%      | 4.2%        | 22         | 2.8%      | 5.5%        |
| Aquitaine                                    | 4        | 0.1%      | 0.2%        | 4        | 0.2%      | 0.3%        | 1        | 0.1%      | 0.1%        | 2          | 0.2%      | 0.2%        |
| Midi Pyrénées                                | 1        | 0.0%      | 0.0%        | 1        | 0.1%      | 0.1%        | 0        | 0.0%      | 0.0%        | 0          | 0.0%      | 0.0%        |
| Limousin                                     | 1        | 0.0%      | 0.1%        | 1        | 0.1%      | 0.3%        | 0        | 0.0%      | 0.0%        | 1          | 0.1%      | 0.6%        |
| Auvergne                                     | 1        | 0.0%      | 0.1%        | 1        | 0.1%      | 0.2%        | 0        | 0.0%      | 0.0%        | 1          | 0.1%      | 0.4%        |
| Rhône Alpes                                  | 4        | 0.1%      | 0.1%        | 1        | 0.1%      | 0.0%        | 4        | 0.2%      | 0.1%        | 4          | 0.5%      | 0.2%        |
| Provence Alpes Côte d'Azur.<br>Corse         | 0        | 0.0%      | 0.0%        | 0        | 0.0%      | 0.0%        | 0        | 0.0%      | 0.0%        | 0          | 0.0%      | 0.0%        |

|   | Ensemble |           |             | Hommes   |           |             | Femmes   |           |             | FoyersCSP+ |           |             |
|---|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
|   | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers   | Structure | Pénétration |
| <b>Habitudes de connexion à Internet</b>  |          |           |             |          |           |             |          |           |             |            |           |             |
| Tous les jours                            | 1606     | 52.8%     | 5.0%        | 828      | 53.4%     | 5.1%        | 779      | 52.1%     | 4.8%        | 631        | 80.3%     | 4.4%        |
| Presque tous les jours                    | 329      | 10.8%     | 5.6%        | 172      | 11.1%     | 6.1%        | 157      | 10.5%     | 5.1%        | 104        | 13.2%     | 5.2%        |
| 1 à 2 fois par semaine                    | 176      | 5.8%      | 6.7%        | 93       | 6.0%      | 8.2%        | 83       | 5.6%      | 5.6%        | 29         | 3.7%      | 4.4%        |
| 1 à 3 fois par mois                       | 31       | 1.0%      | 5.9%        | 15       | 1.0%      | 7.2%        | 17       | 1.1%      | 5.0%        | 5          | 0.7%      | 7.0%        |
| Moins souvent                             | 46       | 1.5%      | 5.0%        | 18       | 1.1%      | 4.6%        | 29       | 1.9%      | 5.4%        | 2          | 0.3%      | 3.0%        |
| Jamais                                    | 7        | 0.2%      | 7.2%        | 6        | 0.4%      | 11.2%       | 1        | 0.1%      | 2.4%        | 0          | 0.0%      | 8.6%        |
| <b>Revenus du foyer</b>                   |          |           |             |          |           |             |          |           |             |            |           |             |
| Moins de 9 000 euros par an               | 83       | 2.7%      | 4.4%        | 35       | 2.3%      | 4.8%        | 48       | 3.2%      | 4.2%        | 6          | 0.8%      | 3.6%        |
| De 9 000 à moins de 12 000 euros par an   | 161      | 5.3%      | 5.4%        | 67       | 4.3%      | 5.8%        | 95       | 6.3%      | 5.2%        | 11         | 1.4%      | 4.5%        |
| De 12 000 à moins de 18 000 euros par an  | 431      | 14.1%     | 7.3%        | 196      | 12.6%     | 7.9%        | 235      | 15.7%     | 6.8%        | 28         | 3.5%      | 4.2%        |
| De 18 000 à moins de 24 000 euros par an  | 415      | 13.6%     | 6.1%        | 181      | 11.7%     | 5.8%        | 234      | 15.7%     | 6.3%        | 44         | 5.6%      | 3.1%        |
| De 24 000 à moins de 36 000 euros par an  | 729      | 24.0%     | 6.6%        | 385      | 24.9%     | 7.2%        | 344      | 23.0%     | 6.0%        | 176        | 22.4%     | 5.1%        |
| De 36 000 à moins de 45 000 euros par an  | 422      | 13.9%     | 6.1%        | 247      | 15.9%     | 6.7%        | 175      | 11.7%     | 5.3%        | 159        | 20.2%     | 5.2%        |
| De 45 000 à moins de 65 000 euros par an  | 387      | 12.7%     | 5.7%        | 227      | 14.7%     | 6.2%        | 160      | 10.7%     | 5.2%        | 192        | 24.5%     | 5.1%        |
| De 65 000 à moins de 80 000 euros par an  | 71       | 2.3%      | 3.6%        | 35       | 2.3%      | 3.1%        | 36       | 2.4%      | 4.4%        | 42         | 5.4%      | 3.2%        |
| De 80 000 à moins de 115 000 euros par an | 29       | 0.9%      | 2.3%        | 17       | 1.1%      | 2.3%        | 11       | 0.8%      | 2.3%        | 23         | 3.0%      | 2.6%        |
| 115 000 euros et plus par an              | 14       | 0.5%      | 2.8%        | 10       | 0.7%      | 3.5%        | 4        | 0.3%      | 1.9%        | 12         | 1.5%      | 2.6%        |
| Refus                                     | 228      | 7.5%      | 6.4%        | 114      | 7.3%      | 7.6%        | 114      | 7.6%      | 5.5%        | 62         | 7.9%      | 5.1%        |
| Ne sait pas                               | 74       | 2.4%      | 4.0%        | 36       | 2.3%      | 4.5%        | 39       | 2.6%      | 3.7%        | 31         | 3.9%      | 4.0%        |