

|                                   | Ensemble |           |             | Hommes   |           |             | Femmes   |           |             | FoyersCSP+ |           |             |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
|                                   | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers   | Structure | Pénétration |
| <b>ENSEMBLE</b>                   | 1965     | 100.0%    | 3.8%        | 1553     | 100.0%    | 6.2%        | 412      | 100.0%    | 1.5%        | 685        | 100.0%    | 4.0%        |
| <b>Sexe</b>                       |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Homme</b>                      | 1553     | 79.0%     | 6.2%        | 1553     | 100.0%    | 6.2%        | 0        | 0.0%      | 0.0%        | 540        | 78.9%     | 6.2%        |
| <b>Femme</b>                      | 412      | 21.0%     | 1.5%        | 0        | 0.0%      | 0.0%        | 412      | 100.0%    | 1.5%        | 145        | 21.1%     | 1.7%        |
| <b>Age</b>                        |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>15 à 24 ans</b>                | 261      | 13.3%     | 3.6%        | 201      | 13.0%     | 5.5%        | 59       | 14.4%     | 1.6%        | 91         | 13.3%     | 3.0%        |
| <b>25 à 34 ans</b>                | 283      | 14.4%     | 3.7%        | 225      | 14.5%     | 6.1%        | 58       | 14.0%     | 1.5%        | 105        | 15.4%     | 3.2%        |
| <b>35 à 49 ans</b>                | 563      | 28.7%     | 4.5%        | 466      | 30.0%     | 7.6%        | 98       | 23.7%     | 1.5%        | 274        | 40.0%     | 4.3%        |
| <b>50 à 59 ans</b>                | 413      | 21.0%     | 4.5%        | 329      | 21.2%     | 7.1%        | 84       | 20.4%     | 1.8%        | 179        | 26.1%     | 4.6%        |
| <b>60 ans et plus</b>             | 445      | 22.6%     | 2.9%        | 332      | 21.4%     | 4.9%        | 113      | 27.5%     | 1.3%        | 35         | 5.1%      | 4.0%        |
| <b>Individu</b>                   |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Ménagères</b>                  | 358      | 18.2%     | 1.5%        | 0        | 0.0%      | 0.0%        | 358      | 87.0%     | 1.5%        | 122        | 17.8%     | 1.7%        |
| <b>Personne de référence</b>      | 1369     | 69.7%     | 4.8%        | 1317     | 84.8%     | 6.4%        | 52       | 12.6%     | 0.7%        | 465        | 67.9%     | 5.6%        |
| <b>Responsable des achats</b>     | 1123     | 57.2%     | 3.1%        | 773      | 49.8%     | 5.9%        | 350      | 85.0%     | 1.5%        | 369        | 53.8%     | 3.3%        |
| <b>PCS Individu</b>               |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Agriculteurs</b>               | 10       | 0.5%      | 2.0%        | 8        | 0.5%      | 2.5%        | 1        | 0.3%      | 0.9%        | 0          | 0.0%      | 0.0%        |
| <b>Petits patrons</b>             | 74       | 3.8%      | 4.6%        | 69       | 4.4%      | 6.0%        | 6        | 1.4%      | 1.3%        | 70         | 10.3%     | 4.9%        |
| <b>Affaires et Cadres</b>         | 170      | 8.6%      | 3.5%        | 148      | 9.6%      | 5.2%        | 21       | 5.2%      | 1.0%        | 160        | 23.3%     | 3.6%        |
| <b>Professions intermédiaires</b> | 330      | 16.8%     | 4.6%        | 262      | 16.9%     | 7.4%        | 68       | 16.5%     | 1.9%        | 292        | 42.6%     | 5.0%        |
| <b>Employés</b>                   | 283      | 14.4%     | 3.4%        | 171      | 11.0%     | 7.7%        | 112      | 27.2%     | 1.8%        | 41         | 6.0%      | 2.2%        |
| <b>Ouvriers</b>                   | 409      | 20.8%     | 6.5%        | 386      | 24.8%     | 7.7%        | 24       | 5.7%      | 1.8%        | 13         | 1.9%      | 3.7%        |
| <b>Retraités</b>                  | 393      | 20.0%     | 3.1%        | 302      | 19.4%     | 4.9%        | 91       | 22.0%     | 1.4%        | 9          | 1.3%      | 4.5%        |
| <b>Autres inactifs</b>            | 295      | 15.0%     | 2.8%        | 206      | 13.3%     | 5.5%        | 89       | 21.6%     | 1.3%        | 100        | 14.5%     | 3.1%        |
| <b>PCS Personne de référence</b>  |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Agriculteurs</b>               | 13       | 0.6%      | 1.7%        | 9        | 0.6%      | 2.2%        | 3        | 0.8%      | 1.0%        | 0          | 0.0%      | 0.0%        |
| <b>Petits patrons</b>             | 111      | 5.7%      | 4.3%        | 87       | 5.6%      | 6.5%        | 25       | 6.0%      | 1.9%        | 111        | 16.3%     | 4.3%        |
| <b>Affaires et Cadres</b>         | 227      | 11.6%     | 3.3%        | 179      | 11.5%     | 5.2%        | 48       | 11.8%     | 1.4%        | 227        | 33.2%     | 3.3%        |
| <b>Professions intermédiaires</b> | 347      | 17.6%     | 4.4%        | 275      | 17.7%     | 6.9%        | 72       | 17.4%     | 1.8%        | 347        | 50.6%     | 4.4%        |
| <b>Employés</b>                   | 245      | 12.5%     | 4.5%        | 195      | 12.6%     | 8.2%        | 50       | 12.0%     | 1.6%        | 0          | 0.0%      | 0.0%        |
| <b>Ouvriers</b>                   | 473      | 24.1%     | 5.0%        | 398      | 25.6%     | 7.8%        | 75       | 18.2%     | 1.7%        | 0          | 0.0%      | 0.0%        |
| <b>Retraités</b>                  | 443      | 22.5%     | 3.0%        | 324      | 20.9%     | 4.8%        | 119      | 28.8%     | 1.5%        | 0          | 0.0%      | 0.0%        |
| <b>Autres inactifs</b>            | 106      | 5.4%      | 2.5%        | 86       | 5.5%      | 5.4%        | 20       | 4.9%      | 0.8%        | 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>                            | 228      | 11.6%     | 2.3%        | 196      | 12.7%     | 4.5%        | 32       | 7.7%      | 0.6%        | 46         | 6.8%      | 2.5%        |
| <b>2 personnes</b>                           | 714      | 36.3%     | 4.0%        | 540      | 34.8%     | 6.2%        | 173      | 42.1%     | 1.8%        | 172        | 25.1%     | 4.2%        |
| <b>3 personnes</b>                           | 396      | 20.2%     | 4.3%        | 311      | 20.0%     | 6.7%        | 85       | 20.6%     | 1.9%        | 181        | 26.4%     | 4.6%        |
| <b>4 personnes</b>                           | 399      | 20.3%     | 4.3%        | 322      | 20.7%     | 7.0%        | 77       | 18.8%     | 1.7%        | 214        | 31.2%     | 4.4%        |
| <b>5 personnes et +</b>                      | 228      | 11.6%     | 4.1%        | 183      | 11.8%     | 6.8%        | 44       | 10.7%     | 1.6%        | 71         | 10.4%     | 2.8%        |
| <b>Présence d'enfants de moins de 15 ans</b> |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Oui</b>                                   | 638      | 32.5%     | 4.1%        | 514      | 33.1%     | 7.0%        | 124      | 30.0%     | 1.5%        | 302        | 44.1%     | 3.9%        |
| <b>Non</b>                                   | 1327     | 67.5%     | 3.6%        | 1039     | 66.9%     | 5.9%        | 288      | 70.0%     | 1.5%        | 383        | 55.9%     | 4.0%        |
| <b>Habitat</b>                               |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Communes rurales</b>                      | 434      | 22.1%     | 3.6%        | 332      | 21.4%     | 5.8%        | 102      | 24.8%     | 1.6%        | 143        | 20.9%     | 4.3%        |
| <b>Agglo. - 20 000 hab</b>                   | 337      | 17.2%     | 3.7%        | 272      | 17.5%     | 6.4%        | 66       | 16.0%     | 1.4%        | 115        | 16.8%     | 4.5%        |
| <b>Agglo. 20 000 à 100 000 hab</b>           | 308      | 15.7%     | 4.4%        | 237      | 15.3%     | 7.0%        | 71       | 17.2%     | 2.0%        | 89         | 13.0%     | 4.8%        |
| <b>Agglo. + 100 000 hab</b>                  | 569      | 29.0%     | 3.7%        | 449      | 28.9%     | 6.0%        | 120      | 29.1%     | 1.5%        | 221        | 32.2%     | 3.9%        |
| <b>Agglo. Paris</b>                          | 316      | 16.1%     | 3.7%        | 263      | 16.9%     | 6.4%        | 53       | 12.9%     | 1.2%        | 117        | 17.1%     | 3.0%        |

|  | Ensemble |           |             | Hommes   |           |             | Femmes   |           |             | FoyersCSP+ |           |             |
|--|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
|  | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers   | Structure | Pénétration |
| <b>Régions INSEE</b>                     |          |           |             |          |           |             |          |           |             |            |           |             |
| Ile de France                            | 361      | 18.4%     | 3.8%        | 300      | 19.3%     | 6.5%        | 61       | 14.9%     | 1.2%        | 143        | 20.9%     | 3.3%        |
| Nord Pas de Calais                       | 139      | 7.1%      | 4.3%        | 113      | 7.3%      | 7.3%        | 26       | 6.3%      | 1.5%        | 52         | 7.6%      | 5.3%        |
| Lorraine                                 | 94       | 4.8%      | 4.9%        | 65       | 4.2%      | 7.0%        | 29       | 7.1%      | 3.0%        | 34         | 4.9%      | 6.3%        |
| Alsace                                   | 68       | 3.4%      | 4.4%        | 65       | 4.2%      | 8.7%        | 3        | 0.6%      | 0.3%        | 26         | 3.8%      | 5.4%        |
| Franche-Comté                            | 25       | 1.3%      | 2.6%        | 22       | 1.4%      | 4.8%        | 3        | 0.7%      | 0.6%        | 8          | 1.1%      | 2.8%        |
| Champagne Ardennes                       | 42       | 2.1%      | 3.9%        | 38       | 2.4%      | 7.2%        | 4        | 1.1%      | 0.8%        | 12         | 1.8%      | 4.1%        |
| Picardie                                 | 73       | 3.7%      | 4.7%        | 53       | 3.4%      | 7.1%        | 20       | 4.8%      | 2.5%        | 18         | 2.6%      | 4.2%        |
| Bourgogne                                | 63       | 3.2%      | 4.6%        | 47       | 3.1%      | 7.3%        | 15       | 3.7%      | 2.1%        | 12         | 1.7%      | 3.5%        |
| Haute Normandie                          | 86       | 4.4%      | 5.8%        | 69       | 4.5%      | 9.7%        | 17       | 4.1%      | 2.2%        | 35         | 5.2%      | 7.9%        |
| Basse Normandie                          | 36       | 1.9%      | 3.0%        | 35       | 2.2%      | 6.0%        | 2        | 0.4%      | 0.2%        | 14         | 2.0%      | 4.2%        |
| Centre                                   | 83       | 4.2%      | 4.0%        | 70       | 4.5%      | 7.0%        | 13       | 3.1%      | 1.2%        | 27         | 3.9%      | 4.1%        |
| Pays de Loire                            | 100      | 5.1%      | 3.4%        | 66       | 4.2%      | 4.6%        | 35       | 8.4%      | 2.3%        | 20         | 2.9%      | 2.1%        |
| Bretagne                                 | 64       | 3.2%      | 2.4%        | 47       | 3.0%      | 3.6%        | 17       | 4.0%      | 1.2%        | 24         | 3.4%      | 3.1%        |
| Poitou Charentes                         | 41       | 2.1%      | 2.8%        | 31       | 2.0%      | 4.3%        | 11       | 2.6%      | 1.4%        | 15         | 2.1%      | 4.0%        |
| Aquitaine                                | 85       | 4.3%      | 3.0%        | 58       | 3.8%      | 4.4%        | 27       | 6.5%      | 1.8%        | 30         | 4.4%      | 3.5%        |
| Midi Pyrénées                            | 97       | 5.0%      | 3.9%        | 74       | 4.8%      | 6.2%        | 23       | 5.6%      | 1.8%        | 33         | 4.9%      | 4.2%        |
| Limousin                                 | 35       | 1.8%      | 5.7%        | 29       | 1.9%      | 9.9%        | 6        | 1.4%      | 1.8%        | 9          | 1.3%      | 5.5%        |
| Auvergne                                 | 47       | 2.4%      | 4.2%        | 36       | 2.3%      | 6.7%        | 11       | 2.6%      | 1.8%        | 17         | 2.5%      | 5.3%        |
| Rhône Alpes                              | 190      | 9.7%      | 3.6%        | 158      | 10.2%     | 6.3%        | 32       | 7.7%      | 1.2%        | 81         | 11.9%     | 4.2%        |
| Languedoc Roussillon                     | 82       | 4.2%      | 3.6%        | 57       | 3.7%      | 5.2%        | 25       | 6.2%      | 2.1%        | 25         | 3.6%      | 3.6%        |
| Provence Alpes Côte d'Azur.<br>Corse     | 152      | 7.7%      | 3.5%        | 119      | 7.6%      | 5.7%        | 33       | 8.1%      | 1.4%        | 52         | 7.6%      | 3.6%        |
| <b>Habitudes de connexion à Internet</b> |          |           |             |          |           |             |          |           |             |            |           |             |
| Tous les jours                           | 1507     | 76.7%     | 4.3%        | 1212     | 78.1%     | 7.0%        | 295      | 71.6%     | 1.7%        | 583        | 85.0%     | 4.0%        |
| Presque tous les jours                   | 204      | 10.4%     | 3.4%        | 154      | 9.9%      | 5.6%        | 51       | 12.3%     | 1.6%        | 57         | 8.4%      | 3.1%        |
| 1 à 2 fois par semaine                   | 115      | 5.9%      | 4.5%        | 80       | 5.1%      | 7.3%        | 36       | 8.7%      | 2.4%        | 29         | 4.3%      | 5.6%        |
| 1 à 3 fois par mois                      | 28       | 1.4%      | 5.9%        | 18       | 1.2%      | 9.3%        | 10       | 2.5%      | 3.6%        | 6          | 0.9%      | 9.4%        |
| Moins souvent                            | 18       | 0.9%      | 2.5%        | 6        | 0.4%      | 1.8%        | 12       | 2.9%      | 3.3%        | 10         | 1.4%      | 20.9%       |
| Jamais                                   | 4        | 0.2%      | 5.8%        | 4        | 0.3%      | 10.1%       | 0        | 0.0%      | 0.0%        | 0          | 0.0%      | 0.0%        |

# Auto Plus

## Lecture Dernière Période



|  | 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              | 36       | 1.9%      | 2.0%        | 36       | 2.3%      | 4.8%        | 1        | 0.1%      | 0.1%        | 2          | 0.3%      | 1.2%        |
| De 9 000 à moins de 12 000 euros par an  | 60       | 3.0%      | 2.0%        | 42       | 2.7%      | 3.6%        | 18       | 4.4%      | 1.0%        | 9          | 1.3%      | 3.7%        |
| De 12 000 à moins de 18 000 euros par an | 142      | 7.3%      | 2.6%        | 118      | 7.6%      | 4.9%        | 24       | 5.8%      | 0.8%        | 16         | 2.4%      | 2.6%        |
| De 18 000 à moins de 24 000 euros par an | 227      | 11.6%     | 3.4%        | 175      | 11.3%     | 5.9%        | 52       | 12.7%     | 1.4%        | 51         | 7.4%      | 3.8%        |
| De 24 000 à moins de 36 000 euros par an | 434      | 22.1%     | 3.8%        | 337      | 21.7%     | 6.2%        | 97       | 23.6%     | 1.6%        | 117        | 17.1%     | 3.3%        |
| De 36 000 à moins de 45 000 euros par an | 342      | 17.4%     | 4.8%        | 262      | 16.8%     | 7.0%        | 81       | 19.6%     | 2.3%        | 115        | 16.8%     | 3.9%        |
| De 45 000 à moins de 65 000 euros par an | 369      | 18.8%     | 5.0%        | 303      | 19.5%     | 7.4%        | 66       | 16.1%     | 2.0%        | 179        | 26.1%     | 4.4%        |
| 65 000 euros et plus par an              | 207      | 10.6%     | 5.2%        | 174      | 11.2%     | 7.7%        | 34       | 8.2%      | 2.0%        | 142        | 20.7%     | 5.2%        |
| Refus                                    | 81       | 4.1%      | 2.4%        | 69       | 4.4%      | 4.7%        | 12       | 3.0%      | 0.6%        | 30         | 4.4%      | 2.7%        |
| Ne sait pas                              | 65       | 3.3%      | 3.9%        | 38       | 2.5%      | 5.2%        | 27       | 6.6%      | 2.9%        | 24         | 3.5%      | 4.2%        |