

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2100	100.0%	4.1%	1665	100.0%	6.8%	435	100.0%	1.6%	750	100.0%	4.5%
Sexe												
Homme	1665	79.3%	6.8%	1665	100.0%	6.8%	0	-	100.0%	595	79.2%	6.8%
Femme	435	20.7%	1.6%	0	-	100.0%	435	100.0%	1.6%	156	20.8%	1.9%
Age												
15 à 24 ans	310	14.8%	4.2%	247	14.8%	6.6%	64	14.6%	1.7%	145	19.3%	4.8%
25 à 34 ans	340	16.2%	4.4%	260	15.6%	6.9%	80	18.4%	2.1%	139	18.6%	4.1%
35 à 49 ans	662	31.5%	5.2%	524	31.5%	8.4%	138	31.7%	2.1%	288	38.4%	4.8%
50 à 64 ans	539	25.6%	4.4%	432	25.9%	7.3%	107	24.5%	1.7%	173	23.1%	4.2%
65 ans et plus	250	11.9%	2.3%	202	12.2%	4.4%	47	10.8%	0.8%	6	0.8%	2.4%
Individu												
Ménagère	376	17.9%	1.6%	0	-	100.0%	376	86.4%	1.6%	126	16.8%	1.9%
Personne de Référence	1437	68.4%	5.1%	1386	83.2%	6.9%	50	11.6%	0.6%	480	64.0%	5.7%
Responsable des achats	906	43.1%	3.8%	575	34.5%	7.5%	331	76.1%	2.0%	334	44.5%	4.0%
PCS Individu												
Agriculteurs	15	0.7%	2.9%	14	0.9%	4.1%	1	0.2%	0.6%	0	-	-
Petits patrons	76	3.6%	4.9%	68	4.1%	6.2%	8	1.8%	1.7%	72	9.6%	5.1%
Affaires et Cadres	209	9.9%	4.5%	177	10.6%	6.1%	32	7.4%	1.8%	199	26.5%	4.6%
Professions intermédiaires	334	15.9%	5.0%	262	15.7%	7.5%	72	16.5%	2.2%	287	38.2%	5.1%
Employés	314	15.0%	3.7%	186	11.2%	9.5%	128	29.5%	2.0%	45	6.0%	2.5%
Ouvriers	509	24.2%	7.9%	487	29.2%	9.6%	22	5.0%	1.6%	34	4.5%	9.9%
Retraités	362	17.2%	2.9%	298	17.9%	5.0%	65	14.8%	1.0%	7	0.9%	3.0%
Autres inactifs	281	13.4%	2.7%	173	10.4%	4.9%	108	24.7%	1.6%	107	14.3%	3.4%
PCS Personne de Référence												
Agriculteurs	23	1.1%	3.0%	15	0.9%	3.9%	8	1.9%	2.1%	0	-	100.0%
Petits patrons	115	5.5%	4.6%	97	5.8%	7.2%	18	4.1%	1.5%	115	15.3%	4.6%
Affaires et Cadres	274	13.0%	4.1%	215	12.9%	6.2%	59	13.5%	1.8%	274	36.5%	4.1%
Professions intermédiaires	361	17.2%	4.8%	282	16.9%	7.1%	79	18.2%	2.2%	361	48.2%	4.8%
Employés	241	11.5%	4.5%	180	10.8%	8.4%	61	14.0%	1.9%	0	-	100.0%
Ouvriers	555	26.4%	5.7%	459	27.6%	9.0%	96	22.0%	2.1%	0	-	100.0%
Retraités	456	21.7%	3.2%	353	21.2%	5.4%	103	23.7%	1.3%	0	-	100.0%
Autres inactifs	75	3.6%	2.0%	64	3.8%	4.7%	11	2.6%	0.5%	0	-	100.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	229	10.9%	2.5%	207	12.4%	5.2%	22	5.1%	0.4%	41	5.4%	2.3%
2 personnes	730	34.8%	4.1%	572	34.4%	6.6%	158	36.3%	1.7%	221	29.5%	5.2%
3 personnes	454	21.6%	4.9%	354	21.3%	7.6%	100	23.0%	2.1%	164	21.9%	4.4%
4 personnes	463	22.0%	5.0%	362	21.8%	7.8%	100	23.1%	2.2%	244	32.5%	5.3%
5 personnes et +	224	10.7%	4.3%	170	10.2%	6.9%	54	12.5%	1.9%	80	10.7%	3.2%
Présence d'enfants de moins de 15 ans												
Oui	705	33.6%	4.5%	546	32.8%	7.5%	160	36.7%	1.9%	306	40.8%	4.1%
Non	1395	66.4%	4.0%	1120	67.2%	6.6%	275	63.3%	1.5%	444	59.2%	4.7%
Habitat												
Communes rurales	535	25.5%	4.2%	405	24.3%	6.5%	130	29.9%	1.9%	173	23.1%	4.8%
Agglo. - 20 000 hab	384	18.3%	4.5%	305	18.3%	7.5%	79	18.2%	1.8%	118	15.7%	4.8%
Agglo. 20 000 à 100 000 hab	281	13.4%	4.2%	215	12.9%	6.7%	66	15.1%	1.9%	101	13.5%	5.2%
Agglo. + 100 000 hab	584	27.8%	4.0%	471	28.3%	6.8%	113	26.0%	1.5%	219	29.2%	4.5%
Agglo. Paris	316	15.1%	3.8%	270	16.2%	6.8%	47	10.8%	1.1%	139	18.5%	3.6%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	386	18.4%	4.1%	326	19.6%	7.3%	60	13.7%	1.2%	165	22.0%	3.8%
Nord-Pas-de-Calais	165	7.8%	5.1%	126	7.6%	8.3%	38	8.8%	2.3%	55	7.3%	6.2%
Lorraine	97	4.6%	5.0%	78	4.7%	8.4%	18	4.2%	1.8%	26	3.4%	4.9%
Alsace	61	2.9%	4.1%	54	3.2%	7.4%	8	1.7%	1.0%	23	3.0%	4.4%
Franche-Comté	43	2.0%	4.5%	36	2.2%	7.8%	7	1.6%	1.4%	12	1.6%	4.8%
Champagne-Ardenne	49	2.3%	4.5%	37	2.2%	7.0%	12	2.8%	2.2%	14	1.8%	5.1%
Picardie	68	3.3%	4.5%	49	2.9%	6.6%	20	4.6%	2.5%	23	3.1%	5.3%
Bourgogne	72	3.4%	5.3%	55	3.3%	8.6%	16	3.7%	2.3%	21	2.9%	6.3%
Haute-Normandie	79	3.7%	5.3%	60	3.6%	8.6%	18	4.2%	2.4%	26	3.5%	5.8%
Basse-Normandie	33	1.6%	2.8%	25	1.5%	4.4%	8	1.8%	1.2%	14	1.9%	4.4%
Centre	82	3.9%	4.0%	67	4.0%	6.7%	15	3.4%	1.4%	29	3.9%	4.6%
Pays de la Loire	74	3.5%	2.6%	66	3.9%	4.8%	9	2.0%	0.6%	22	2.9%	2.5%
Bretagne	91	4.3%	3.5%	68	4.1%	5.5%	23	5.4%	1.7%	28	3.7%	3.7%
Poitou-Charentes	55	2.6%	3.8%	39	2.4%	5.6%	16	3.6%	2.0%	25	3.4%	6.6%
Aquitaine	115	5.5%	4.3%	97	5.8%	7.7%	18	4.1%	1.3%	31	4.1%	3.6%
Midi-Pyrénées	80	3.8%	3.4%	67	4.0%	5.8%	14	3.1%	1.1%	36	4.8%	4.6%
Limousin	25	1.2%	4.0%	17	1.0%	5.6%	9	2.0%	2.6%	7	0.9%	4.4%
Auvergne	52	2.5%	4.6%	31	1.8%	5.7%	21	4.8%	3.6%	14	1.9%	4.5%
Rhône-Alpes	209	10.0%	4.2%	153	9.2%	6.4%	56	13.0%	2.2%	79	10.6%	4.7%
Languedoc-Roussillon	74	3.5%	3.4%	55	3.3%	5.4%	19	4.4%	1.7%	12	1.6%	1.9%
Provence-Alpes-Côte-d'Azur-Corse	191	9.1%	4.4%	160	9.6%	7.9%	31	7.2%	1.4%	88	11.7%	6.3%
Habitudes de connexion Internet												
Tous les jours	1260	60.0%	4.7%	980	58.8%	7.1%	281	64.5%	2.1%	592	78.8%	4.7%
Presque tous les jours	295	14.0%	4.9%	246	14.8%	8.9%	49	11.2%	1.5%	100	13.4%	4.1%
1 à 2 fois par semaine	141	6.7%	4.4%	108	6.5%	7.7%	32	7.4%	1.8%	39	5.2%	4.4%
1 à 3 fois par mois	23	1.1%	2.7%	5	0.3%	1.4%	18	4.0%	3.8%	6	0.9%	3.4%
Moins souvent	67	3.2%	4.7%	57	3.4%	9.3%	10	2.2%	1.2%	6	0.8%	3.8%
Jamais	11	0.5%	4.6%	9	0.5%	6.5%	2	0.6%	2.3%	0	-	-

Auto Plus

Hebdomadaire, Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Revenus du Foyer												
Moins de 9 000 euros par an	34	1.6%	1.4%	28	1.7%	2.9%	5	1.3%	0.4%	3	0.4%	1.4%
De 9 000 à moins de 12 000 euros par an	71	3.4%	2.2%	52	3.1%	4.8%	19	4.3%	0.8%	12	1.7%	4.5%
De 12 000 à moins de 18 000 euros par an	201	9.6%	3.0%	173	10.4%	5.8%	28	6.4%	0.7%	22	3.0%	2.8%
De 18 000 à moins de 24 000 euros par an	288	13.7%	4.0%	241	14.5%	7.1%	47	10.7%	1.2%	48	6.4%	3.1%
De 24 000 à moins de 36 000 euros par an	552	26.3%	5.0%	428	25.7%	7.8%	124	28.6%	2.2%	169	22.6%	4.7%
De 36 000 à moins de 45 000 euros par an	319	15.2%	5.1%	247	14.9%	7.5%	72	16.5%	2.4%	128	17.1%	4.6%
De 45 000 à moins de 65 000 euros par an	290	13.8%	5.1%	239	14.4%	7.6%	50	11.5%	2.0%	169	22.6%	4.9%
65 000 euros et plus	154	7.3%	5.4%	125	7.5%	7.2%	29	6.6%	2.6%	117	15.7%	5.2%
Refus	129	6.2%	3.4%	81	4.9%	5.2%	48	11.0%	2.2%	50	6.6%	3.9%
Ne sait pas	63	3.0%	4.2%	50	3.0%	7.5%	14	3.2%	1.6%	30	4.0%	5.5%