

|                                   | Ensemble |           |             | Hommes   |           |             | Femmes   |           |             | FoyersCSP+ |           |             |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
|                                   | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers   | Structure | Pénétration |
| <b>ENSEMBLE</b>                   | 764      | 100.0%    | 1.5%        | 285      | 100.0%    | 1.2%        | 478      | 100.0%    | 1.8%        | 105        | 100.0%    | 0.6%        |
| <b>Sexe</b>                       |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Homme</b>                      | 285      | 37.4%     | 1.2%        | 285      | 100.0%    | 1.2%        | 0        | 0.0%      | 0.0%        | 39         | 37.7%     | 0.4%        |
| <b>Femme</b>                      | 478      | 62.6%     | 1.8%        | 0        | 0.0%      | 0.0%        | 478      | 100.0%    | 1.8%        | 65         | 62.3%     | 0.8%        |
| <b>Age</b>                        |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>15 à 24 ans</b>                | 34       | 4.4%      | 0.5%        | 8        | 2.8%      | 0.2%        | 25       | 5.3%      | 0.7%        | 19         | 18.1%     | 0.6%        |
| <b>25 à 34 ans</b>                | 28       | 3.7%      | 0.4%        | 13       | 4.5%      | 0.3%        | 15       | 3.2%      | 0.4%        | 9          | 9.0%      | 0.3%        |
| <b>35 à 49 ans</b>                | 77       | 10.1%     | 0.6%        | 41       | 14.5%     | 0.7%        | 36       | 7.5%      | 0.6%        | 34         | 32.3%     | 0.5%        |
| <b>50 à 59 ans</b>                | 93       | 12.2%     | 1.0%        | 29       | 10.1%     | 0.6%        | 64       | 13.4%     | 1.4%        | 32         | 30.3%     | 0.9%        |
| <b>60 ans et plus</b>             | 532      | 69.7%     | 3.6%        | 194      | 68.1%     | 3.1%        | 338      | 70.6%     | 4.1%        | 11         | 10.3%     | 1.5%        |
| <b>Individu</b>                   |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Ménagères</b>                  | 451      | 59.0%     | 1.9%        | 0        | 0.0%      | 0.0%        | 451      | 94.2%     | 1.9%        | 51         | 48.4%     | 0.7%        |
| <b>Personne de référence</b>      | 450      | 58.9%     | 1.6%        | 261      | 91.5%     | 1.3%        | 189      | 39.5%     | 2.4%        | 43         | 41.5%     | 0.5%        |
| <b>Responsable des achats</b>     | 620      | 81.2%     | 1.7%        | 169      | 59.2%     | 1.3%        | 451      | 94.3%     | 2.0%        | 74         | 70.4%     | 0.7%        |
| <b>PCS Individu</b>               |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Agriculteurs</b>               | 32       | 4.1%      | 5.9%        | 14       | 4.9%      | 3.8%        | 18       | 3.7%      | 10.4%       | 4          | 3.7%      | 16.9%       |
| <b>Petits patrons</b>             | 7        | 1.0%      | 0.5%        | 5        | 1.9%      | 0.5%        | 2        | 0.4%      | 0.4%        | 7          | 7.1%      | 0.5%        |
| <b>Affaires et Cadres</b>         | 27       | 3.6%      | 0.6%        | 16       | 5.5%      | 0.5%        | 12       | 2.5%      | 0.6%        | 23         | 22.4%     | 0.5%        |
| <b>Professions intermédiaires</b> | 30       | 3.9%      | 0.4%        | 12       | 4.3%      | 0.4%        | 17       | 3.6%      | 0.5%        | 24         | 23.3%     | 0.4%        |
| <b>Employés</b>                   | 75       | 9.8%      | 0.9%        | 17       | 5.9%      | 0.8%        | 58       | 12.1%     | 0.9%        | 15         | 14.6%     | 0.9%        |
| <b>Ouvriers</b>                   | 24       | 3.2%      | 0.4%        | 15       | 5.2%      | 0.3%        | 9        | 1.9%      | 0.6%        | 0          | 0.0%      | 0.0%        |
| <b>Retraités</b>                  | 449      | 58.8%     | 3.6%        | 186      | 65.1%     | 3.1%        | 263      | 55.1%     | 4.0%        | 6          | 5.6%      | 2.4%        |
| <b>Autres inactifs</b>            | 119      | 15.6%     | 1.2%        | 20       | 7.1%      | 0.6%        | 99       | 20.7%     | 1.5%        | 24         | 23.3%     | 0.8%        |
| <b>PCS Personne de référence</b>  |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Agriculteurs</b>               | 23       | 3.0%      | 2.9%        | 10       | 3.6%      | 2.5%        | 13       | 2.7%      | 3.3%        | 0          | 0.0%      | 0.0%        |
| <b>Petits patrons</b>             | 24       | 3.1%      | 0.9%        | 8        | 2.8%      | 0.6%        | 16       | 3.3%      | 1.2%        | 24         | 22.6%     | 0.9%        |
| <b>Affaires et Cadres</b>         | 44       | 5.7%      | 0.6%        | 16       | 5.5%      | 0.4%        | 28       | 5.9%      | 0.8%        | 44         | 41.8%     | 0.6%        |
| <b>Professions intermédiaires</b> | 37       | 4.9%      | 0.5%        | 16       | 5.5%      | 0.4%        | 22       | 4.5%      | 0.6%        | 37         | 35.6%     | 0.5%        |
| <b>Employés</b>                   | 30       | 4.0%      | 0.6%        | 13       | 4.5%      | 0.6%        | 17       | 3.6%      | 0.5%        | 0          | 0.0%      | 0.0%        |
| <b>Ouvriers</b>                   | 48       | 6.2%      | 0.5%        | 14       | 4.8%      | 0.3%        | 34       | 7.1%      | 0.8%        | 0          | 0.0%      | 0.0%        |
| <b>Retraités</b>                  | 497      | 65.1%     | 3.4%        | 199      | 69.9%     | 3.0%        | 298      | 62.2%     | 3.7%        | 0          | 0.0%      | 0.0%        |
| <b>Autres inactifs</b>            | 61       | 8.0%      | 1.5%        | 10       | 3.4%      | 0.7%        | 51       | 10.7%     | 2.1%        | 0          | 0.0%      | 0.0%        |

|  | Ensemble |           |             | Hommes   |           |             | Femmes   |           |             | FoyersCSP+ |           |             |
|--|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
|  | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers   | Structure | Pénétration |
| <b>Taille du foyer</b>                       |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>1 personne</b>                            | 219      | 28.7%     | 2.3%        | 64       | 22.3%     | 1.5%        | 156      | 32.5%     | 2.8%        | 6          | 5.8%      | 0.3%        |
| <b>2 personnes</b>                           | 398      | 52.1%     | 2.2%        | 160      | 55.9%     | 1.8%        | 238      | 49.8%     | 2.6%        | 35         | 33.0%     | 0.8%        |
| <b>3 personnes</b>                           | 70       | 9.2%      | 0.8%        | 29       | 10.3%     | 0.6%        | 41       | 8.5%      | 0.9%        | 15         | 14.7%     | 0.4%        |
| <b>4 personnes</b>                           | 46       | 6.0%      | 0.5%        | 22       | 7.8%      | 0.5%        | 23       | 4.9%      | 0.5%        | 25         | 23.7%     | 0.5%        |
| <b>5 personnes et +</b>                      | 31       | 4.0%      | 0.6%        | 10       | 3.6%      | 0.4%        | 20       | 4.3%      | 0.7%        | 24         | 22.7%     | 0.9%        |
| <b>Présence d'enfants de moins de 15 ans</b> |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Oui</b>                                   | 79       | 10.3%     | 0.5%        | 31       | 11.0%     | 0.4%        | 47       | 9.9%      | 0.6%        | 43         | 41.6%     | 0.6%        |
| <b>Non</b>                                   | 685      | 89.7%     | 1.9%        | 254      | 89.0%     | 1.5%        | 431      | 90.1%     | 2.3%        | 61         | 58.4%     | 0.6%        |
| <b>Habitat</b>                               |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Communes rurales</b>                      | 267      | 35.0%     | 2.3%        | 91       | 32.0%     | 1.7%        | 176      | 36.8%     | 2.9%        | 32         | 30.9%     | 1.0%        |
| <b>Agglo. - 20 000 hab</b>                   | 124      | 16.3%     | 1.4%        | 55       | 19.2%     | 1.3%        | 69       | 14.5%     | 1.5%        | 25         | 23.5%     | 0.9%        |
| <b>Agglo. 20 000 à 100 000 hab</b>           | 132      | 17.3%     | 1.9%        | 44       | 15.4%     | 1.3%        | 88       | 18.5%     | 2.5%        | 13         | 12.3%     | 0.6%        |
| <b>Agglo. + 100 000 hab</b>                  | 175      | 22.9%     | 1.1%        | 72       | 25.3%     | 1.0%        | 102      | 21.4%     | 1.3%        | 22         | 20.8%     | 0.4%        |
| <b>Agglo. Paris</b>                          | 65       | 8.5%      | 0.8%        | 23       | 8.1%      | 0.6%        | 42       | 8.8%      | 1.0%        | 13         | 12.5%     | 0.3%        |

|  | Ensemble |           |             | Hommes   |           |             | Femmes   |           |             | FoyersCSP+ |           |             |
|--|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
|  | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers   | Structure | Pénétration |
| <b>Régions INSEE</b>                     |          |           |             |          |           |             |          |           |             |            |           |             |
| Ile de France                            | 68       | 8.9%      | 0.7%        | 23       | 8.1%      | 0.5%        | 45       | 9.4%      | 0.9%        | 16         | 15.0%     | 0.4%        |
| Nord Pas de Calais                       | 56       | 7.4%      | 1.8%        | 27       | 9.3%      | 1.8%        | 30       | 6.2%      | 1.8%        | 6          | 5.9%      | 0.7%        |
| Lorraine                                 | 40       | 5.3%      | 2.1%        | 14       | 4.8%      | 1.5%        | 26       | 5.5%      | 2.7%        | 7          | 6.8%      | 1.3%        |
| Alsace                                   | 14       | 1.8%      | 0.9%        | 4        | 1.5%      | 0.6%        | 9        | 2.0%      | 1.2%        | 1          | 1.0%      | 0.2%        |
| Franche-Comté                            | 22       | 2.9%      | 2.3%        | 9        | 3.3%      | 2.0%        | 13       | 2.7%      | 2.6%        | 2          | 1.5%      | 0.6%        |
| Champagne Ardennes                       | 23       | 3.0%      | 2.1%        | 10       | 3.5%      | 1.9%        | 13       | 2.8%      | 2.4%        | 1          | 1.2%      | 0.4%        |
| Picardie                                 | 28       | 3.6%      | 1.8%        | 13       | 4.5%      | 1.7%        | 15       | 3.1%      | 1.9%        | 5          | 5.1%      | 1.2%        |
| Bourgogne                                | 31       | 4.0%      | 2.3%        | 13       | 4.6%      | 2.0%        | 18       | 3.7%      | 2.5%        | 3          | 3.3%      | 0.9%        |
| Haute Normandie                          | 10       | 1.3%      | 0.7%        | 4        | 1.3%      | 0.5%        | 7        | 1.4%      | 0.9%        | 0          | 0.0%      | 0.0%        |
| Basse Normandie                          | 29       | 3.8%      | 2.4%        | 11       | 3.9%      | 1.9%        | 18       | 3.8%      | 2.9%        | 2          | 2.1%      | 0.7%        |
| Centre                                   | 30       | 3.9%      | 1.4%        | 15       | 5.3%      | 1.5%        | 15       | 3.1%      | 1.4%        | 2          | 1.5%      | 0.2%        |
| Pays de Loire                            | 81       | 10.6%     | 2.8%        | 29       | 10.3%     | 2.1%        | 52       | 10.8%     | 3.4%        | 10         | 9.3%      | 1.1%        |
| Bretagne                                 | 39       | 5.1%      | 1.5%        | 12       | 4.1%      | 0.9%        | 27       | 5.6%      | 2.0%        | 4          | 4.1%      | 0.6%        |
| Poitou Charentes                         | 19       | 2.4%      | 1.3%        | 3        | 1.2%      | 0.5%        | 15       | 3.2%      | 2.0%        | 0          | 0.0%      | 0.0%        |
| Aquitaine                                | 39       | 5.2%      | 1.5%        | 12       | 4.1%      | 0.9%        | 28       | 5.8%      | 2.0%        | 7          | 6.2%      | 0.8%        |
| Midi Pyrénées                            | 36       | 4.8%      | 1.5%        | 15       | 5.2%      | 1.3%        | 22       | 4.5%      | 1.7%        | 8          | 7.9%      | 1.0%        |
| Limousin                                 | 14       | 1.9%      | 2.3%        | 3        | 1.1%      | 1.0%        | 11       | 2.4%      | 3.5%        | 1          | 0.7%      | 0.5%        |
| Auvergne                                 | 11       | 1.5%      | 1.0%        | 5        | 1.9%      | 1.0%        | 6        | 1.2%      | 1.0%        | 2          | 1.5%      | 0.5%        |
| Rhône Alpes                              | 115      | 15.0%     | 2.3%        | 39       | 13.7%     | 1.6%        | 76       | 15.8%     | 2.9%        | 24         | 23.1%     | 1.3%        |
| Languedoc Roussillon                     | 20       | 2.6%      | 0.9%        | 7        | 2.3%      | 0.6%        | 14       | 2.8%      | 1.2%        | 3          | 2.9%      | 0.4%        |
| Provence Alpes Côte d'Azur.<br>Corse     | 38       | 4.9%      | 0.9%        | 17       | 6.0%      | 0.8%        | 21       | 4.3%      | 0.9%        | 1          | 1.0%      | 0.1%        |
| <b>Habitudes de connexion à Internet</b> |          |           |             |          |           |             |          |           |             |            |           |             |
| Tous les jours                           | 257      | 33.6%     | 0.9%        | 105      | 36.6%     | 0.7%        | 152      | 31.8%     | 1.1%        | 78         | 74.5%     | 0.6%        |
| Presque tous les jours                   | 71       | 9.3%      | 1.1%        | 32       | 11.2%     | 1.1%        | 39       | 8.1%      | 1.2%        | 14         | 13.5%     | 0.6%        |
| 1 à 2 fois par semaine                   | 38       | 5.0%      | 1.2%        | 17       | 5.9%      | 1.2%        | 21       | 4.4%      | 1.2%        | 5          | 4.6%      | 0.5%        |
| 1 à 3 fois par mois                      | 12       | 1.6%      | 1.4%        | 3        | 1.0%      | 0.7%        | 9        | 1.9%      | 1.9%        | 3          | 2.9%      | 1.9%        |
| Moins souvent                            | 23       | 3.1%      | 1.9%        | 4        | 1.5%      | 0.8%        | 19       | 4.0%      | 2.8%        | 1          | 1.4%      | 1.2%        |
| Jamais                                   | 8        | 1.1%      | 6.5%        | 5        | 1.9%      | 8.9%        | 3        | 0.6%      | 4.3%        | 0          | 0.0%      | 0.0%        |

|   | Ensemble |           |             | Hommes   |           |             | Femmes   |           |             | FoyersCSP+ |           |             |
|---|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
|   | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers   | Structure | Pénétration |
| <b>Revenus du foyer</b>                   |          |           |             |          |           |             |          |           |             |            |           |             |
| Moins de 9 000 euros par an               | 36       | 4.7%      | 1.8%        | 5        | 1.9%      | 0.7%        | 31       | 6.4%      | 2.5%        | 0          | 0.3%      | 0.2%        |
| De 9 000 à moins de 12 000 euros par an   | 71       | 9.3%      | 2.1%        | 33       | 11.6%     | 2.8%        | 38       | 8.0%      | 1.8%        | 0          | 0.0%      | 0.0%        |
| De 12 000 à moins de 18 000 euros par an  | 139      | 18.2%     | 2.2%        | 45       | 15.7%     | 1.7%        | 94       | 19.7%     | 2.5%        | 1          | 0.7%      | 0.1%        |
| De 18 000 à moins de 24 000 euros par an  | 141      | 18.5%     | 2.0%        | 53       | 18.5%     | 1.6%        | 88       | 18.5%     | 2.3%        | 12         | 11.7%     | 0.8%        |
| De 24 000 à moins de 36 000 euros par an  | 156      | 20.4%     | 1.3%        | 50       | 17.6%     | 0.9%        | 106      | 22.1%     | 1.8%        | 28         | 26.5%     | 0.7%        |
| De 36 000 à moins de 45 000 euros par an  | 67       | 8.8%      | 1.0%        | 31       | 10.8%     | 0.8%        | 36       | 7.6%      | 1.2%        | 21         | 19.7%     | 0.7%        |
| De 45 000 à moins de 65 000 euros par an  | 59       | 7.8%      | 0.9%        | 33       | 11.6%     | 0.9%        | 26       | 5.5%      | 1.0%        | 21         | 19.7%     | 0.6%        |
| De 65 000 à moins de 80 000 euros par an  | 6        | 0.8%      | 0.4%        | 3        | 1.1%      | 0.3%        | 3        | 0.6%      | 0.4%        | 3          | 3.2%      | 0.3%        |
| De 80 000 à moins de 115 000 euros par an | 9        | 1.2%      | 1.0%        | 5        | 1.9%      | 1.0%        | 4        | 0.8%      | 0.9%        | 7          | 6.3%      | 0.9%        |
| 115 000 euros et plus par an              | 3        | 0.4%      | 0.8%        | 3        | 1.2%      | 1.2%        | 0        | 0.0%      | 0.0%        | 3          | 3.2%      | 0.8%        |
| Refus                                     | 39       | 5.1%      | 1.2%        | 12       | 4.4%      | 1.0%        | 27       | 5.6%      | 1.4%        | 6          | 5.5%      | 0.5%        |
| Ne sait pas                               | 37       | 4.8%      | 2.3%        | 11       | 3.9%      | 1.7%        | 26       | 5.3%      | 2.7%        | 3          | 3.1%      | 0.6%        |