

|                                   | Ensemble |           |             | Hommes   |           |             | Femmes   |           |             | FoyersCSP+ |           |             |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
|                                   | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers   | Structure | Pénétration |
| <b>ENSEMBLE</b>                   | 560      | 100.0%    | 1.1%        | 373      | 100.0%    | 1.5%        | 187      | 100.0%    | 0.7%        | 338        | 100.0%    | 1.9%        |
| <b>Sexe</b>                       |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Homme</b>                      | 373      | 66.7%     | 1.5%        | 373      | 100.0%    | 1.5%        | 0        | 0.0%      | 0.0%        | 243        | 72.1%     | 2.8%        |
| <b>Femme</b>                      | 187      | 33.3%     | 0.7%        | 0        | 0.0%      | 0.0%        | 187      | 100.0%    | 0.7%        | 94         | 27.9%     | 1.1%        |
| <b>Age</b>                        |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>15 à 24 ans</b>                | 75       | 13.3%     | 1.0%        | 52       | 13.9%     | 1.4%        | 23       | 12.1%     | 0.6%        | 42         | 12.4%     | 1.3%        |
| <b>25 à 34 ans</b>                | 91       | 16.2%     | 1.2%        | 60       | 16.1%     | 1.6%        | 30       | 16.3%     | 0.8%        | 62         | 18.4%     | 1.9%        |
| <b>35 à 49 ans</b>                | 159      | 28.4%     | 1.3%        | 105      | 28.2%     | 1.7%        | 54       | 28.8%     | 0.8%        | 113        | 33.6%     | 1.8%        |
| <b>50 à 59 ans</b>                | 114      | 20.3%     | 1.2%        | 72       | 19.4%     | 1.6%        | 41       | 22.0%     | 0.9%        | 88         | 25.9%     | 2.3%        |
| <b>60 ans et plus</b>             | 122      | 21.8%     | 0.8%        | 83       | 22.3%     | 1.3%        | 39       | 20.8%     | 0.5%        | 33         | 9.7%      | 3.6%        |
| <b>Individu</b>                   |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Ménagères</b>                  | 165      | 29.4%     | 0.7%        | 0        | 0.0%      | 0.0%        | 165      | 88.2%     | 0.7%        | 82         | 24.4%     | 1.2%        |
| <b>Personne de référence</b>      | 358      | 63.9%     | 1.3%        | 317      | 84.9%     | 1.6%        | 41       | 22.0%     | 0.5%        | 227        | 67.3%     | 2.7%        |
| <b>Responsable des achats</b>     | 337      | 60.2%     | 1.0%        | 187      | 50.1%     | 1.5%        | 150      | 80.4%     | 0.7%        | 201        | 59.4%     | 1.8%        |
| <b>PCS Individu</b>               |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Agriculteurs</b>               | 5        | 0.9%      | 0.9%        | 3        | 0.8%      | 0.8%        | 2        | 0.9%      | 1.3%        | 2          | 0.5%      | 11.5%       |
| <b>Petits patrons</b>             | 26       | 4.6%      | 1.6%        | 25       | 6.8%      | 2.2%        | 1        | 0.3%      | 0.1%        | 25         | 7.3%      | 1.7%        |
| <b>Affaires et Cadres</b>         | 214      | 38.2%     | 4.2%        | 152      | 40.9%     | 5.2%        | 61       | 32.9%     | 2.9%        | 202        | 60.0%     | 4.4%        |
| <b>Professions intermédiaires</b> | 65       | 11.6%     | 0.9%        | 40       | 10.8%     | 1.2%        | 25       | 13.3%     | 0.7%        | 55         | 16.2%     | 1.0%        |
| <b>Employés</b>                   | 62       | 11.0%     | 0.7%        | 31       | 8.4%      | 1.5%        | 30       | 16.2%     | 0.5%        | 13         | 3.7%      | 0.7%        |
| <b>Ouvriers</b>                   | 25       | 4.4%      | 0.4%        | 23       | 6.0%      | 0.4%        | 2        | 1.2%      | 0.2%        | 4          | 1.3%      | 1.0%        |
| <b>Retraités</b>                  | 87       | 15.5%     | 0.7%        | 60       | 16.1%     | 1.0%        | 27       | 14.2%     | 0.4%        | 4          | 1.3%      | 1.6%        |
| <b>Autres inactifs</b>            | 77       | 13.8%     | 0.8%        | 38       | 10.2%     | 1.0%        | 39       | 20.9%     | 0.6%        | 33         | 9.7%      | 1.0%        |
| <b>PCS Personne de référence</b>  |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Agriculteurs</b>               | 3        | 0.6%      | 0.4%        | 3        | 0.7%      | 0.6%        | 0        | 0.3%      | 0.1%        | 0          | 0.0%      | 0.0%        |
| <b>Petits patrons</b>             | 39       | 7.0%      | 1.5%        | 29       | 7.8%      | 2.2%        | 10       | 5.2%      | 0.7%        | 39         | 11.5%     | 1.5%        |
| <b>Affaires et Cadres</b>         | 230      | 41.0%     | 3.2%        | 168      | 45.1%     | 4.7%        | 61       | 32.9%     | 1.7%        | 230        | 68.0%     | 3.2%        |
| <b>Professions intermédiaires</b> | 69       | 12.3%     | 0.9%        | 46       | 12.3%     | 1.2%        | 23       | 12.3%     | 0.6%        | 69         | 20.4%     | 0.9%        |
| <b>Employés</b>                   | 48       | 8.6%      | 0.9%        | 29       | 7.7%      | 1.3%        | 20       | 10.5%     | 0.6%        | 0          | 0.0%      | 0.0%        |
| <b>Ouvriers</b>                   | 38       | 6.8%      | 0.4%        | 23       | 6.2%      | 0.5%        | 15       | 7.8%      | 0.3%        | 0          | 0.0%      | 0.0%        |
| <b>Retraités</b>                  | 106      | 18.8%     | 0.7%        | 64       | 17.2%     | 1.0%        | 41       | 22.0%     | 0.5%        | 0          | 0.0%      | 0.0%        |
| <b>Autres inactifs</b>            | 28       | 5.0%      | 0.7%        | 11       | 2.9%      | 0.7%        | 17       | 9.0%      | 0.7%        | 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>                       |          |           |             |          |           |             |          |           |             |            |           |             |
| 1 personne                                   | 68       | 12.1%     | 0.7%        | 46       | 12.3%     | 1.1%        | 22       | 11.9%     | 0.4%        | 34         | 10.1%     | 1.8%        |
| 2 personnes                                  | 210      | 37.6%     | 1.2%        | 135      | 36.1%     | 1.6%        | 76       | 40.6%     | 0.8%        | 104        | 30.7%     | 2.4%        |
| 3 personnes                                  | 108      | 19.3%     | 1.2%        | 71       | 19.1%     | 1.5%        | 37       | 19.7%     | 0.8%        | 72         | 21.2%     | 1.9%        |
| 4 personnes                                  | 106      | 18.8%     | 1.1%        | 71       | 19.1%     | 1.6%        | 34       | 18.4%     | 0.7%        | 79         | 23.5%     | 1.7%        |
| 5 personnes et +                             | 68       | 12.1%     | 1.3%        | 50       | 13.5%     | 1.9%        | 18       | 9.5%      | 0.7%        | 49         | 14.5%     | 1.8%        |
| <b>Présence d'enfants de moins de 15 ans</b> |          |           |             |          |           |             |          |           |             |            |           |             |
| Oui  | 172      | 30.7%     | 1.1%        | 114      | 30.5%     | 1.6%        | 58       | 31.0%     | 0.7%        | 124        | 36.7%     | 1.6%        |
| Non  | 388      | 69.3%     | 1.1%        | 259      | 69.5%     | 1.5%        | 129      | 69.0%     | 0.7%        | 214        | 63.3%     | 2.2%        |
| <b>Habitat</b>                               |          |           |             |          |           |             |          |           |             |            |           |             |
| Communes rurales                             | 59       | 10.5%     | 0.5%        | 41       | 11.0%     | 0.7%        | 18       | 9.6%      | 0.3%        | 28         | 8.2%      | 0.9%        |
| Agglo. - 20 000 hab                          | 45       | 8.0%      | 0.5%        | 27       | 7.2%      | 0.6%        | 18       | 9.5%      | 0.4%        | 28         | 8.3%      | 1.1%        |
| Agglo. 20 000 à 100 000 hab                  | 42       | 7.6%      | 0.6%        | 28       | 7.6%      | 0.9%        | 14       | 7.4%      | 0.4%        | 19         | 5.6%      | 1.0%        |
| Agglo. + 100 000 hab                         | 165      | 29.4%     | 1.1%        | 111      | 29.7%     | 1.5%        | 54       | 28.9%     | 0.7%        | 92         | 27.4%     | 1.6%        |
| Agglo. Paris                                 | 249      | 44.5%     | 2.9%        | 166      | 44.5%     | 4.1%        | 83       | 44.6%     | 1.9%        | 171        | 50.6%     | 4.2%        |

|  | Ensemble |           |             | Hommes   |           |             | Femmes   |           |             | FoyersCSP+ |           |             |
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|  | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers   | Structure | Pénétration |
| <b>Régions INSEE</b>                     |          |           |             |          |           |             |          |           |             |            |           |             |
| Ile de France                            | 258      | 46.0%     | 2.7%        | 171      | 45.8%     | 3.8%        | 86       | 46.3%     | 1.7%        | 178        | 52.7%     | 4.0%        |
| Nord Pas de Calais                       | 26       | 4.6%      | 0.8%        | 23       | 6.0%      | 1.5%        | 3        | 1.8%      | 0.2%        | 11         | 3.2%      | 1.2%        |
| Lorraine                                 | 10       | 1.8%      | 0.5%        | 9        | 2.4%      | 1.0%        | 1        | 0.7%      | 0.1%        | 7          | 2.0%      | 1.3%        |
| Alsace                                   | 11       | 2.0%      | 0.8%        | 7        | 1.9%      | 1.0%        | 4        | 2.2%      | 0.5%        | 8          | 2.5%      | 1.8%        |
| Franche-Comté                            | 5        | 0.9%      | 0.6%        | 2        | 0.5%      | 0.4%        | 3        | 1.8%      | 0.7%        | 1          | 0.4%      | 0.5%        |
| Champagne Ardennes                       | 9        | 1.6%      | 0.8%        | 5        | 1.3%      | 1.0%        | 4        | 2.1%      | 0.7%        | 4          | 1.3%      | 1.6%        |
| Picardie                                 | 12       | 2.1%      | 0.8%        | 8        | 2.1%      | 1.1%        | 4        | 2.0%      | 0.5%        | 5          | 1.4%      | 1.1%        |
| Bourgogne                                | 10       | 1.7%      | 0.7%        | 6        | 1.7%      | 1.0%        | 3        | 1.7%      | 0.5%        | 5          | 1.4%      | 1.2%        |
| Haute Normandie                          | 10       | 1.8%      | 0.7%        | 5        | 1.4%      | 0.8%        | 5        | 2.5%      | 0.6%        | 4          | 1.1%      | 0.8%        |
| Basse Normandie                          | 6        | 1.1%      | 0.5%        | 4        | 1.2%      | 0.8%        | 2        | 1.0%      | 0.3%        | 5          | 1.4%      | 1.4%        |
| Centre                                   | 15       | 2.7%      | 0.7%        | 9        | 2.3%      | 0.9%        | 6        | 3.4%      | 0.6%        | 8          | 2.5%      | 1.4%        |
| Pays de Loire                            | 17       | 3.1%      | 0.6%        | 16       | 4.3%      | 1.1%        | 1        | 0.7%      | 0.1%        | 12         | 3.5%      | 1.2%        |
| Bretagne                                 | 12       | 2.2%      | 0.5%        | 8        | 2.0%      | 0.6%        | 5        | 2.6%      | 0.4%        | 4          | 1.3%      | 0.6%        |
| Poitou Charentes                         | 11       | 2.0%      | 0.7%        | 7        | 1.9%      | 1.0%        | 4        | 2.1%      | 0.5%        | 6          | 1.8%      | 1.6%        |
| Aquitaine                                | 20       | 3.6%      | 0.7%        | 9        | 2.5%      | 0.7%        | 11       | 5.8%      | 0.8%        | 10         | 2.8%      | 1.1%        |
| Midi Pyrénées                            | 13       | 2.3%      | 0.5%        | 9        | 2.5%      | 0.8%        | 4        | 2.0%      | 0.3%        | 7          | 2.1%      | 0.9%        |
| Limousin                                 | 4        | 0.8%      | 0.7%        | 4        | 1.0%      | 1.3%        | 1        | 0.3%      | 0.2%        | 3          | 0.8%      | 1.7%        |
| Auvergne                                 | 9        | 1.6%      | 0.8%        | 6        | 1.5%      | 1.0%        | 3        | 1.9%      | 0.6%        | 4          | 1.2%      | 1.3%        |
| Rhône Alpes                              | 46       | 8.1%      | 0.9%        | 27       | 7.2%      | 1.1%        | 19       | 10.0%     | 0.7%        | 30         | 8.9%      | 1.6%        |
| Languedoc Roussillon                     | 14       | 2.5%      | 0.6%        | 9        | 2.4%      | 0.8%        | 5        | 2.6%      | 0.4%        | 6          | 1.8%      | 0.8%        |
| Provence Alpes Côte d'Azur.<br>Corse     | 42       | 7.5%      | 1.0%        | 30       | 7.9%      | 1.4%        | 12       | 6.6%      | 0.5%        | 20         | 5.8%      | 1.4%        |
| <b>Habitudes de connexion à Internet</b> |          |           |             |          |           |             |          |           |             |            |           |             |
| Tous les jours                           | 489      | 87.3%     | 1.5%        | 325      | 87.1%     | 2.0%        | 164      | 87.9%     | 1.0%        | 319        | 94.5%     | 2.2%        |
| Presque tous les jours                   | 36       | 6.5%      | 0.6%        | 21       | 5.5%      | 0.7%        | 16       | 8.4%      | 0.5%        | 13         | 4.0%      | 0.7%        |
| 1 à 2 fois par semaine                   | 16       | 2.8%      | 0.6%        | 13       | 3.4%      | 1.1%        | 3        | 1.6%      | 0.2%        | 5          | 1.4%      | 0.7%        |
| 1 à 3 fois par mois                      | 2        | 0.3%      | 0.3%        | 1        | 0.3%      | 0.6%        | 1        | 0.3%      | 0.2%        | 0          | 0.1%      | 0.4%        |
| Moins souvent                            | 3        | 0.5%      | 0.3%        | 1        | 0.2%      | 0.2%        | 2        | 1.0%      | 0.3%        | 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               | 9        | 1.6%      | 0.5%        | 7        | 1.9%      | 1.0%        | 2        | 0.9%      | 0.1%        | 0          | 0.1%      | 0.2%        |
| De 9 000 à moins de 12 000 euros par an   | 14       | 2.5%      | 0.5%        | 8        | 2.2%      | 0.7%        | 6        | 3.2%      | 0.3%        | 4          | 1.2%      | 1.7%        |
| De 12 000 à moins de 18 000 euros par an  | 25       | 4.4%      | 0.4%        | 13       | 3.5%      | 0.5%        | 12       | 6.2%      | 0.3%        | 6          | 1.9%      | 1.0%        |
| De 18 000 à moins de 24 000 euros par an  | 30       | 5.3%      | 0.4%        | 23       | 6.1%      | 0.7%        | 7        | 3.9%      | 0.2%        | 12         | 3.5%      | 0.8%        |
| De 24 000 à moins de 36 000 euros par an  | 70       | 12.5%     | 0.6%        | 43       | 11.6%     | 0.8%        | 27       | 14.2%     | 0.5%        | 27         | 8.0%      | 0.8%        |
| De 36 000 à moins de 45 000 euros par an  | 56       | 10.0%     | 0.8%        | 34       | 9.1%      | 0.9%        | 22       | 11.6%     | 0.7%        | 32         | 9.4%      | 1.0%        |
| De 45 000 à moins de 65 000 euros par an  | 106      | 19.0%     | 1.6%        | 70       | 18.6%     | 1.9%        | 37       | 19.6%     | 1.2%        | 60         | 17.7%     | 1.6%        |
| De 65 000 à moins de 80 000 euros par an  | 62       | 11.0%     | 3.2%        | 41       | 11.1%     | 3.6%        | 20       | 10.8%     | 2.5%        | 53         | 15.7%     | 4.1%        |
| De 80 000 à moins de 115 000 euros par an | 67       | 12.0%     | 5.5%        | 55       | 14.7%     | 7.3%        | 13       | 6.7%      | 2.6%        | 57         | 16.9%     | 6.4%        |
| 115 000 euros et plus par an              | 51       | 9.1%      | 9.8%        | 43       | 11.5%     | 14.5%       | 8        | 4.4%      | 3.6%        | 43         | 12.8%     | 9.6%        |
| Refus                                     | 48       | 8.7%      | 1.4%        | 23       | 6.2%      | 1.5%        | 25       | 13.6%     | 1.2%        | 27         | 8.0%      | 2.2%        |
| Ne sait pas                               | 22       | 4.0%      | 1.2%        | 13       | 3.6%      | 1.7%        | 9        | 4.8%      | 0.8%        | 16         | 4.7%      | 2.1%        |