

|                                   | Ensemble |           |             | Hommes   |           |             | Femmes   |           |             | FoyersCSP+ |           |             |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
|                                   | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers   | Structure | Pénétration |
| <b>Ensemble</b>                   | 768      | 100.0%    | 1.5%        | 594      | 100.0%    | 2.4%        | 174      | 100.0%    | 0.7%        | 280        | 100.0%    | 1.7%        |
| <b>Sexe</b>                       |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Homme</b>                      | 594      | 77.3%     | 2.4%        | 594      | 100.0%    | 2.4%        | 0        | -         | -           | 206        | 73.5%     | 2.3%        |
| <b>Femme</b>                      | 174      | 22.7%     | 0.7%        | 0        | -         | -           | 174      | 100.0%    | 0.7%        | 74         | 26.5%     | 0.9%        |
| <b>Age</b>                        |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>15 à 24 ans</b>                | 93       | 12.1%     | 1.3%        | 79       | 13.3%     | 2.1%        | 14       | 8.0%      | 0.4%        | 33         | 11.9%     | 1.1%        |
| <b>25 à 34 ans</b>                | 193      | 25.1%     | 2.5%        | 160      | 27.0%     | 4.2%        | 33       | 18.8%     | 0.8%        | 70         | 24.9%     | 2.0%        |
| <b>35 à 49 ans</b>                | 255      | 33.3%     | 2.0%        | 195      | 32.8%     | 3.1%        | 60       | 34.7%     | 0.9%        | 120        | 42.7%     | 2.0%        |
| <b>50 à 64 ans</b>                | 178      | 23.2%     | 1.5%        | 122      | 20.5%     | 2.1%        | 56       | 32.2%     | 0.9%        | 52         | 18.5%     | 1.3%        |
| <b>65 ans et plus</b>             | 49       | 6.3%      | 0.4%        | 38       | 6.4%      | 0.8%        | 11       | 6.3%      | 0.2%        | 6          | 2.0%      | 2.4%        |
| <b>Individu</b>                   |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Ménagère</b>                   | 154      | 20.1%     | 0.7%        | 0        | -         | -           | 154      | 88.6%     | 0.7%        | 73         | 26.0%     | 1.1%        |
| <b>Personne de Référence</b>      | 522      | 68.0%     | 1.8%        | 488      | 82.2%     | 2.4%        | 34       | 19.7%     | 0.4%        | 184        | 65.7%     | 2.2%        |
| <b>Responsable des achats</b>     | 457      | 59.4%     | 1.3%        | 302      | 50.8%     | 2.5%        | 155      | 88.7%     | 0.7%        | 153        | 54.7%     | 1.4%        |
| <b>PCS Individu</b>               |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Agriculteurs</b>               | 5        | 0.6%      | 0.9%        | 5        | 0.8%      | 1.4%        | 0        | -         | -           | 0          | -         | -           |
| <b>Petits patrons</b>             | 46       | 6.0%      | 2.8%        | 44       | 7.3%      | 3.7%        | 3        | 1.6%      | 0.6%        | 41         | 14.7%     | 2.8%        |
| <b>Affaires et Cadres</b>         | 63       | 8.2%      | 1.3%        | 47       | 7.8%      | 1.6%        | 16       | 9.4%      | 0.9%        | 59         | 21.0%     | 1.3%        |
| <b>Professions intermédiaires</b> | 133      | 17.3%     | 2.0%        | 99       | 16.7%     | 2.9%        | 34       | 19.3%     | 1.0%        | 118        | 41.9%     | 2.1%        |
| <b>Employés</b>                   | 127      | 16.5%     | 1.5%        | 65       | 11.0%     | 3.2%        | 62       | 35.3%     | 1.0%        | 24         | 8.4%      | 1.3%        |
| <b>Ouvriers</b>                   | 245      | 31.9%     | 3.8%        | 233      | 39.2%     | 4.6%        | 12       | 6.8%      | 0.9%        | 16         | 5.9%      | 4.4%        |
| <b>Retraités</b>                  | 81       | 10.6%     | 0.6%        | 62       | 10.5%     | 1.0%        | 19       | 11.0%     | 0.3%        | 1          | 0.5%      | 0.5%        |
| <b>Autres inactifs</b>            | 68       | 8.9%      | 0.7%        | 39       | 6.6%      | 1.1%        | 29       | 16.6%     | 0.4%        | 22         | 7.7%      | 0.7%        |
| <b>PCS Personne de Référence</b>  |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Agriculteurs</b>               | 12       | 1.6%      | 1.5%        | 6        | 1.0%      | 1.5%        | 6        | 3.6%      | 1.5%        | 0          | -         | -           |
| <b>Petits patrons</b>             | 66       | 8.6%      | 2.5%        | 56       | 9.4%      | 3.9%        | 10       | 5.8%      | 0.8%        | 66         | 23.5%     | 2.5%        |
| <b>Affaires et Cadres</b>         | 79       | 10.3%     | 1.2%        | 52       | 8.7%      | 1.5%        | 28       | 15.9%     | 0.8%        | 79         | 28.3%     | 1.2%        |
| <b>Professions intermédiaires</b> | 135      | 17.6%     | 1.8%        | 98       | 16.6%     | 2.5%        | 37       | 21.0%     | 1.0%        | 135        | 48.2%     | 1.8%        |
| <b>Employés</b>                   | 99       | 12.9%     | 1.9%        | 73       | 12.3%     | 3.3%        | 26       | 14.8%     | 0.8%        | 0          | -         | -           |
| <b>Ouvriers</b>                   | 232      | 30.2%     | 2.5%        | 208      | 35.1%     | 4.2%        | 24       | 13.8%     | 0.5%        | 0          | -         | -           |
| <b>Retraités</b>                  | 127      | 16.6%     | 0.9%        | 87       | 14.6%     | 1.3%        | 40       | 23.1%     | 0.5%        | 0          | -         | -           |
| <b>Autres inactifs</b>            | 17       | 2.3%      | 0.4%        | 14       | 2.3%      | 1.0%        | 4        | 2.0%      | 0.1%        | 0          | -         | -           |

|  | Ensemble |           |             | Hommes   |           |             | Femmes   |           |             | FoyersCSP+ |           |             |
|--|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
|  | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers   | Structure | Pénétration |
| <b>Taille du Foyer</b>                       |          |           |             |          |           |             |          |           |             |            |           |             |
| 1 personne                                   | 97       | 12.6%     | 1.0%        | 81       | 13.6%     | 2.0%        | 16       | 9.2%      | 0.3%        | 21         | 7.4%      | 1.2%        |
| 2 personnes                                  | 207      | 27.0%     | 1.2%        | 157      | 26.4%     | 1.8%        | 51       | 29.1%     | 0.6%        | 65         | 23.3%     | 1.5%        |
| 3 personnes                                  | 182      | 23.7%     | 2.0%        | 136      | 22.9%     | 3.0%        | 46       | 26.2%     | 1.0%        | 68         | 24.1%     | 1.8%        |
| 4 personnes                                  | 174      | 22.6%     | 1.9%        | 136      | 23.0%     | 3.0%        | 37       | 21.4%     | 0.8%        | 82         | 29.4%     | 1.8%        |
| 5 personnes et +                             | 108      | 14.0%     | 2.1%        | 83       | 14.0%     | 3.4%        | 25       | 14.1%     | 0.9%        | 44         | 15.7%     | 1.8%        |
| <b>Présence d'enfants de moins de 15 ans</b> |          |           |             |          |           |             |          |           |             |            |           |             |
| Oui  | 311      | 40.5%     | 2.0%        | 245      | 41.2%     | 3.4%        | 66       | 38.1%     | 0.8%        | 142        | 50.5%     | 1.9%        |
| Non  | 457      | 59.5%     | 1.3%        | 349      | 58.8%     | 2.0%        | 108      | 61.9%     | 0.6%        | 139        | 49.5%     | 1.5%        |
| <b>Habitat</b>                               |          |           |             |          |           |             |          |           |             |            |           |             |
| Communes rurales                             | 204      | 26.6%     | 1.7%        | 164      | 27.7%     | 2.9%        | 40       | 23.0%     | 0.7%        | 75         | 26.7%     | 2.2%        |
| Agglo. - 20 000 hab                          | 158      | 20.6%     | 1.8%        | 116      | 19.5%     | 2.7%        | 42       | 24.2%     | 0.9%        | 60         | 21.3%     | 2.3%        |
| Agglo. 20 000 à 100 000 hab                  | 100      | 13.0%     | 1.5%        | 78       | 13.1%     | 2.3%        | 22       | 12.5%     | 0.6%        | 36         | 12.7%     | 1.8%        |
| Agglo. + 100 000 hab                         | 214      | 27.9%     | 1.4%        | 163      | 27.5%     | 2.3%        | 51       | 29.2%     | 0.6%        | 67         | 23.7%     | 1.3%        |
| Agglo. Paris                                 | 92       | 12.0%     | 1.1%        | 73       | 12.2%     | 1.8%        | 19       | 11.1%     | 0.4%        | 44         | 15.6%     | 1.1%        |

|  | Ensemble |           |             | Hommes   |           |             | Femmes   |           |             | FoyersCSP+ |           |             |
|--|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
|  | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers   | Structure | Pénétration |
| <b>Région d'habitation</b>             |          |           |             |          |           |             |          |           |             |            |           |             |
| Ile-de-France                          | 107      | 13.9%     | 1.1%        | 87       | 14.6%     | 1.9%        | 21       | 11.8%     | 0.4%        | 51         | 18.2%     | 1.2%        |
| Nord-Pas-de-Calais                     | 46       | 6.0%      | 1.4%        | 39       | 6.7%      | 2.6%        | 7        | 3.9%      | 0.4%        | 15         | 5.2%      | 1.6%        |
| Lorraine                               | 37       | 4.8%      | 1.9%        | 30       | 5.1%      | 3.2%        | 7        | 4.0%      | 0.7%        | 14         | 5.0%      | 2.5%        |
| Alsace                                 | 22       | 2.9%      | 1.5%        | 19       | 3.3%      | 2.7%        | 3        | 1.6%      | 0.4%        | 10         | 3.6%      | 2.0%        |
| Franche-Comté                          | 22       | 2.8%      | 2.3%        | 13       | 2.2%      | 2.8%        | 9        | 5.0%      | 1.8%        | 2          | 0.8%      | 0.9%        |
| Champagne-Ardenne                      | 21       | 2.8%      | 2.0%        | 16       | 2.7%      | 3.1%        | 5        | 3.1%      | 1.0%        | 7          | 2.5%      | 2.3%        |
| Picardie                               | 23       | 2.9%      | 1.5%        | 17       | 2.9%      | 2.3%        | 5        | 3.1%      | 0.7%        | 10         | 3.7%      | 2.3%        |
| Bourgogne                              | 26       | 3.3%      | 1.9%        | 19       | 3.3%      | 3.0%        | 6        | 3.6%      | 0.9%        | 6          | 2.2%      | 1.7%        |
| Haute-Normandie                        | 22       | 2.8%      | 1.5%        | 19       | 3.3%      | 2.7%        | 2        | 1.3%      | 0.3%        | 10         | 3.4%      | 2.2%        |
| Basse-Normandie                        | 23       | 3.0%      | 1.9%        | 19       | 3.2%      | 3.2%        | 4        | 2.5%      | 0.7%        | 6          | 2.2%      | 1.8%        |
| Centre                                 | 24       | 3.1%      | 1.1%        | 17       | 2.9%      | 1.7%        | 6        | 3.6%      | 0.6%        | 7          | 2.4%      | 1.1%        |
| Pays de la Loire                       | 48       | 6.2%      | 1.7%        | 36       | 6.0%      | 2.6%        | 12       | 7.1%      | 0.8%        | 20         | 7.2%      | 2.5%        |
| Bretagne                               | 46       | 6.0%      | 1.8%        | 40       | 6.8%      | 3.2%        | 6        | 3.5%      | 0.4%        | 16         | 5.6%      | 2.0%        |
| Poitou-Charentes                       | 27       | 3.5%      | 1.8%        | 21       | 3.5%      | 2.9%        | 6        | 3.6%      | 0.8%        | 11         | 4.0%      | 2.9%        |
| Aquitaine                              | 36       | 4.6%      | 1.3%        | 27       | 4.5%      | 2.1%        | 9        | 5.0%      | 0.6%        | 5          | 1.8%      | 0.6%        |
| Midi-Pyrénées                          | 45       | 5.8%      | 1.9%        | 29       | 4.8%      | 2.5%        | 16       | 9.3%      | 1.3%        | 17         | 6.2%      | 2.2%        |
| Limousin                               | 19       | 2.4%      | 2.9%        | 14       | 2.4%      | 4.8%        | 4        | 2.4%      | 1.3%        | 7          | 2.5%      | 4.4%        |
| Auvergne                               | 20       | 2.6%      | 1.8%        | 13       | 2.2%      | 2.4%        | 7        | 4.2%      | 1.3%        | 6          | 2.1%      | 1.9%        |
| Rhône-Alpes                            | 62       | 8.0%      | 1.2%        | 36       | 6.0%      | 1.5%        | 26       | 14.8%     | 1.0%        | 28         | 9.8%      | 1.6%        |
| Languedoc-Roussillon                   | 28       | 3.6%      | 1.3%        | 26       | 4.4%      | 2.5%        | 1        | 0.8%      | 0.1%        | 7          | 2.5%      | 1.1%        |
| Provence-Alpes-Côte-d'Azur-Corse       | 66       | 8.6%      | 1.5%        | 56       | 9.5%      | 2.8%        | 10       | 5.8%      | 0.4%        | 25         | 9.1%      | 1.8%        |
| <b>Habitudes de connexion Internet</b> |          |           |             |          |           |             |          |           |             |            |           |             |
| Tous les jours                         | 487      | 63.4%     | 1.8%        | 369      | 62.1%     | 2.6%        | 118      | 67.8%     | 0.9%        | 234        | 83.4%     | 1.8%        |
| Presque tous les jours                 | 94       | 12.2%     | 1.5%        | 72       | 12.1%     | 2.5%        | 22       | 12.6%     | 0.7%        | 20         | 7.2%      | 0.8%        |
| 1 à 2 fois par semaine                 | 68       | 8.9%      | 2.1%        | 52       | 8.8%      | 3.7%        | 16       | 9.1%      | 0.9%        | 17         | 6.2%      | 1.9%        |
| 1 à 3 fois par mois                    | 5        | 0.6%      | 0.5%        | 4        | 0.8%      | 1.2%        | 0        | 0.2%      | 0.1%        | 0          | -         | -           |
| Moins souvent                          | 25       | 3.2%      | 1.9%        | 24       | 4.0%      | 4.0%        | 1        | 0.8%      | 0.2%        | 2          | 0.8%      | 1.7%        |
| Jamais                                 | 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               | 12       | 1.6%      | 0.5%        | 7        | 1.1%      | 0.7%        | 6        | 3.3%      | 0.4%        | 0          | -         | -           |
| De 9 000 à moins de 12 000 euros par an   | 36       | 4.7%      | 1.1%        | 26       | 4.5%      | 2.4%        | 9        | 5.4%      | 0.4%        | 5          | 1.7%      | 2.0%        |
| De 12 000 à moins de 18 000 euros par an  | 66       | 8.6%      | 1.0%        | 54       | 9.0%      | 1.8%        | 13       | 7.4%      | 0.3%        | 10         | 3.5%      | 1.2%        |
| De 18 000 à moins de 24 000 euros par an  | 144      | 18.8%     | 2.0%        | 116      | 19.5%     | 3.3%        | 28       | 16.3%     | 0.7%        | 31         | 10.9%     | 1.9%        |
| De 24 000 à moins de 36 000 euros par an  | 181      | 23.5%     | 1.6%        | 141      | 23.8%     | 2.5%        | 39       | 22.6%     | 0.7%        | 56         | 20.1%     | 1.5%        |
| De 36 000 à moins de 45 000 euros par an  | 107      | 14.0%     | 1.7%        | 90       | 15.2%     | 2.7%        | 17       | 9.6%      | 0.6%        | 45         | 16.0%     | 1.6%        |
| De 45 000 à moins de 65 000 euros par an  | 118      | 15.4%     | 2.1%        | 90       | 15.2%     | 2.8%        | 28       | 16.1%     | 1.1%        | 70         | 24.9%     | 2.0%        |
| De 65 000 à moins de 80 000 euros par an  | 30       | 3.9%      | 1.9%        | 19       | 3.3%      | 2.0%        | 11       | 6.1%      | 1.8%        | 20         | 7.2%      | 1.8%        |
| De 80 000 à moins de 115 000 euros par an | 15       | 1.9%      | 1.5%        | 10       | 1.7%      | 1.7%        | 5        | 2.8%      | 1.2%        | 13         | 4.5%      | 1.6%        |
| 115 000 euros et plus par an              | 5        | 0.6%      | 1.0%        | 5        | 0.8%      | 1.7%        | 0        | -         | -           | 5          | 1.7%      | 1.1%        |
| Refus                                     | 41       | 5.4%      | 1.2%        | 28       | 4.8%      | 2.1%        | 13       | 7.4%      | 0.7%        | 21         | 7.5%      | 1.8%        |
| Ne sait pas                               | 12       | 1.6%      | 0.8%        | 7        | 1.2%      | 1.1%        | 5        | 2.9%      | 0.6%        | 6          | 2.0%      | 1.0%        |