

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2039	100.0%	4.0%	1631	100.0%	6.7%	407	100.0%	1.5%	757	100.0%	4.5%
Sexe												
Homme	1631	80.0%	6.7%	1631	100.0%	6.7%	0	-	-	620	81.9%	7.1%
Femme	407	20.0%	1.5%	0	-	-	407	100.0%	1.5%	137	18.1%	1.7%
Age												
15 à 24 ans	294	14.4%	4.0%	243	14.9%	6.5%	51	12.5%	1.4%	112	14.8%	3.6%
25 à 34 ans	368	18.0%	4.8%	312	19.1%	8.2%	56	13.7%	1.4%	175	23.1%	5.1%
35 à 49 ans	595	29.2%	4.7%	472	28.9%	7.6%	124	30.4%	1.9%	274	36.2%	4.5%
50 à 64 ans	531	26.0%	4.3%	392	24.1%	6.6%	138	33.9%	2.2%	196	25.8%	4.8%
65 ans et plus	251	12.3%	2.3%	213	13.0%	4.5%	39	9.5%	0.6%	0	-	-
Individu												
Ménagère	379	18.6%	1.6%	0	-	-	379	92.9%	1.6%	124	16.4%	1.8%
Personne de Référence	1413	69.3%	5.0%	1361	83.4%	6.7%	52	12.8%	0.7%	540	71.4%	6.4%
Responsable des achats	1187	58.2%	3.3%	822	50.4%	6.6%	365	89.5%	1.6%	402	53.1%	3.8%
PCS Individu												
Agriculteurs	13	0.6%	2.4%	12	0.7%	3.6%	1	0.2%	0.4%	0	-	-
Petits patrons	119	5.8%	7.2%	109	6.7%	9.4%	10	2.4%	2.0%	103	13.6%	7.0%
Affaires et Cadres	208	10.2%	4.4%	172	10.5%	5.9%	36	8.8%	2.0%	195	25.8%	4.5%
Professions intermédiaires	347	17.0%	5.1%	290	17.8%	8.3%	57	13.9%	1.7%	312	41.2%	5.6%
Employés	267	13.1%	3.2%	142	8.7%	6.8%	125	30.6%	2.0%	35	4.7%	2.0%
Ouvriers	451	22.1%	7.0%	435	26.7%	8.7%	16	3.9%	1.1%	33	4.4%	7.8%
Retraités	373	18.3%	3.0%	299	18.3%	5.0%	74	18.2%	1.1%	4	0.5%	1.6%
Autres inactifs	261	12.8%	2.6%	172	10.5%	4.9%	89	21.9%	1.4%	75	9.9%	2.4%
PCS Personne de Référence												
Agriculteurs	13	0.7%	1.7%	10	0.6%	2.5%	3	0.8%	0.8%	0	-	-
Petits patrons	136	6.7%	5.2%	113	6.9%	8.2%	22	5.5%	1.8%	136	17.9%	5.2%
Affaires et Cadres	253	12.4%	3.7%	202	12.4%	5.8%	51	12.6%	1.5%	253	33.4%	3.7%
Professions intermédiaires	368	18.0%	4.9%	305	18.7%	7.8%	63	15.4%	1.8%	368	48.6%	4.9%
Employés	194	9.5%	3.7%	156	9.6%	7.0%	37	9.2%	1.2%	0	-	-
Ouvriers	521	25.5%	5.5%	418	25.6%	8.5%	103	25.3%	2.2%	0	-	-
Retraités	463	22.7%	3.2%	355	21.8%	5.3%	108	26.6%	1.4%	0	-	-
Autres inactifs	91	4.5%	2.3%	72	4.4%	4.9%	19	4.5%	0.8%	0	-	-

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	229	11.2%	2.4%	199	12.2%	4.9%	30	7.4%	0.6%	63	8.3%	3.6%
2 personnes	728	35.7%	4.0%	554	33.9%	6.3%	174	42.8%	1.9%	193	25.5%	4.5%
3 personnes	419	20.6%	4.5%	344	21.1%	7.5%	75	18.5%	1.6%	182	24.0%	4.8%
4 personnes	434	21.3%	4.7%	366	22.4%	8.0%	68	16.8%	1.5%	216	28.6%	4.7%
5 personnes et +	228	11.2%	4.3%	169	10.3%	6.8%	59	14.6%	2.1%	103	13.6%	4.2%
Présence d'enfants de moins de 15 ans												
Oui	740	36.3%	4.7%	597	36.6%	8.2%	143	35.1%	1.7%	377	49.8%	4.9%
Non	1299	63.7%	3.7%	1034	63.4%	6.0%	265	64.9%	1.5%	380	50.2%	4.1%
Habitat												
Communes rurales	498	24.4%	4.3%	400	24.5%	7.2%	98	24.1%	1.6%	161	21.2%	4.8%
Agglo. - 20 000 hab	418	20.5%	4.7%	326	20.0%	7.7%	92	22.6%	2.0%	147	19.4%	5.7%
Agglo. 20 000 à 100 000 hab	286	14.0%	4.2%	230	14.1%	6.7%	57	13.9%	1.7%	98	12.9%	4.9%
Agglo. + 100 000 hab	573	28.1%	3.8%	468	28.7%	6.5%	105	25.7%	1.3%	225	29.7%	4.3%
Agglo. Paris	264	12.9%	3.1%	208	12.7%	5.2%	56	13.7%	1.3%	127	16.8%	3.3%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	313	15.3%	3.3%	249	15.3%	5.5%	64	15.7%	1.3%	152	20.0%	3.5%
Nord-Pas-de-Calais	135	6.6%	4.2%	108	6.6%	7.1%	27	6.6%	1.6%	52	6.9%	5.7%
Lorraine	89	4.4%	4.6%	72	4.4%	7.7%	17	4.2%	1.7%	34	4.5%	6.2%
Alsace	67	3.3%	4.4%	48	2.9%	6.5%	19	4.8%	2.5%	25	3.3%	5.2%
Franche-Comté	60	2.9%	6.3%	48	2.9%	10.3%	12	2.9%	2.4%	11	1.5%	4.3%
Champagne-Ardenne	50	2.5%	4.6%	43	2.6%	8.2%	7	1.8%	1.3%	23	3.1%	7.3%
Picardie	100	4.9%	6.5%	78	4.8%	10.5%	22	5.4%	2.8%	29	3.8%	6.6%
Bourgogne	59	2.9%	4.3%	50	3.1%	7.7%	8	2.1%	1.2%	20	2.6%	5.5%
Haute-Normandie	66	3.2%	4.4%	46	2.8%	6.5%	20	4.9%	2.6%	20	2.6%	4.6%
Basse-Normandie	65	3.2%	5.4%	56	3.4%	9.7%	9	2.3%	1.5%	13	1.8%	4.1%
Centre	81	4.0%	3.9%	73	4.5%	7.3%	8	1.9%	0.7%	22	3.0%	3.6%
Pays de la Loire	104	5.1%	3.6%	86	5.3%	6.2%	18	4.4%	1.2%	35	4.6%	4.2%
Bretagne	75	3.7%	2.9%	69	4.2%	5.5%	6	1.6%	0.5%	40	5.3%	5.2%
Poitou-Charentes	74	3.6%	5.0%	64	3.9%	9.1%	10	2.3%	1.3%	24	3.2%	6.5%
Aquitaine	94	4.6%	3.5%	70	4.3%	5.5%	25	6.1%	1.8%	27	3.5%	3.3%
Midi-Pyrénées	90	4.4%	3.8%	74	4.5%	6.4%	17	4.1%	1.3%	34	4.5%	4.2%
Limousin	28	1.4%	4.4%	20	1.2%	6.6%	8	1.9%	2.4%	8	1.1%	5.2%
Auvergne	55	2.7%	4.9%	42	2.6%	7.8%	13	3.2%	2.2%	21	2.8%	6.9%
Rhône-Alpes	197	9.7%	3.9%	162	9.9%	6.7%	35	8.6%	1.3%	78	10.3%	4.4%
Languedoc-Roussillon	82	4.0%	3.8%	58	3.5%	5.6%	24	6.0%	2.1%	29	3.9%	4.5%
Provence-Alpes-Côte-d'Azur-Corse	154	7.6%	3.6%	116	7.1%	5.7%	38	9.3%	1.7%	58	7.7%	4.1%
Habitudes de connexion Internet												
Tous les jours	1273	62.4%	4.6%	1034	63.4%	7.4%	239	58.6%	1.8%	574	75.9%	4.4%
Presque tous les jours	279	13.7%	4.5%	206	12.6%	7.1%	72	17.7%	2.2%	89	11.7%	3.8%
1 à 2 fois par semaine	175	8.6%	5.4%	130	8.0%	8.9%	45	10.9%	2.5%	54	7.2%	5.8%
1 à 3 fois par mois	22	1.1%	2.6%	14	0.9%	4.3%	8	2.0%	1.6%	7	0.9%	4.4%
Moins souvent	41	2.0%	3.0%	33	2.0%	5.2%	7	1.8%	1.0%	3	0.3%	2.0%
Jamais	3	0.1%	1.9%	3	0.2%	3.0%	0	-	-	1	0.2%	7.9%

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	44	2.2%	2.1%	29	1.8%	3.4%	15	3.7%	1.2%	10	1.4%	5.7%
De 9 000 à moins de 12 000 euros par an	66	3.2%	2.0%	48	3.0%	4.3%	17	4.2%	0.8%	5	0.6%	1.8%
De 12 000 à moins de 18 000 euros par an	166	8.1%	2.5%	132	8.1%	4.8%	34	8.4%	0.9%	18	2.4%	2.4%
De 18 000 à moins de 24 000 euros par an	289	14.2%	3.9%	233	14.3%	6.6%	56	13.7%	1.4%	79	10.4%	5.0%
De 24 000 à moins de 36 000 euros par an	527	25.9%	4.6%	420	25.7%	7.6%	108	26.5%	1.8%	163	21.5%	4.4%
De 36 000 à moins de 45 000 euros par an	352	17.3%	5.4%	291	17.8%	8.2%	61	15.0%	2.1%	152	20.1%	5.1%
De 45 000 à moins de 65 000 euros par an	313	15.4%	5.3%	258	15.8%	7.7%	55	13.5%	2.1%	177	23.3%	4.9%
De 65 000 à moins de 80 000 euros par an	77	3.8%	5.0%	57	3.5%	6.2%	20	4.9%	3.2%	53	7.0%	4.7%
De 80 000 à moins de 115 000 euros par an	33	1.6%	3.4%	31	1.9%	5.3%	2	0.5%	0.5%	25	3.3%	3.1%
115 000 euros et plus par an	24	1.2%	5.2%	21	1.3%	7.8%	2	0.6%	1.3%	22	2.9%	5.7%
Refus	100	4.9%	3.1%	70	4.3%	5.2%	30	7.2%	1.6%	40	5.3%	3.5%
Ne sait pas	48	2.4%	3.3%	41	2.5%	6.6%	7	1.7%	0.8%	13	1.8%	2.8%