

|                                   | Ensemble |           |             | Hommes   |           |             | Femmes   |           |             | FoyersCSP+ |           |             |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
|                                   | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers   | Structure | Pénétration |
| <b>ENSEMBLE</b>                   | 3940     | 100.0%    | 7.7%        | 2272     | 100.0%    | 9.2%        | 1668     | 100.0%    | 6.2%        | 1908       | 100.0%    | 11.0%       |
| <b>Sexe</b>                       |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Homme</b>                      | 2272     | 57.7%     | 9.2%        | 2272     | 100.0%    | 9.2%        | 0        | 0.0%      | 0.0%        | 1107       | 58.0%     | 12.6%       |
| <b>Femme</b>                      | 1668     | 42.3%     | 6.2%        | 0        | 0.0%      | 0.0%        | 1668     | 100.0%    | 6.2%        | 802        | 42.0%     | 9.3%        |
| <b>Age</b>                        |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>15 à 24 ans</b>                | 767      | 19.5%     | 10.5%       | 479      | 21.1%     | 12.9%       | 287      | 17.2%     | 7.9%        | 440        | 23.0%     | 14.0%       |
| <b>25 à 34 ans</b>                | 614      | 15.6%     | 8.0%        | 389      | 17.1%     | 10.4%       | 226      | 13.5%     | 5.8%        | 350        | 18.3%     | 10.5%       |
| <b>35 à 49 ans</b>                | 1007     | 25.6%     | 8.0%        | 573      | 25.2%     | 9.3%        | 434      | 26.0%     | 6.8%        | 608        | 31.9%     | 9.8%        |
| <b>50 à 59 ans</b>                | 757      | 19.2%     | 8.3%        | 419      | 18.4%     | 9.2%        | 339      | 20.3%     | 7.4%        | 406        | 21.3%     | 10.6%       |
| <b>60 ans et plus</b>             | 795      | 20.2%     | 5.4%        | 412      | 18.1%     | 6.4%        | 383      | 23.0%     | 4.6%        | 104        | 5.5%      | 11.6%       |
| <b>Individu</b>                   |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Ménagères</b>                  | 1342     | 34.1%     | 5.8%        | 0        | 0.0%      | 0.0%        | 1342     | 80.5%     | 5.8%        | 614        | 32.2%     | 8.7%        |
| <b>Personne de référence</b>      | 2124     | 53.9%     | 7.6%        | 1710     | 75.3%     | 8.5%        | 413      | 24.8%     | 5.3%        | 934        | 48.9%     | 11.3%       |
| <b>Responsable des achats</b>     | 2496     | 63.4%     | 7.0%        | 1164     | 51.2%     | 9.2%        | 1332     | 79.9%     | 5.9%        | 1133       | 59.4%     | 10.3%       |
| <b>PCS Individu</b>               |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Agriculteurs</b>               | 26       | 0.7%      | 5.0%        | 19       | 0.8%      | 4.9%        | 7        | 0.4%      | 5.5%        | 5          | 0.2%      | 30.7%       |
| <b>Petits patrons</b>             | 144      | 3.7%      | 8.9%        | 104      | 4.6%      | 9.1%        | 40       | 2.4%      | 8.4%        | 132        | 6.9%      | 9.3%        |
| <b>Affaires et Cadres</b>         | 603      | 15.3%     | 11.9%       | 386      | 17.0%     | 13.1%       | 217      | 13.0%     | 10.2%       | 543        | 28.4%     | 11.8%       |
| <b>Professions intermédiaires</b> | 654      | 16.6%     | 9.5%        | 373      | 16.4%     | 10.9%       | 281      | 16.8%     | 8.1%        | 571        | 29.9%     | 10.2%       |
| <b>Employés</b>                   | 494      | 12.5%     | 6.0%        | 168      | 7.4%      | 8.1%        | 327      | 19.6%     | 5.3%        | 129        | 6.7%      | 7.0%        |
| <b>Ouvriers</b>                   | 354      | 9.0%      | 5.5%        | 314      | 13.8%     | 6.2%        | 41       | 2.4%      | 3.0%        | 27         | 1.4%      | 6.6%        |
| <b>Retraités</b>                  | 667      | 16.9%     | 5.3%        | 362      | 15.9%     | 6.1%        | 306      | 18.3%     | 4.6%        | 29         | 1.5%      | 10.6%       |
| <b>Autres inactifs</b>            | 997      | 25.3%     | 9.7%        | 547      | 24.1%     | 14.5%       | 449      | 26.9%     | 6.9%        | 473        | 24.8%     | 14.8%       |
| <b>PCS Personne de référence</b>  |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Agriculteurs</b>               | 37       | 0.9%      | 4.5%        | 24       | 1.1%      | 5.4%        | 13       | 0.8%      | 3.5%        | 0          | 0.0%      | 0.0%        |
| <b>Petits patrons</b>             | 240      | 6.1%      | 9.1%        | 139      | 6.1%      | 10.5%       | 101      | 6.0%      | 7.8%        | 240        | 12.6%     | 9.1%        |
| <b>Affaires et Cadres</b>         | 900      | 22.8%     | 12.5%       | 495      | 21.8%     | 14.0%       | 405      | 24.3%     | 11.1%       | 900        | 47.2%     | 12.5%       |
| <b>Professions intermédiaires</b> | 768      | 19.5%     | 10.2%       | 472      | 20.8%     | 12.2%       | 296      | 17.7%     | 8.1%        | 768        | 40.3%     | 10.2%       |
| <b>Employés</b>                   | 392      | 9.9%      | 7.3%        | 203      | 8.9%      | 9.0%        | 189      | 11.3%     | 6.0%        | 0          | 0.0%      | 0.0%        |
| <b>Ouvriers</b>                   | 514      | 13.1%     | 5.4%        | 337      | 14.8%     | 6.6%        | 177      | 10.6%     | 4.1%        | 0          | 0.0%      | 0.0%        |
| <b>Retraités</b>                  | 795      | 20.2%     | 5.5%        | 424      | 18.7%     | 6.5%        | 370      | 22.2%     | 4.7%        | 0          | 0.0%      | 0.0%        |
| <b>Autres inactifs</b>            | 294      | 7.5%      | 7.2%        | 177      | 7.8%      | 11.2%       | 117      | 7.0%      | 4.7%        | 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>                            | 616      | 15.6%     | 6.2%        | 327      | 14.4%     | 7.7%        | 289      | 17.3%     | 5.0%        | 172        | 9.0%      | 9.3%        |
| <b>2 personnes</b>                           | 1261     | 32.0%     | 7.1%        | 717      | 31.5%     | 8.3%        | 545      | 32.7%     | 5.9%        | 448        | 23.5%     | 10.3%       |
| <b>3 personnes</b>                           | 724      | 18.4%     | 8.0%        | 449      | 19.7%     | 9.7%        | 276      | 16.5%     | 6.2%        | 378        | 19.8%     | 10.1%       |
| <b>4 personnes</b>                           | 809      | 20.5%     | 8.7%        | 480      | 21.1%     | 10.5%       | 329      | 19.7%     | 7.0%        | 545        | 28.5%     | 11.4%       |
| <b>5 personnes et +</b>                      | 530      | 13.4%     | 9.9%        | 300      | 13.2%     | 11.4%       | 230      | 13.8%     | 8.5%        | 365        | 19.2%     | 13.6%       |
| <b>Présence d'enfants de moins de 15 ans</b> |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Oui</b>                                   | 1275     | 32.4%     | 8.3%        | 746      | 32.9%     | 10.2%       | 529      | 31.7%     | 6.5%        | 846        | 44.3%     | 10.9%       |
| <b>Non</b>                                   | 2665     | 67.6%     | 7.4%        | 1525     | 67.1%     | 8.8%        | 1139     | 68.3%     | 6.1%        | 1062       | 55.7%     | 11.0%       |
| <b>Habitat</b>                               |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Communes rurales</b>                      | 756      | 19.2%     | 6.4%        | 427      | 18.8%     | 7.6%        | 329      | 19.7%     | 5.4%        | 345        | 18.1%     | 10.6%       |
| <b>Agglo. - 20 000 hab</b>                   | 604      | 15.3%     | 6.7%        | 352      | 15.5%     | 8.2%        | 252      | 15.1%     | 5.4%        | 283        | 14.9%     | 11.3%       |
| <b>Agglo. 20 000 à 100 000 hab</b>           | 472      | 12.0%     | 6.8%        | 281      | 12.4%     | 8.6%        | 191      | 11.4%     | 5.2%        | 189        | 9.9%      | 10.1%       |
| <b>Agglo. + 100 000 hab</b>                  | 1369     | 34.7%     | 8.9%        | 822      | 36.2%     | 11.1%       | 547      | 32.8%     | 6.9%        | 672        | 35.2%     | 11.8%       |
| <b>Agglo. Paris</b>                          | 738      | 18.7%     | 8.7%        | 389      | 17.1%     | 9.6%        | 349      | 20.9%     | 7.9%        | 419        | 21.9%     | 10.3%       |

|  | Ensemble |           |             | Hommes   |           |             | Femmes   |           |             | FoyersCSP+ |           |             |
|--|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
|  | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers   | Structure | Pénétration |
| <b>Régions INSEE</b>                     |          |           |             |          |           |             |          |           |             |            |           |             |
| Ile de France                            | 830      | 21.1%     | 8.7%        | 438      | 19.3%     | 9.6%        | 392      | 23.5%     | 7.9%        | 464        | 24.3%     | 10.5%       |
| Nord Pas de Calais                       | 169      | 4.3%      | 5.3%        | 90       | 4.0%      | 5.9%        | 79       | 4.7%      | 4.7%        | 77         | 4.1%      | 8.3%        |
| Lorraine                                 | 162      | 4.1%      | 8.4%        | 92       | 4.0%      | 9.8%        | 70       | 4.2%      | 7.1%        | 77         | 4.0%      | 14.3%       |
| Alsace                                   | 105      | 2.7%      | 6.9%        | 47       | 2.1%      | 6.4%        | 58       | 3.5%      | 7.5%        | 39         | 2.0%      | 8.4%        |
| Franche-Comté                            | 73       | 1.9%      | 7.7%        | 42       | 1.9%      | 9.2%        | 31       | 1.9%      | 6.4%        | 22         | 1.1%      | 8.1%        |
| Champagne Ardennes                       | 84       | 2.1%      | 7.8%        | 56       | 2.5%      | 10.9%       | 27       | 1.6%      | 4.9%        | 30         | 1.6%      | 10.4%       |
| Picardie                                 | 111      | 2.8%      | 7.2%        | 68       | 3.0%      | 9.2%        | 43       | 2.6%      | 5.4%        | 54         | 2.8%      | 12.1%       |
| Bourgogne                                | 99       | 2.5%      | 7.3%        | 65       | 2.9%      | 10.0%       | 34       | 2.0%      | 4.8%        | 48         | 2.5%      | 13.0%       |
| Haute Normandie                          | 101      | 2.6%      | 6.8%        | 71       | 3.1%      | 10.0%       | 30       | 1.8%      | 3.9%        | 44         | 2.3%      | 9.7%        |
| Basse Normandie                          | 54       | 1.4%      | 4.5%        | 33       | 1.5%      | 5.7%        | 21       | 1.3%      | 3.4%        | 39         | 2.0%      | 11.2%       |
| Centre                                   | 135      | 3.4%      | 6.4%        | 91       | 4.0%      | 9.0%        | 44       | 2.6%      | 4.1%        | 62         | 3.3%      | 10.0%       |
| Pays de Loire                            | 199      | 5.0%      | 6.8%        | 123      | 5.4%      | 8.7%        | 76       | 4.5%      | 5.0%        | 102        | 5.4%      | 10.7%       |
| Bretagne                                 | 210      | 5.3%      | 7.9%        | 110      | 4.8%      | 8.6%        | 100      | 6.0%      | 7.3%        | 100        | 5.2%      | 13.0%       |
| Poitou Charentes                         | 91       | 2.3%      | 6.1%        | 60       | 2.6%      | 8.4%        | 31       | 1.9%      | 4.0%        | 40         | 2.1%      | 10.0%       |
| Aquitaine                                | 178      | 4.5%      | 6.5%        | 120      | 5.3%      | 9.2%        | 59       | 3.5%      | 4.1%        | 90         | 4.7%      | 10.4%       |
| Midi Pyrénées                            | 198      | 5.0%      | 8.2%        | 101      | 4.5%      | 8.7%        | 97       | 5.8%      | 7.7%        | 97         | 5.1%      | 12.1%       |
| Limousin                                 | 44       | 1.1%      | 7.0%        | 25       | 1.1%      | 8.4%        | 19       | 1.1%      | 5.8%        | 12         | 0.6%      | 7.9%        |
| Auvergne                                 | 71       | 1.8%      | 6.3%        | 44       | 1.9%      | 8.1%        | 28       | 1.7%      | 4.7%        | 29         | 1.5%      | 9.6%        |
| Rhône Alpes                              | 464      | 11.8%     | 9.1%        | 272      | 12.0%     | 11.0%       | 192      | 11.5%     | 7.2%        | 223        | 11.7%     | 12.2%       |
| Languedoc Roussillon                     | 160      | 4.0%      | 7.1%        | 91       | 4.0%      | 8.6%        | 68       | 4.1%      | 5.8%        | 68         | 3.6%      | 9.6%        |
| Provence Alpes Côte d'Azur.<br>Corse     | 403      | 10.2%     | 9.3%        | 234      | 10.3%     | 11.4%       | 170      | 10.2%     | 7.5%        | 191        | 10.0%     | 13.5%       |
| <b>Habitudes de connexion à Internet</b> |          |           |             |          |           |             |          |           |             |            |           |             |
| Tous les jours                           | 2883     | 73.2%     | 8.9%        | 1710     | 75.3%     | 10.5%       | 1173     | 70.3%     | 7.3%        | 1568       | 82.2%     | 10.9%       |
| Presque tous les jours                   | 507      | 12.9%     | 8.6%        | 279      | 12.3%     | 9.9%        | 228      | 13.7%     | 7.4%        | 232        | 12.1%     | 11.6%       |
| 1 à 2 fois par semaine                   | 196      | 5.0%      | 7.5%        | 89       | 3.9%      | 7.9%        | 106      | 6.4%      | 7.2%        | 78         | 4.1%      | 11.7%       |
| 1 à 3 fois par mois                      | 32       | 0.8%      | 6.0%        | 16       | 0.7%      | 7.7%        | 16       | 1.0%      | 4.9%        | 4          | 0.2%      | 5.0%        |
| Moins souvent                            | 60       | 1.5%      | 6.6%        | 27       | 1.2%      | 7.0%        | 34       | 2.0%      | 6.3%        | 6          | 0.3%      | 8.1%        |
| Jamais                                   | 3        | 0.1%      | 2.9%        | 1        | 0.0%      | 1.2%        | 2        | 0.1%      | 5.0%        | 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               | 115      | 2.9%      | 6.2%        | 64       | 2.8%      | 8.8%        | 51       | 3.0%      | 4.5%        | 17         | 0.9%      | 10.3%       |
| De 9 000 à moins de 12 000 euros par an   | 133      | 3.4%      | 4.5%        | 94       | 4.1%      | 8.1%        | 39       | 2.4%      | 2.2%        | 29         | 1.5%      | 12.2%       |
| De 12 000 à moins de 18 000 euros par an  | 291      | 7.4%      | 4.9%        | 147      | 6.5%      | 5.9%        | 144      | 8.6%      | 4.2%        | 82         | 4.3%      | 12.4%       |
| De 18 000 à moins de 24 000 euros par an  | 405      | 10.3%     | 5.9%        | 202      | 8.9%      | 6.5%        | 204      | 12.2%     | 5.4%        | 129        | 6.8%      | 9.0%        |
| De 24 000 à moins de 36 000 euros par an  | 865      | 22.0%     | 7.8%        | 504      | 22.2%     | 9.4%        | 361      | 21.7%     | 6.3%        | 380        | 19.9%     | 11.1%       |
| De 36 000 à moins de 45 000 euros par an  | 574      | 14.6%     | 8.2%        | 338      | 14.9%     | 9.2%        | 236      | 14.1%     | 7.1%        | 303        | 15.9%     | 10.0%       |
| De 45 000 à moins de 65 000 euros par an  | 707      | 17.9%     | 10.5%       | 430      | 18.9%     | 11.6%       | 277      | 16.6%     | 9.1%        | 442        | 23.2%     | 11.7%       |
| De 65 000 à moins de 80 000 euros par an  | 202      | 5.1%      | 10.4%       | 122      | 5.4%      | 10.7%       | 80       | 4.8%      | 9.9%        | 149        | 7.8%      | 11.4%       |
| De 80 000 à moins de 115 000 euros par an | 126      | 3.2%      | 10.2%       | 77       | 3.4%      | 10.3%       | 49       | 2.9%      | 10.1%       | 86         | 4.5%      | 9.6%        |
| 115 000 euros et plus par an              | 70       | 1.8%      | 13.4%       | 37       | 1.6%      | 12.6%       | 33       | 2.0%      | 14.5%       | 62         | 3.3%      | 13.8%       |
| Refus                                     | 286      | 7.3%      | 8.0%        | 167      | 7.4%      | 11.2%       | 119      | 7.1%      | 5.8%        | 124        | 6.5%      | 10.3%       |
| Ne sait pas                               | 164      | 4.2%      | 8.9%        | 90       | 3.9%      | 11.3%       | 75       | 4.5%      | 7.1%        | 106        | 5.6%      | 13.9%       |