

|                                   | Ensemble |           |             | Hommes   |           |             | Femmes   |           |             | FoyersCSP+ |           |             |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
|                                   | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers   | Structure | Pénétration |
| <b>Ensemble</b>                   | 1213     | 100.0%    | 2.4%        | 595      | 100.0%    | 2.4%        | 619      | 100.0%    | 2.3%        | 293        | 100.0%    | 1.7%        |
| <b>Sexe</b>                       |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Homme</b>                      | 595      | 49.0%     | 2.4%        | 595      | 100.0%    | 2.4%        | 0        | -         | -           | 156        | 53.4%     | 1.8%        |
| <b>Femme</b>                      | 619      | 51.0%     | 2.3%        | 0        | -         | -           | 619      | 100.0%    | 2.3%        | 136        | 46.6%     | 1.7%        |
| <b>Age</b>                        |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>15 à 24 ans</b>                | 97       | 8.0%      | 1.3%        | 56       | 9.5%      | 1.5%        | 41       | 6.6%      | 1.1%        | 46         | 15.8%     | 1.5%        |
| <b>25 à 34 ans</b>                | 143      | 11.8%     | 1.9%        | 73       | 12.2%     | 1.9%        | 70       | 11.4%     | 1.8%        | 59         | 20.1%     | 1.7%        |
| <b>35 à 49 ans</b>                | 297      | 24.5%     | 2.3%        | 167      | 28.1%     | 2.7%        | 130      | 21.0%     | 2.0%        | 105        | 36.0%     | 1.7%        |
| <b>50 à 64 ans</b>                | 319      | 26.3%     | 2.6%        | 142      | 23.9%     | 2.4%        | 177      | 28.7%     | 2.8%        | 79         | 26.9%     | 1.9%        |
| <b>65 ans et plus</b>             | 357      | 29.4%     | 3.2%        | 157      | 26.3%     | 3.3%        | 200      | 32.3%     | 3.2%        | 3          | 1.2%      | 1.5%        |
| <b>Individu</b>                   |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Ménagère</b>                   | 570      | 47.0%     | 2.4%        | 0        | -         | -           | 570      | 92.1%     | 2.4%        | 123        | 42.2%     | 1.8%        |
| <b>Personne de Référence</b>      | 663      | 54.6%     | 2.3%        | 504      | 84.7%     | 2.5%        | 159      | 25.7%     | 2.0%        | 145        | 49.7%     | 1.7%        |
| <b>Responsable des achats</b>     | 848      | 69.9%     | 2.4%        | 276      | 46.3%     | 2.3%        | 572      | 92.5%     | 2.5%        | 191        | 65.3%     | 1.8%        |
| <b>PCS Individu</b>               |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Agriculteurs</b>               | 20       | 1.6%      | 3.7%        | 5        | 0.9%      | 1.6%        | 14       | 2.3%      | 7.1%        | 0          | -         | -           |
| <b>Petits patrons</b>             | 49       | 4.0%      | 2.9%        | 37       | 6.1%      | 3.1%        | 12       | 2.0%      | 2.6%        | 41         | 14.0%     | 2.7%        |
| <b>Affaires et Cadres</b>         | 45       | 3.7%      | 1.0%        | 27       | 4.5%      | 0.9%        | 19       | 3.0%      | 1.0%        | 41         | 14.1%     | 0.9%        |
| <b>Professions intermédiaires</b> | 135      | 11.1%     | 2.0%        | 78       | 13.2%     | 2.3%        | 56       | 9.1%      | 1.7%        | 112        | 38.4%     | 2.0%        |
| <b>Employés</b>                   | 217      | 17.9%     | 2.6%        | 46       | 7.7%      | 2.3%        | 171      | 27.7%     | 2.7%        | 47         | 16.0%     | 2.6%        |
| <b>Ouvriers</b>                   | 184      | 15.2%     | 2.9%        | 150      | 25.3%     | 3.0%        | 34       | 5.5%      | 2.4%        | 11         | 3.9%      | 3.1%        |
| <b>Retraités</b>                  | 420      | 34.6%     | 3.3%        | 192      | 32.4%     | 3.2%        | 227      | 36.8%     | 3.5%        | 4          | 1.2%      | 1.4%        |
| <b>Autres inactifs</b>            | 143      | 11.8%     | 1.4%        | 59       | 9.9%      | 1.7%        | 85       | 13.7%     | 1.3%        | 36         | 12.4%     | 1.2%        |
| <b>PCS Personne de Référence</b>  |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Agriculteurs</b>               | 20       | 1.7%      | 2.5%        | 5        | 0.8%      | 1.3%        | 15       | 2.5%      | 3.6%        | 0          | -         | -           |
| <b>Petits patrons</b>             | 64       | 5.2%      | 2.4%        | 40       | 6.8%      | 2.8%        | 23       | 3.7%      | 1.9%        | 64         | 21.7%     | 2.4%        |
| <b>Affaires et Cadres</b>         | 70       | 5.8%      | 1.0%        | 33       | 5.6%      | 1.0%        | 37       | 6.0%      | 1.1%        | 70         | 24.0%     | 1.0%        |
| <b>Professions intermédiaires</b> | 159      | 13.1%     | 2.1%        | 83       | 13.9%     | 2.1%        | 76       | 12.3%     | 2.1%        | 159        | 54.3%     | 2.1%        |
| <b>Employés</b>                   | 105      | 8.6%      | 2.0%        | 49       | 8.3%      | 2.2%        | 56       | 9.0%      | 1.8%        | 0          | -         | -           |
| <b>Ouvriers</b>                   | 242      | 19.9%     | 2.6%        | 133      | 22.3%     | 2.7%        | 109      | 17.6%     | 2.4%        | 0          | -         | -           |
| <b>Retraités</b>                  | 490      | 40.4%     | 3.3%        | 223      | 37.5%     | 3.4%        | 267      | 43.2%     | 3.3%        | 0          | -         | -           |
| <b>Autres inactifs</b>            | 64       | 5.3%      | 1.6%        | 28       | 4.8%      | 2.0%        | 35       | 5.7%      | 1.4%        | 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>                            | 200      | 16.5%     | 2.1%        | 87       | 14.6%     | 2.1%        | 114      | 18.4%     | 2.1%        | 28         | 9.5%      | 1.6%        |
| <b>2 personnes</b>                           | 483      | 39.8%     | 2.7%        | 231      | 38.9%     | 2.6%        | 251      | 40.6%     | 2.7%        | 56         | 19.2%     | 1.3%        |
| <b>3 personnes</b>                           | 214      | 17.6%     | 2.3%        | 108      | 18.2%     | 2.3%        | 106      | 17.1%     | 2.3%        | 77         | 26.5%     | 2.1%        |
| <b>4 personnes</b>                           | 235      | 19.4%     | 2.6%        | 126      | 21.1%     | 2.7%        | 109      | 17.7%     | 2.4%        | 99         | 33.7%     | 2.1%        |
| <b>5 personnes et +</b>                      | 81       | 6.7%      | 1.6%        | 43       | 7.2%      | 1.8%        | 39       | 6.2%      | 1.4%        | 33         | 11.2%     | 1.3%        |
| <b>Présence d'enfants de moins de 15 ans</b> |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Oui</b>                                   | 309      | 25.5%     | 2.0%        | 154      | 25.9%     | 2.1%        | 155      | 25.0%     | 1.8%        | 130        | 44.6%     | 1.7%        |
| <b>Non</b>                                   | 904      | 74.5%     | 2.6%        | 440      | 74.1%     | 2.6%        | 464      | 75.0%     | 2.6%        | 162        | 55.4%     | 1.7%        |
| <b>Habitat</b>                               |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Communes rurales</b>                      | 342      | 28.2%     | 2.9%        | 150      | 25.2%     | 2.7%        | 192      | 31.0%     | 3.1%        | 63         | 21.6%     | 1.9%        |
| <b>Agglo. - 20 000 hab</b>                   | 253      | 20.8%     | 2.8%        | 122      | 20.6%     | 2.9%        | 130      | 21.1%     | 2.8%        | 67         | 23.0%     | 2.6%        |
| <b>Agglo. 20 000 à 100 000 hab</b>           | 264      | 21.7%     | 3.9%        | 132      | 22.2%     | 3.9%        | 131      | 21.2%     | 3.8%        | 69         | 23.7%     | 3.5%        |
| <b>Agglo. + 100 000 hab</b>                  | 353      | 29.1%     | 2.3%        | 187      | 31.5%     | 2.6%        | 165      | 26.7%     | 2.1%        | 93         | 31.6%     | 1.8%        |
| <b>Agglo. Paris</b>                          | 3        | 0.2%      | 0.0%        | 3        | 0.4%      | 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        | 0.4%      | 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%      | 0.0%        | 0        | 0.1%      | 0.1%        | 0        | -         | -           | 0          | 0.1%      | 0.2%        |
| Champagne-Ardenne                      | 0        | -         | -           | 0        | -         | -           | 0        | -         | -           | 0          | -         | -           |
| Picardie                               | 0        | -         | -           | 0        | -         | -           | 0        | -         | -           | 0          | -         | -           |
| Bourgogne                              | 5        | 0.4%      | 0.4%        | 5        | 0.8%      | 0.8%        | 0        | -         | -           | 0          | -         | -           |
| Haute-Normandie                        | 0        | -         | -           | 0        | -         | -           | 0        | -         | -           | 0          | -         | -           |
| Basse-Normandie                        | 0        | -         | -           | 0        | -         | -           | 0        | -         | -           | 0          | -         | -           |
| Centre                                 | 0        | -         | -           | 0        | -         | -           | 0        | -         | -           | 0          | -         | -           |
| Pays de la Loire                       | 0        | -         | -           | 0        | -         | -           | 0        | -         | -           | 0          | -         | -           |
| Bretagne                               | 0        | -         | -           | 0        | -         | -           | 0        | -         | -           | 0          | -         | -           |
| Poitou-Charentes                       | 1        | 0.1%      | 0.1%        | 0        | -         | -           | 1        | 0.1%      | 0.1%        | 0          | -         | -           |
| Aquitaine                              | 0        | -         | -           | 0        | -         | -           | 0        | -         | -           | 0          | -         | -           |
| Midi-Pyrénées                          | 0        | -         | -           | 0        | -         | -           | 0        | -         | -           | 0          | -         | -           |
| Limousin                               | 0        | -         | -           | 0        | -         | -           | 0        | -         | -           | 0          | -         | -           |
| Auvergne                               | 0        | -         | -           | 0        | -         | -           | 0        | -         | -           | 0          | -         | -           |
| Rhône-Alpes                            | 1071     | 88.3%     | 21.3%       | 518      | 87.1%     | 21.4%       | 553      | 89.4%     | 21.2%       | 262        | 89.6%     | 15.2%       |
| Languedoc-Roussillon                   | 8        | 0.6%      | 0.3%        | 4        | 0.7%      | 0.4%        | 3        | 0.6%      | 0.3%        | 3          | 1.0%      | 0.5%        |
| Provence-Alpes-Côte-d'Azur-Corse       | 125      | 10.3%     | 2.9%        | 65       | 10.9%     | 3.2%        | 61       | 9.8%      | 2.7%        | 27         | 9.2%      | 1.9%        |
| <b>Habitudes de connexion Internet</b> |          |           |             |          |           |             |          |           |             |            |           |             |
| Tous les jours                         | 544      | 44.9%     | 2.0%        | 283      | 47.7%     | 2.0%        | 261      | 42.2%     | 1.9%        | 214        | 72.9%     | 1.7%        |
| Presque tous les jours                 | 125      | 10.3%     | 2.1%        | 56       | 9.4%      | 1.9%        | 69       | 11.2%     | 2.2%        | 34         | 11.7%     | 1.4%        |
| 1 à 2 fois par semaine                 | 95       | 7.8%      | 3.0%        | 52       | 8.7%      | 3.6%        | 43       | 7.0%      | 2.4%        | 32         | 10.9%     | 3.6%        |
| 1 à 3 fois par mois                    | 25       | 2.1%      | 2.9%        | 13       | 2.2%      | 3.5%        | 12       | 2.0%      | 2.5%        | 5          | 1.7%      | 2.6%        |
| Moins souvent                          | 37       | 3.1%      | 2.8%        | 22       | 3.7%      | 3.7%        | 16       | 2.5%      | 2.1%        | 3          | 0.9%      | 2.1%        |
| Jamais                                 | 6        | 0.5%      | 2.7%        | 3        | 0.5%      | 2.5%        | 2        | 0.4%      | 3.0%        | 3          | 1.1%      | 15.7%       |

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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               | 32       | 2.7%      | 1.4%        | 11       | 1.8%      | 1.1%        | 22       | 3.5%      | 1.6%        | 2          | 0.7%      | 1.0%        |
| De 9 000 à moins de 12 000 euros par an   | 78       | 6.4%      | 2.4%        | 17       | 2.8%      | 1.5%        | 61       | 9.9%      | 2.8%        | 7          | 2.5%      | 2.9%        |
| De 12 000 à moins de 18 000 euros par an  | 185      | 15.2%     | 2.7%        | 92       | 15.5%     | 3.1%        | 93       | 15.0%     | 2.4%        | 8          | 2.7%      | 1.0%        |
| De 18 000 à moins de 24 000 euros par an  | 190      | 15.7%     | 2.6%        | 106      | 17.8%     | 3.0%        | 85       | 13.7%     | 2.2%        | 33         | 11.4%     | 2.1%        |
| De 24 000 à moins de 36 000 euros par an  | 306      | 25.2%     | 2.7%        | 138      | 23.1%     | 2.5%        | 169      | 27.3%     | 2.9%        | 87         | 29.8%     | 2.3%        |
| De 36 000 à moins de 45 000 euros par an  | 155      | 12.8%     | 2.4%        | 93       | 15.6%     | 2.7%        | 62       | 10.0%     | 2.1%        | 39         | 13.4%     | 1.4%        |
| De 45 000 à moins de 65 000 euros par an  | 112      | 9.2%      | 1.9%        | 68       | 11.4%     | 2.1%        | 44       | 7.1%      | 1.7%        | 58         | 19.7%     | 1.7%        |
| De 65 000 à moins de 80 000 euros par an  | 24       | 2.0%      | 1.6%        | 12       | 2.1%      | 1.3%        | 12       | 1.9%      | 2.0%        | 17         | 5.9%      | 1.6%        |
| De 80 000 à moins de 115 000 euros par an | 9        | 0.7%      | 0.9%        | 4        | 0.7%      | 0.7%        | 5        | 0.8%      | 1.2%        | 7          | 2.3%      | 0.8%        |
| 115 000 euros et plus par an              | 2        | 0.1%      | 0.4%        | 2        | 0.3%      | 0.6%        | 0        | -         | -           | 2          | 0.6%      | 0.4%        |
| Refus                                     | 89       | 7.3%      | 2.7%        | 34       | 5.7%      | 2.5%        | 55       | 8.8%      | 2.8%        | 25         | 8.7%      | 2.2%        |
| Ne sait pas                               | 31       | 2.5%      | 2.0%        | 19       | 3.2%      | 2.8%        | 12       | 1.9%      | 1.3%        | 7          | 2.4%      | 1.3%        |