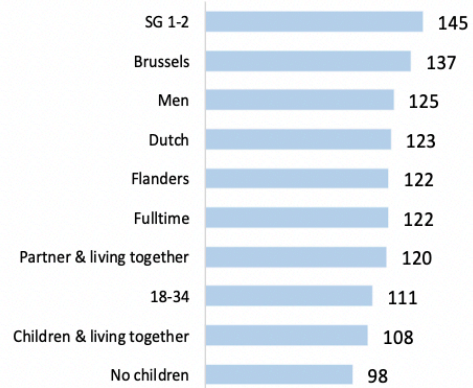


Profils socio-démographiques

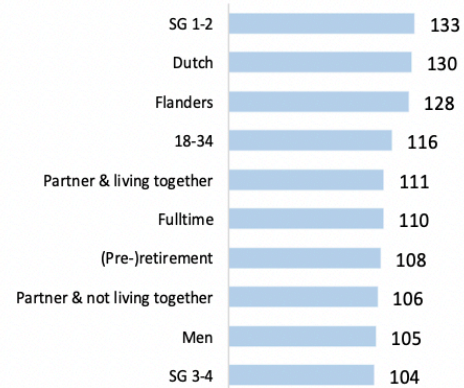
Broad financial resources

13.6%



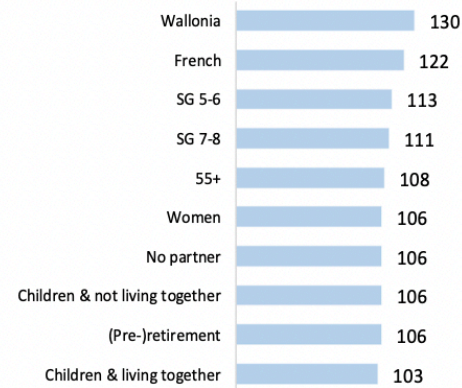
Sufficient financial resources

25.3%



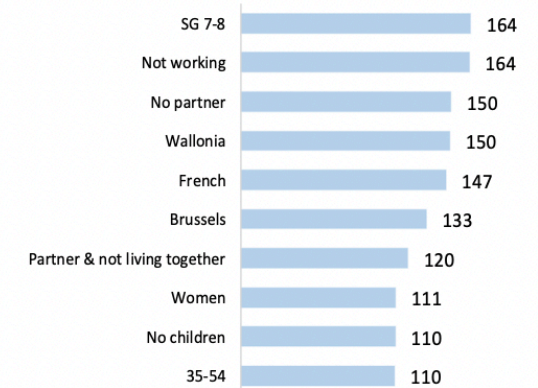
Just getting by

43.4%



Struggling financially

12.5%



Déclencheurs d'achats

Broad financial resources

13.6%



Sufficient financial resources

25.3%



Just getting by

43.4%



Struggling financially

12.5%

