

LNM

|                                   | Ensemble |           |             | Hommes   |           |             | Femmes   |           |             | FoyersCSP+ |           |             |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
|                                   | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers   | Structure | Pénétration |
| <b>ENSEMBLE</b>                   | 2373     | 100.0%    | 4.6%        | 1363     | 100.0%    | 5.5%        | 1011     | 100.0%    | 3.8%        | 808        | 100.0%    | 4.7%        |
| <b>Sexe</b>                       |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Homme</b>                      | 1363     | 57.4%     | 5.5%        | 1363     | 100.0%    | 5.5%        | 0        | 0.0%      | 0.0%        | 469        | 58.1%     | 5.4%        |
| <b>Femme</b>                      | 1011     | 42.6%     | 3.8%        | 0        | 0.0%      | 0.0%        | 1011     | 100.0%    | 3.8%        | 338        | 41.9%     | 3.9%        |
| <b>Age</b>                        |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>15 à 24 ans</b>                | 283      | 11.9%     | 3.9%        | 141      | 10.3%     | 3.8%        | 142      | 14.0%     | 3.9%        | 121        | 15.0%     | 3.8%        |
| <b>25 à 34 ans</b>                | 395      | 16.6%     | 5.2%        | 218      | 16.0%     | 5.8%        | 177      | 17.5%     | 4.5%        | 167        | 20.7%     | 5.0%        |
| <b>35 à 49 ans</b>                | 591      | 24.9%     | 4.7%        | 358      | 26.2%     | 5.8%        | 233      | 23.1%     | 3.7%        | 266        | 32.9%     | 4.3%        |
| <b>50 à 59 ans</b>                | 464      | 19.6%     | 5.1%        | 295      | 21.7%     | 6.5%        | 169      | 16.7%     | 3.7%        | 187        | 23.2%     | 4.9%        |
| <b>60 ans et plus</b>             | 641      | 27.0%     | 4.3%        | 351      | 25.8%     | 5.4%        | 290      | 28.7%     | 3.5%        | 66         | 8.2%      | 7.3%        |
| <b>Individu</b>                   |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Ménagères</b>                  | 826      | 34.8%     | 3.6%        | 0        | 0.0%      | 0.0%        | 826      | 81.7%     | 3.6%        | 270        | 33.4%     | 3.8%        |
| <b>Personne de référence</b>      | 1395     | 58.8%     | 5.0%        | 1147     | 84.2%     | 5.7%        | 248      | 24.6%     | 3.2%        | 443        | 54.9%     | 5.3%        |
| <b>Responsable des achats</b>     | 1671     | 70.4%     | 4.7%        | 826      | 60.6%     | 6.5%        | 845      | 83.6%     | 3.7%        | 517        | 64.0%     | 4.7%        |
| <b>PCS Individu</b>               |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Agriculteurs</b>               | 1        | 0.0%      | 0.1%        | 1        | 0.1%      | 0.2%        | 0        | 0.0%      | 0.0%        | 0          | 0.0%      | 0.0%        |
| <b>Petits patrons</b>             | 108      | 4.5%      | 6.6%        | 88       | 6.4%      | 7.7%        | 20       | 2.0%      | 4.1%        | 99         | 12.3%     | 7.0%        |
| <b>Affaires et Cadres</b>         | 252      | 10.6%     | 5.0%        | 159      | 11.6%     | 5.4%        | 93       | 9.2%      | 4.4%        | 225        | 27.9%     | 4.9%        |
| <b>Professions intermédiaires</b> | 306      | 12.9%     | 4.5%        | 170      | 12.5%     | 5.0%        | 136      | 13.4%     | 3.9%        | 254        | 31.4%     | 4.5%        |
| <b>Employés</b>                   | 488      | 20.6%     | 5.9%        | 199      | 14.6%     | 9.6%        | 289      | 28.6%     | 4.7%        | 83         | 10.3%     | 4.5%        |
| <b>Ouvriers</b>                   | 330      | 13.9%     | 5.2%        | 275      | 20.2%     | 5.5%        | 55       | 5.5%      | 4.1%        | 21         | 2.6%      | 5.0%        |
| <b>Retraités</b>                  | 547      | 23.1%     | 4.4%        | 298      | 21.8%     | 5.1%        | 249      | 24.7%     | 3.8%        | 18         | 2.2%      | 6.5%        |
| <b>Autres inactifs</b>            | 342      | 14.4%     | 3.3%        | 173      | 12.7%     | 4.6%        | 168      | 16.6%     | 2.6%        | 108        | 13.4%     | 3.4%        |
| <b>PCS Personne de référence</b>  |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Agriculteurs</b>               | 5        | 0.2%      | 0.6%        | 1        | 0.1%      | 0.2%        | 4        | 0.4%      | 1.1%        | 0          | 0.0%      | 0.0%        |
| <b>Petits patrons</b>             | 146      | 6.2%      | 5.6%        | 90       | 6.6%      | 6.8%        | 56       | 5.5%      | 4.3%        | 146        | 18.1%     | 5.6%        |
| <b>Affaires et Cadres</b>         | 326      | 13.7%     | 4.5%        | 185      | 13.6%     | 5.2%        | 140      | 13.9%     | 3.8%        | 326        | 40.3%     | 4.5%        |
| <b>Professions intermédiaires</b> | 336      | 14.1%     | 4.5%        | 194      | 14.2%     | 5.0%        | 142      | 14.1%     | 3.9%        | 336        | 41.6%     | 4.5%        |
| <b>Employés</b>                   | 388      | 16.4%     | 7.2%        | 209      | 15.3%     | 9.3%        | 180      | 17.8%     | 5.7%        | 0          | 0.0%      | 0.0%        |
| <b>Ouvriers</b>                   | 408      | 17.2%     | 4.3%        | 265      | 19.5%     | 5.2%        | 143      | 14.1%     | 3.3%        | 0          | 0.0%      | 0.0%        |
| <b>Retraités</b>                  | 628      | 26.5%     | 4.4%        | 330      | 24.2%     | 5.1%        | 298      | 29.5%     | 3.8%        | 0          | 0.0%      | 0.0%        |
| <b>Autres inactifs</b>            | 136      | 5.7%      | 3.3%        | 89       | 6.5%      | 5.6%        | 48       | 4.7%      | 1.9%        | 0          | 0.0%      | 0.0%        |

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|  | 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>                            | 445      | 18.7%     | 4.5%        | 255      | 18.7%     | 6.1%        | 189      | 18.7%     | 3.3%        | 97         | 12.0%     | 5.3%        |
| <b>2 personnes</b>                           | 836      | 35.2%     | 4.7%        | 472      | 34.7%     | 5.5%        | 364      | 36.0%     | 4.0%        | 226        | 28.0%     | 5.2%        |
| <b>3 personnes</b>                           | 429      | 18.1%     | 4.7%        | 252      | 18.5%     | 5.5%        | 177      | 17.5%     | 4.0%        | 168        | 20.8%     | 4.5%        |
| <b>4 personnes</b>                           | 422      | 17.8%     | 4.5%        | 238      | 17.5%     | 5.2%        | 184      | 18.2%     | 3.9%        | 212        | 26.3%     | 4.4%        |
| <b>5 personnes et +</b>                      | 242      | 10.2%     | 4.5%        | 146      | 10.7%     | 5.5%        | 96       | 9.5%      | 3.6%        | 105        | 13.0%     | 3.9%        |
| <b>Présence d'enfants de moins de 15 ans</b> |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Oui</b>                                   | 678      | 28.6%     | 4.4%        | 391      | 28.7%     | 5.3%        | 287      | 28.4%     | 3.6%        | 307        | 38.0%     | 4.0%        |
| <b>Non</b>                                   | 1695     | 71.4%     | 4.7%        | 972      | 71.3%     | 5.6%        | 723      | 71.6%     | 3.9%        | 501        | 62.0%     | 5.2%        |
| <b>Habitat</b>                               |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Communes rurales</b>                      | 204      | 8.6%      | 1.7%        | 124      | 9.1%      | 2.2%        | 81       | 8.0%      | 1.3%        | 73         | 9.0%      | 2.2%        |
| <b>Agglo. - 20 000 hab</b>                   | 243      | 10.2%     | 2.7%        | 145      | 10.6%     | 3.4%        | 99       | 9.7%      | 2.1%        | 62         | 7.7%      | 2.5%        |
| <b>Agglo. 20 000 à 100 000 hab</b>           | 210      | 8.8%      | 3.0%        | 129      | 9.5%      | 4.0%        | 80       | 8.0%      | 2.2%        | 59         | 7.3%      | 3.1%        |
| <b>Agglo. + 100 000 hab</b>                  | 263      | 11.1%     | 1.7%        | 158      | 11.6%     | 2.1%        | 105      | 10.4%     | 1.3%        | 89         | 11.0%     | 1.6%        |
| <b>Agglo. Paris</b>                          | 1453     | 61.2%     | 17.1%       | 807      | 59.2%     | 19.9%       | 646      | 64.0%     | 14.6%       | 524        | 64.9%     | 13.0%       |

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|  | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers   | Structure | Pénétration |
| <b>Régions INSEE</b>                     |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Ile de France</b>                     | 1629     | 68.6%     | 17.1%       | 895      | 65.7%     | 19.7%       | 734      | 72.6%     | 14.7%       | 580        | 71.9%     | 13.1%       |
| <b>Nord Pas de Calais</b>                | 35       | 1.5%      | 1.1%        | 24       | 1.7%      | 1.6%        | 11       | 1.1%      | 0.6%        | 8          | 0.9%      | 0.8%        |
| <b>Lorraine</b>                          | 19       | 0.8%      | 1.0%        | 15       | 1.1%      | 1.6%        | 4        | 0.4%      | 0.4%        | 5          | 0.6%      | 0.9%        |
| <b>Alsace</b>                            | 12       | 0.5%      | 0.8%        | 9        | 0.7%      | 1.2%        | 3        | 0.3%      | 0.4%        | 6          | 0.7%      | 1.3%        |
| <b>Franche-Comté</b>                     | 3        | 0.1%      | 0.4%        | 3        | 0.2%      | 0.7%        | 0        | 0.0%      | 0.1%        | 0          | 0.0%      | 0.0%        |
| <b>Champagne Ardennes</b>                | 18       | 0.7%      | 1.6%        | 12       | 0.9%      | 2.3%        | 6        | 0.6%      | 1.0%        | 7          | 0.9%      | 2.5%        |
| <b>Picardie</b>                          | 156      | 6.6%      | 10.2%       | 94       | 6.9%      | 12.7%       | 61       | 6.1%      | 7.8%        | 40         | 4.9%      | 9.0%        |
| <b>Bourgogne</b>                         | 28       | 1.2%      | 2.0%        | 16       | 1.2%      | 2.4%        | 12       | 1.2%      | 1.7%        | 7          | 0.9%      | 1.9%        |
| <b>Haute Normandie</b>                   | 50       | 2.1%      | 3.4%        | 27       | 2.0%      | 3.8%        | 23       | 2.3%      | 3.0%        | 15         | 1.8%      | 3.2%        |
| <b>Basse Normandie</b>                   | 18       | 0.7%      | 1.5%        | 11       | 0.8%      | 1.8%        | 7        | 0.7%      | 1.1%        | 5          | 0.6%      | 1.4%        |
| <b>Centre</b>                            | 60       | 2.5%      | 2.9%        | 35       | 2.6%      | 3.5%        | 25       | 2.5%      | 2.3%        | 16         | 2.0%      | 2.5%        |
| <b>Pays de Loire</b>                     | 62       | 2.6%      | 2.1%        | 50       | 3.6%      | 3.5%        | 12       | 1.2%      | 0.8%        | 26         | 3.3%      | 2.8%        |
| <b>Bretagne</b>                          | 38       | 1.6%      | 1.4%        | 29       | 2.1%      | 2.3%        | 9        | 0.9%      | 0.7%        | 6          | 0.8%      | 0.8%        |
| <b>Poitou Charentes</b>                  | 19       | 0.8%      | 1.3%        | 13       | 1.0%      | 1.9%        | 6        | 0.6%      | 0.8%        | 8          | 1.0%      | 2.0%        |
| <b>Aquitaine</b>                         | 32       | 1.3%      | 1.2%        | 21       | 1.6%      | 1.6%        | 11       | 1.1%      | 0.7%        | 12         | 1.5%      | 1.4%        |
| <b>Midi Pyrénées</b>                     | 26       | 1.1%      | 1.1%        | 15       | 1.1%      | 1.3%        | 11       | 1.1%      | 0.9%        | 9          | 1.1%      | 1.1%        |
| <b>Limousin</b>                          | 9        | 0.4%      | 1.5%        | 6        | 0.4%      | 1.9%        | 4        | 0.4%      | 1.2%        | 0          | 0.0%      | 0.2%        |
| <b>Auvergne</b>                          | 13       | 0.5%      | 1.1%        | 7        | 0.5%      | 1.4%        | 5        | 0.5%      | 0.9%        | 4          | 0.5%      | 1.4%        |
| <b>Rhône Alpes</b>                       | 58       | 2.4%      | 1.1%        | 30       | 2.2%      | 1.2%        | 28       | 2.8%      | 1.1%        | 33         | 4.1%      | 1.8%        |
| <b>Languedoc Roussillon</b>              | 25       | 1.1%      | 1.1%        | 13       | 0.9%      | 1.2%        | 13       | 1.3%      | 1.1%        | 8          | 1.0%      | 1.2%        |
| <b>Provence Alpes Côte d'Azur. Corse</b> | 65       | 2.7%      | 1.5%        | 39       | 2.9%      | 1.9%        | 26       | 2.5%      | 1.1%        | 11         | 1.4%      | 0.8%        |
| <b>Habitudes de connexion à Internet</b> |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Tous les jours</b>                    | 1657     | 69.8%     | 5.1%        | 926      | 67.9%     | 5.7%        | 732      | 72.4%     | 4.5%        | 702        | 86.9%     | 4.9%        |
| <b>Presque tous les jours</b>            | 235      | 9.9%      | 4.0%        | 144      | 10.5%     | 5.1%        | 92       | 9.1%      | 3.0%        | 58         | 7.2%      | 2.9%        |
| <b>1 à 2 fois par semaine</b>            | 119      | 5.0%      | 4.5%        | 58       | 4.3%      | 5.2%        | 60       | 6.0%      | 4.1%        | 34         | 4.3%      | 5.2%        |
| <b>1 à 3 fois par mois</b>               | 19       | 0.8%      | 3.5%        | 12       | 0.9%      | 5.7%        | 7        | 0.7%      | 2.2%        | 1          | 0.1%      | 1.4%        |
| <b>Moins souvent</b>                     | 28       | 1.2%      | 3.0%        | 16       | 1.1%      | 4.1%        | 12       | 1.2%      | 2.2%        | 2          | 0.2%      | 2.0%        |
| <b>Jamais</b>                            | 5        | 0.2%      | 5.0%        | 1        | 0.1%      | 2.6%        | 4        | 0.3%      | 7.9%        | 0          | 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               | 62       | 2.6%      | 3.3%        | 37       | 2.7%      | 5.1%        | 25       | 2.5%      | 2.2%        | 7          | 0.9%      | 4.2%        |
| De 9 000 à moins de 12 000 euros par an   | 88       | 3.7%      | 3.0%        | 55       | 4.1%      | 4.8%        | 33       | 3.2%      | 1.8%        | 11         | 1.4%      | 4.9%        |
| De 12 000 à moins de 18 000 euros par an  | 189      | 8.0%      | 3.2%        | 107      | 7.8%      | 4.3%        | 82       | 8.1%      | 2.4%        | 23         | 2.8%      | 3.5%        |
| De 18 000 à moins de 24 000 euros par an  | 292      | 12.3%     | 4.3%        | 153      | 11.3%     | 4.9%        | 138      | 13.7%     | 3.7%        | 52         | 6.4%      | 3.6%        |
| De 24 000 à moins de 36 000 euros par an  | 513      | 21.6%     | 4.6%        | 282      | 20.7%     | 5.3%        | 231      | 22.8%     | 4.0%        | 148        | 18.4%     | 4.3%        |
| De 36 000 à moins de 45 000 euros par an  | 359      | 15.1%     | 5.2%        | 215      | 15.8%     | 5.9%        | 144      | 14.3%     | 4.4%        | 127        | 15.8%     | 4.2%        |
| De 45 000 à moins de 65 000 euros par an  | 401      | 16.9%     | 6.0%        | 246      | 18.0%     | 6.6%        | 155      | 15.4%     | 5.1%        | 185        | 22.9%     | 4.9%        |
| De 65 000 à moins de 80 000 euros par an  | 96       | 4.1%      | 5.0%        | 62       | 4.6%      | 5.5%        | 34       | 3.4%      | 4.2%        | 63         | 7.8%      | 4.8%        |
| De 80 000 à moins de 115 000 euros par an | 78       | 3.3%      | 6.4%        | 60       | 4.4%      | 8.1%        | 18       | 1.8%      | 3.7%        | 60         | 7.5%      | 6.8%        |
| 115 000 euros et plus par an              | 26       | 1.1%      | 5.0%        | 17       | 1.2%      | 5.6%        | 9        | 0.9%      | 4.1%        | 25         | 3.1%      | 5.5%        |
| Refus                                     | 200      | 8.4%      | 5.6%        | 103      | 7.6%      | 6.9%        | 96       | 9.5%      | 4.7%        | 67         | 8.2%      | 5.5%        |
| Ne sait pas                               | 69       | 2.9%      | 3.7%        | 24       | 1.8%      | 3.0%        | 45       | 4.4%      | 4.2%        | 39         | 4.9%      | 5.1%        |