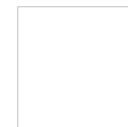
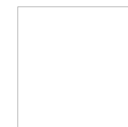


|                                   | Ensemble |           |             | Hommes   |           |             | Femmes   |           |             | Foyers CSP+ |           |             |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|-------------|-----------|-------------|
|                                   | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers    | Structure | Pénétration |
| <b>Ensemble</b>                   | 2 852    | 100.0%    | 5.4%        | 1 318    | 100.0%    | 5.2%        | 1 534    | 100.0%    | 5.6%        | 1 115       | 100.0%    | 6.3%        |
| <b>Sexe</b>                       |          |           |             |          |           |             |          |           |             |             |           |             |
| <b>Femme</b>                      | 1 534    | 53.0%     | 5.0%        | -        | -         | -           | 1 534    | 100.0%    | 5.0%        | 549         | 49.0%     | 6.0%        |
| <b>Homme</b>                      | 1 318    | 46.0%     | 5.0%        | 1 318    | 100.0%    | 5.0%        | -        | -         | -           | 566         | 50.0%     | 6.0%        |
| <b>Age</b>                        |          |           |             |          |           |             |          |           |             |             |           |             |
| <b>15 à 24 ans</b>                | 260      | 9.0%      | 3.0%        | 126      | 9.0%      | 3.0%        | 135      | 8.0%      | 3.0%        | 176         | 15.0%     | 5.0%        |
| <b>25 à 34 ans</b>                | 183      | 6.0%      | 2.0%        | 80       | 6.0%      | 2.0%        | 104      | 6.0%      | 2.0%        | 99          | 8.0%      | 3.0%        |
| <b>35 à 49 ans</b>                | 446      | 15.0%     | 3.0%        | 208      | 15.0%     | 3.0%        | 237      | 15.0%     | 3.0%        | 328         | 29.0%     | 5.0%        |
| <b>50 à 59 ans</b>                | 415      | 14.0%     | 4.0%        | 201      | 15.0%     | 4.0%        | 214      | 14.0%     | 4.0%        | 278         | 24.0%     | 7.0%        |
| <b>60 ans et plus</b>             | 1 547    | 54.0%     | 9.0%        | 703      | 53.0%     | 9.0%        | 844      | 55.0%     | 9.0%        | 234         | 21.0%     | 14.0%       |
| <b>Individu</b>                   |          |           |             |          |           |             |          |           |             |             |           |             |
| <b>Ménagères</b>                  | 1 373    | 48.0%     | 5.0%        | -        | -         | -           | 1 373    | 89.0%     | 5.0%        | 445         | 39.0%     | 6.0%        |
| <b>Personne de référence</b>      | 1 743    | 61.0%     | 6.0%        | 1 157    | 87.0%     | 5.0%        | 587      | 38.0%     | 7.0%        | 610         | 54.0%     | 6.0%        |
| <b>Responsable des achats</b>     | 2 025    | 71.0%     | 5.0%        | 706      | 53.0%     | 5.0%        | 1 319    | 86.0%     | 5.0%        | 716         | 64.0%     | 6.0%        |
| <b>Pcs individu</b>               |          |           |             |          |           |             |          |           |             |             |           |             |
| <b>Affaires et cadres</b>         | 453      | 15.0%     | 9.0%        | 235      | 17.0%     | 8.0%        | 218      | 14.0%     | 10.0%       | 414         | 37.0%     | 9.0%        |
| <b>Agriculteurs</b>               | 19       | 0.0%      | 3.0%        | 7        | 0.0%      | 2.0%        | 11       | 0.0%      | 5.0%        | 3           | 0.0%      | 8.0%        |
| <b>Autres inactifs</b>            | 450      | 15.0%     | 4.0%        | 165      | 12.0%     | 4.0%        | 284      | 18.0%     | 4.0%        | 205         | 18.0%     | 6.0%        |
| <b>Employés</b>                   | 193      | 6.0%      | 2.0%        | 69       | 5.0%      | 3.0%        | 124      | 8.0%      | 2.0%        | 37          | 3.0%      | 2.0%        |
| <b>Ouvriers</b>                   | 82       | 2.0%      | 1.0%        | 71       | 5.0%      | 1.0%        | 11       | 0.0%      | 0.0%        | 8           | 0.0%      | 1.0%        |
| <b>Petits patrons</b>             | 99       | 3.0%      | 6.0%        | 67       | 5.0%      | 5.0%        | 31       | 2.0%      | 7.0%        | 88          | 7.0%      | 5.0%        |
| <b>Professions intermédiaires</b> | 362      | 12.0%     | 4.0%        | 169      | 12.0%     | 4.0%        | 193      | 12.0%     | 5.0%        | 330         | 29.0%     | 5.0%        |
| <b>Retraités</b>                  | 1 196    | 41.0%     | 9.0%        | 534      | 40.0%     | 8.0%        | 662      | 43.0%     | 9.0%        | 32          | 2.0%      | 14.0%       |
| <b>Pcs personne de référence</b>  |          |           |             |          |           |             |          |           |             |             |           |             |
| <b>Affaires et cadres</b>         | 594      | 20.0%     | 8.0%        | 286      | 21.0%     | 8.0%        | 308      | 20.0%     | 8.0%        | 594         | 53.0%     | 8.0%        |
| <b>Agriculteurs</b>               | 19       | 0.0%      | 2.0%        | 7        | 0.0%      | 2.0%        | 12       | 0.0%      | 2.0%        | -           | -         | -           |
| <b>Autres inactifs</b>            | 154      | 5.0%      | 4.0%        | 60       | 4.0%      | 4.0%        | 94       | 6.0%      | 4.0%        | -           | -         | -           |
| <b>Employés</b>                   | 175      | 6.0%      | 3.0%        | 65       | 4.0%      | 2.0%        | 110      | 7.0%      | 3.0%        | -           | -         | -           |
| <b>Ouvriers</b>                   | 131      | 4.0%      | 1.0%        | 75       | 5.0%      | 1.0%        | 56       | 3.0%      | 1.0%        | -           | -         | -           |
| <b>Petits patrons</b>             | 122      | 4.0%      | 4.0%        | 80       | 6.0%      | 5.0%        | 42       | 2.0%      | 3.0%        | 122         | 11.0%     | 4.0%        |
| <b>Professions intermédiaires</b> | 399      | 14.0%     | 4.0%        | 200      | 15.0%     | 4.0%        | 199      | 13.0%     | 5.0%        | 399         | 35.0%     | 4.0%        |
| <b>Retraités</b>                  | 1 257    | 44.0%     | 8.0%        | 545      | 41.0%     | 8.0%        | 712      | 46.0%     | 8.0%        | -           | -         | -           |



|  | Ensemble |           |             | Hommes   |           |             | Femmes   |           |             | Foyers CSP+ |           |             |
|--|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|-------------|-----------|-------------|
|  | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers    | Structure | Pénétration |
| <b>Ensemble</b>                              | 2 852    | 100.0%    | 5.4%        | 1 318    | 100.0%    | 5.2%        | 1 534    | 100.0%    | 5.6%        | 1 115       | 100.0%    | 6.3%        |
| <b>Taille du foyer</b>                       |          |           |             |          |           |             |          |           |             |             |           |             |
| <b>1 personne</b>                            | 725      | 25.0%     | 7.0%        | 213      | 16.0%     | 5.0%        | 511      | 33.0%     | 9.0%        | 197         | 17.0%     | 8.0%        |
| <b>2 personnes</b>                           | 1 260    | 44.0%     | 6.0%        | 669      | 50.0%     | 7.0%        | 591      | 38.0%     | 6.0%        | 301         | 27.0%     | 7.0%        |
| <b>3 personnes</b>                           | 373      | 13.0%     | 4.0%        | 167      | 12.0%     | 3.0%        | 205      | 13.0%     | 4.0%        | 244         | 21.0%     | 6.0%        |
| <b>4 personnes</b>                           | 337      | 11.0%     | 3.0%        | 188      | 14.0%     | 4.0%        | 149      | 9.0%      | 3.0%        | 270         | 24.0%     | 5.0%        |
| <b>5 personnes et +</b>                      | 158      | 5.0%      | 2.0%        | 81       | 6.0%      | 3.0%        | 77       | 5.0%      | 2.0%        | 103         | 9.0%      | 3.0%        |
| <b>Présence d'enfants de moins de 15 ans</b> |          |           |             |          |           |             |          |           |             |             |           |             |
| <b>Non</b>                                   | 2 345    | 82.0%     | 6.0%        | 1 075    | 81.0%     | 6.0%        | 1 270    | 82.0%     | 6.0%        | 751         | 67.0%     | 7.0%        |
| <b>Oui</b>                                   | 508      | 17.0%     | 3.0%        | 243      | 18.0%     | 3.0%        | 265      | 17.0%     | 3.0%        | 364         | 32.0%     | 4.0%        |
| <b>Habitat</b>                               |          |           |             |          |           |             |          |           |             |             |           |             |
| <b>Agglo. + 100 000 hab</b>                  | 872      | 30.0%     | 5.0%        | 403      | 30.0%     | 5.0%        | 469      | 30.0%     | 5.0%        | 339         | 30.0%     | 6.0%        |
| <b>Agglo. 20 000 à 100 000 hab</b>           | 309      | 10.0%     | 4.0%        | 157      | 11.0%     | 4.0%        | 151      | 9.0%      | 4.0%        | 129         | 11.0%     | 6.0%        |
| <b>Agglo. - 20 000 hab</b>                   | 351      | 12.0%     | 3.0%        | 162      | 12.0%     | 3.0%        | 189      | 12.0%     | 4.0%        | 116         | 10.0%     | 4.0%        |
| <b>Agglo. paris</b>                          | 872      | 30.0%     | 9.0%        | 396      | 30.0%     | 9.0%        | 476      | 31.0%     | 10.0%       | 386         | 34.0%     | 9.0%        |
| <b>Communes rurales</b>                      | 449      | 15.0%     | 3.0%        | 200      | 15.0%     | 3.0%        | 249      | 16.0%     | 4.0%        | 145         | 13.0%     | 4.0%        |



|   | Ensemble |           |             | Hommes   |           |             | Femmes   |           |             | Foyers CSP+ |           |             |
|---|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|-------------|-----------|-------------|
|   | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers    | Structure | Pénétration |
| <b>Ensemble</b>                           | 2 852    | 100.0%    | 5.4%        | 1 318    | 100.0%    | 5.2%        | 1 534    | 100.0%    | 5.6%        | 1 115       | 100.0%    | 6.3%        |
| <b>Régions insee</b>                      |          |           |             |          |           |             |          |           |             |             |           |             |
| Alsace                                    | 50       | 1.0%      | 3.0%        | 27       | 2.0%      | 3.0%        | 23       | 1.0%      | 2.0%        | 22          | 1.0%      | 4.0%        |
| Aquitaine                                 | 117      | 4.0%      | 4.0%        | 49       | 3.0%      | 3.0%        | 68       | 4.0%      | 4.0%        | 46          | 4.0%      | 5.0%        |
| Auvergne                                  | 63       | 2.0%      | 5.0%        | 28       | 2.0%      | 5.0%        | 35       | 2.0%      | 5.0%        | 16          | 1.0%      | 5.0%        |
| Basse normandie                           | 46       | 1.0%      | 3.0%        | 22       | 1.0%      | 3.0%        | 24       | 1.0%      | 3.0%        | 20          | 1.0%      | 5.0%        |
| Bourgogne                                 | 87       | 3.0%      | 6.0%        | 38       | 2.0%      | 5.0%        | 49       | 3.0%      | 6.0%        | 24          | 2.0%      | 6.0%        |
| Bretagne                                  | 135      | 4.0%      | 5.0%        | 70       | 5.0%      | 5.0%        | 65       | 4.0%      | 4.0%        | 40          | 3.0%      | 5.0%        |
| Centre                                    | 91       | 3.0%      | 4.0%        | 44       | 3.0%      | 4.0%        | 47       | 3.0%      | 4.0%        | 25          | 2.0%      | 3.0%        |
| Champagne ardennes                        | 33       | 1.0%      | 2.0%        | 17       | 1.0%      | 3.0%        | 16       | 1.0%      | 2.0%        | 7           | 0.0%      | 2.0%        |
| Franche-comté                             | 34       | 1.0%      | 3.0%        | 21       | 1.0%      | 4.0%        | 13       | 0.0%      | 2.0%        | 14          | 1.0%      | 5.0%        |
| Haute normandie                           | 43       | 1.0%      | 2.0%        | 21       | 1.0%      | 2.0%        | 23       | 1.0%      | 2.0%        | 18          | 1.0%      | 3.0%        |
| Ile de france                             | 925      | 32.0%     | 9.0%        | 422      | 32.0%     | 9.0%        | 503      | 32.0%     | 9.0%        | 403         | 36.0%     | 9.0%        |
| Languedoc roussillon                      | 119      | 4.0%      | 5.0%        | 60       | 4.0%      | 5.0%        | 59       | 3.0%      | 4.0%        | 31          | 2.0%      | 4.0%        |
| Limousin                                  | 25       | 0.0%      | 4.0%        | 12       | 0.0%      | 4.0%        | 13       | 0.0%      | 4.0%        | 8           | 0.0%      | 4.0%        |
| Lorraine                                  | 55       | 1.0%      | 2.0%        | 30       | 2.0%      | 3.0%        | 25       | 1.0%      | 2.0%        | 29          | 2.0%      | 5.0%        |
| Midi pyrénées                             | 143      | 5.0%      | 5.0%        | 57       | 4.0%      | 4.0%        | 86       | 5.0%      | 6.0%        | 65          | 5.0%      | 7.0%        |
| Nord pas de calais                        | 102      | 3.0%      | 3.0%        | 35       | 2.0%      | 2.0%        | 67       | 4.0%      | 4.0%        | 33          | 2.0%      | 3.0%        |
| Pays de loire                             | 122      | 4.0%      | 4.0%        | 69       | 5.0%      | 4.0%        | 53       | 3.0%      | 3.0%        | 60          | 5.0%      | 6.0%        |
| Picardie                                  | 44       | 1.0%      | 2.0%        | 18       | 1.0%      | 2.0%        | 26       | 1.0%      | 3.0%        | 15          | 1.0%      | 3.0%        |
| Poitou charentes                          | 86       | 3.0%      | 5.0%        | 35       | 2.0%      | 4.0%        | 51       | 3.0%      | 6.0%        | 27          | 2.0%      | 6.0%        |
| Provence alpes côte d'azur, corse         | 214      | 7.0%      | 4.0%        | 113      | 8.0%      | 5.0%        | 100      | 6.0%      | 4.0%        | 91          | 8.0%      | 5.0%        |
| Rhône alpes                               | 319      | 11.0%     | 6.0%        | 129      | 9.0%      | 5.0%        | 190      | 12.0%     | 6.0%        | 121         | 10.0%     | 6.0%        |
| <b>Habitudes de connection à internet</b> |          |           |             |          |           |             |          |           |             |             |           |             |
| 1 à 2 fois par semaine                    | 112      | 3.0%      | 3.0%        | 39       | 3.0%      | 3.0%        | 72       | 4.0%      | 4.0%        | 12          | 1.0%      | 2.0%        |
| 1 à 3 fois par mois                       | 16       | 0.0%      | 3.0%        | 5        | 0.0%      | 2.0%        | 11       | 0.0%      | 5.0%        | 6           | 0.0%      | 9.0%        |
| Moins souvent                             | 9        | 0.0%      | 8.0%        | 4        | 0.0%      | 10.0%       | 5        | 0.0%      | 6.0%        | 2           | 0.0%      | 9.0%        |
| Presque tous les jours                    | 290      | 10.0%     | 4.0%        | 115      | 8.0%      | 4.0%        | 175      | 11.0%     | 5.0%        | 80          | 7.0%      | 5.0%        |
| Tous les jours                            | 2 427    | 85.0%     | 5.0%        | 1 155    | 87.0%     | 5.0%        | 1 272    | 82.0%     | 5.0%        | 1 016       | 91.0%     | 6.0%        |



|   | Ensemble |           |             | Hommes   |           |             | Femmes   |           |             | Foyers CSP+ |           |             |
|---|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|-------------|-----------|-------------|
|   | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers    | Structure | Pénétration |
| <b>Ensemble</b>                                 | 2 852    | 100.0%    | 5.4%        | 1 318    | 100.0%    | 5.2%        | 1 534    | 100.0%    | 5.6%        | 1 115       | 100.0%    | 6.3%        |
| <b>Revenus du foyer</b>                         |          |           |             |          |           |             |          |           |             |             |           |             |
| <b>65 000 euros et plus par an</b>              | 518      | 18.0%     | 12.0%       | 303      | 23.0%     | 11.0%       | 215      | 14.0%     | 12.0%       | 313         | 28.0%     | 10.0%       |
| <b>De 12 000 à moins de 18 000 euros par an</b> | 168      | 5.0%      | 3.0%        | 62       | 4.0%      | 3.0%        | 106      | 6.0%      | 3.0%        | 38          | 3.0%      | 4.0%        |
| <b>De 18 000 à moins de 24 000 euros par an</b> | 246      | 8.0%      | 3.0%        | 74       | 5.0%      | 2.0%        | 171      | 11.0%     | 4.0%        | 70          | 6.0%      | 4.0%        |
| <b>De 24 000 à moins de 36 000 euros par an</b> | 507      | 17.0%     | 4.0%        | 226      | 17.0%     | 3.0%        | 281      | 18.0%     | 4.0%        | 154         | 13.0%     | 4.0%        |
| <b>De 36 000 à moins de 45 000 euros par an</b> | 415      | 14.0%     | 5.0%        | 202      | 15.0%     | 5.0%        | 213      | 13.0%     | 5.0%        | 147         | 13.0%     | 5.0%        |
| <b>De 45 000 à moins de 65 000 euros par an</b> | 667      | 23.0%     | 8.0%        | 340      | 25.0%     | 7.0%        | 327      | 21.0%     | 9.0%        | 283         | 25.0%     | 7.0%        |
| <b>De 9 000 à moins de 12 000 euros par an</b>  | 62       | 2.0%      | 3.0%        | 16       | 1.0%      | 2.0%        | 46       | 3.0%      | 3.0%        | 10          | 0.0%      | 4.0%        |
| <b>Moins de 9 000 euros par an</b>              | 45       | 1.0%      | 3.0%        | 11       | 0.0%      | 1.0%        | 34       | 2.0%      | 4.0%        | 3           | 0.0%      | 1.0%        |
| <b>Ne sait pas</b>                              | 69       | 2.0%      | 4.0%        | 25       | 1.0%      | 3.0%        | 45       | 2.0%      | 5.0%        | 33          | 3.0%      | 5.0%        |
| <b>Refus</b>                                    | 156      | 5.0%      | 4.0%        | 61       | 4.0%      | 4.0%        | 95       | 6.0%      | 4.0%        | 64          | 5.0%      | 4.0%        |