

# Le Particulier

Mensuel, Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	1582	100.0%	3.1%	770	100.0%	3.1%	811	100.0%	3.0%	457	100.0%	2.7%
<b>Sexe</b>												
<b>Homme</b>	770	48.7%	3.1%	770	100.0%	3.1%	0	-	-	194	42.5%	2.2%
<b>Femme</b>	811	51.3%	3.0%	0	-	-	811	100.0%	3.0%	263	57.5%	3.2%
<b>Age</b>												
<b>15 à 24 ans</b>	49	3.1%	0.7%	21	2.8%	0.6%	28	3.4%	0.8%	21	4.5%	0.7%
<b>25 à 34 ans</b>	66	4.2%	0.9%	32	4.2%	0.8%	34	4.2%	0.9%	35	7.7%	1.0%
<b>35 à 49 ans</b>	243	15.4%	1.9%	107	13.9%	1.7%	135	16.7%	2.1%	143	31.3%	2.3%
<b>50 à 64 ans</b>	556	35.1%	4.5%	242	31.5%	4.1%	313	38.6%	4.9%	239	52.3%	5.9%
<b>65 ans et plus</b>	668	42.2%	6.0%	367	47.6%	7.7%	301	37.1%	4.7%	19	4.2%	10.2%
<b>Individu</b>												
<b>Ménagère</b>	783	49.5%	3.3%	0	-	-	783	96.5%	3.3%	252	55.1%	3.7%
<b>Personne de Référence</b>	988	62.5%	3.5%	741	96.2%	3.7%	247	30.4%	3.1%	247	54.1%	2.9%
<b>Responsable des achats</b>	1132	71.6%	3.2%	375	48.6%	3.0%	758	93.4%	3.3%	329	72.1%	3.1%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	14	0.9%	2.7%	5	0.6%	1.5%	9	1.2%	4.6%	3	0.6%	11.2%
<b>Petits patrons</b>	41	2.6%	2.5%	27	3.5%	2.3%	14	1.7%	2.8%	38	8.3%	2.6%
<b>Affaires et Cadres</b>	164	10.4%	3.4%	96	12.5%	3.3%	68	8.4%	3.7%	145	31.8%	3.4%
<b>Professions intermédiaires</b>	176	11.1%	2.6%	70	9.0%	2.0%	106	13.1%	3.3%	150	32.8%	2.7%
<b>Employés</b>	161	10.2%	1.9%	45	5.8%	2.1%	116	14.3%	1.8%	30	6.5%	1.6%
<b>Ouvriers</b>	93	5.9%	1.4%	55	7.2%	1.1%	37	4.6%	2.5%	22	4.9%	5.2%
<b>Retraités</b>	764	48.3%	6.1%	449	58.3%	7.5%	315	38.8%	4.8%	29	6.3%	12.3%
<b>Autres inactifs</b>	169	10.7%	1.7%	23	3.0%	0.7%	146	18.0%	2.2%	40	8.8%	1.3%
<b>PCS Personne de Référence</b>												
<b>Agriculteurs</b>	14	0.9%	1.8%	4	0.5%	1.0%	10	1.3%	2.5%	0	-	-
<b>Petits patrons</b>	65	4.1%	2.5%	28	3.7%	2.1%	36	4.5%	2.9%	65	14.2%	2.5%
<b>Affaires et Cadres</b>	210	13.3%	3.1%	99	12.8%	2.8%	111	13.7%	3.3%	210	46.0%	3.1%
<b>Professions intermédiaires</b>	182	11.5%	2.4%	67	8.8%	1.7%	115	14.1%	3.2%	182	39.9%	2.4%
<b>Employés</b>	103	6.5%	1.9%	52	6.7%	2.3%	51	6.3%	1.7%	0	-	-
<b>Ouvriers</b>	110	7.0%	1.2%	50	6.4%	1.0%	61	7.5%	1.3%	0	-	-
<b>Retraités</b>	836	52.9%	5.7%	455	59.0%	6.8%	382	47.0%	4.8%	0	-	-
<b>Autres inactifs</b>	61	3.9%	1.6%	16	2.1%	1.1%	45	5.6%	1.9%	0	-	-

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<b>Taille du Foyer</b>												
<b>1 personne</b>	300	19.0%	3.2%	121	15.6%	3.0%	180	22.2%	3.4%	59	12.9%	3.4%
<b>2 personnes</b>	877	55.5%	4.9%	476	61.8%	5.4%	401	49.4%	4.4%	191	41.8%	4.4%
<b>3 personnes</b>	183	11.5%	2.0%	85	11.1%	1.9%	97	12.0%	2.1%	69	15.1%	1.8%
<b>4 personnes</b>	154	9.8%	1.7%	55	7.1%	1.2%	99	12.2%	2.2%	91	19.9%	2.0%
<b>5 personnes et +</b>	67	4.3%	1.3%	33	4.3%	1.4%	34	4.2%	1.2%	47	10.3%	1.9%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	224	14.2%	1.4%	94	12.2%	1.3%	131	16.1%	1.5%	129	28.2%	1.7%
<b>Non</b>	1357	85.8%	3.8%	676	87.8%	3.9%	681	83.9%	3.7%	328	71.8%	3.5%
<b>Habitat</b>												
<b>Communes rurales</b>	305	19.3%	2.6%	153	19.9%	2.8%	151	18.7%	2.5%	95	20.7%	2.8%
<b>Agglo. - 20 000 hab</b>	260	16.4%	2.9%	135	17.5%	3.2%	125	15.5%	2.7%	58	12.8%	2.3%
<b>Agglo. 20 000 à 100 000 hab</b>	209	13.2%	3.1%	109	14.1%	3.2%	100	12.3%	2.9%	49	10.8%	2.5%
<b>Agglo. + 100 000 hab</b>	510	32.2%	3.4%	226	29.4%	3.1%	284	35.0%	3.6%	154	33.7%	3.0%
<b>Agglo. Paris</b>	298	18.8%	3.5%	147	19.1%	3.7%	151	18.6%	3.4%	101	22.0%	2.6%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Région d'habitation</b>												
Ile-de-France	323	20.4%	3.4%	158	20.5%	3.5%	165	20.4%	3.3%	111	24.2%	2.6%
Nord-Pas-de-Calais	87	5.5%	2.7%	37	4.8%	2.4%	50	6.1%	3.0%	31	6.8%	3.4%
Lorraine	70	4.5%	3.6%	34	4.4%	3.7%	36	4.5%	3.6%	21	4.7%	3.9%
Alsace	40	2.5%	2.6%	17	2.2%	2.3%	23	2.8%	3.0%	10	2.1%	2.0%
Franche-Comté	29	1.8%	3.0%	19	2.5%	4.1%	10	1.2%	2.0%	11	2.4%	4.2%
Champagne-Ardenne	44	2.8%	4.1%	23	3.0%	4.4%	21	2.6%	3.7%	10	2.2%	3.1%
Picardie	31	2.0%	2.0%	17	2.2%	2.2%	15	1.8%	1.9%	14	3.0%	3.1%
Bourgogne	39	2.5%	2.8%	19	2.4%	2.9%	20	2.5%	2.8%	7	1.6%	2.1%
Haute-Normandie	36	2.3%	2.4%	18	2.3%	2.5%	18	2.2%	2.3%	13	2.9%	3.1%
Basse-Normandie	28	1.8%	2.3%	15	1.9%	2.6%	13	1.6%	2.1%	10	2.2%	3.0%
Centre	55	3.5%	2.6%	27	3.5%	2.7%	28	3.4%	2.6%	22	4.7%	3.4%
Pays de la Loire	77	4.9%	2.7%	40	5.2%	2.9%	37	4.6%	2.5%	17	3.6%	2.0%
Bretagne	87	5.5%	3.4%	66	8.6%	5.3%	21	2.6%	1.5%	21	4.5%	2.7%
Poitou-Charentes	40	2.5%	2.7%	18	2.3%	2.5%	22	2.7%	2.9%	10	2.1%	2.6%
Aquitaine	86	5.4%	3.2%	43	5.5%	3.4%	43	5.3%	3.1%	24	5.2%	2.9%
Midi-Pyrénées	67	4.2%	2.8%	24	3.2%	2.1%	42	5.2%	3.4%	17	3.6%	2.1%
Limousin	31	2.0%	4.9%	19	2.4%	6.2%	12	1.5%	3.7%	7	1.5%	4.4%
Auvergne	31	2.0%	2.8%	14	1.8%	2.6%	17	2.1%	2.9%	4	0.8%	1.3%
Rhône-Alpes	166	10.5%	3.3%	75	9.7%	3.1%	91	11.3%	3.5%	43	9.4%	2.4%
Languedoc-Roussillon	70	4.4%	3.2%	26	3.4%	2.5%	44	5.4%	3.8%	16	3.6%	2.5%
Provence-Alpes-Côte-d'Azur-Corse	146	9.2%	3.4%	63	8.1%	3.1%	83	10.2%	3.6%	40	8.7%	2.8%
<b>Habitudes de connexion Internet</b>												
Tous les jours	854	54.0%	3.1%	435	56.4%	3.1%	419	51.7%	3.1%	342	74.8%	2.6%
Presque tous les jours	207	13.1%	3.4%	108	14.0%	3.7%	100	12.3%	3.1%	62	13.6%	2.7%
1 à 2 fois par semaine	109	6.9%	3.4%	37	4.8%	2.5%	72	8.9%	4.0%	36	7.8%	3.8%
1 à 3 fois par mois	18	1.2%	2.2%	12	1.6%	3.7%	6	0.7%	1.2%	0	-	-
Moins souvent	33	2.1%	2.5%	17	2.2%	2.7%	16	1.9%	2.2%	2	0.4%	1.2%
Jamais	5	0.3%	3.9%	5	0.7%	6.4%	0	-	-	0	-	-

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Revenus du Foyer</b>												
Moins de 9 000 euros par an	21	1.3%	1.0%	10	1.3%	1.2%	11	1.3%	0.8%	0	-	-
De 9 000 à moins de 12 000 euros par an	56	3.5%	1.7%	13	1.7%	1.1%	43	5.3%	2.0%	3	0.7%	1.3%
De 12 000 à moins de 18 000 euros par an	114	7.2%	1.8%	44	5.7%	1.6%	70	8.7%	1.9%	4	0.8%	0.5%
De 18 000 à moins de 24 000 euros par an	188	11.9%	2.5%	77	10.0%	2.2%	111	13.7%	2.8%	42	9.2%	2.6%
De 24 000 à moins de 36 000 euros par an	379	24.0%	3.3%	174	22.6%	3.1%	205	25.3%	3.4%	94	20.7%	2.5%
De 36 000 à moins de 45 000 euros par an	259	16.4%	4.0%	145	18.8%	4.1%	114	14.1%	3.9%	85	18.6%	2.9%
De 45 000 à moins de 65 000 euros par an	270	17.1%	4.5%	162	21.0%	4.9%	108	13.3%	4.1%	95	20.8%	2.7%
De 65 000 à moins de 80 000 euros par an	68	4.3%	4.4%	42	5.5%	4.6%	26	3.2%	4.2%	31	6.8%	2.8%
De 80 000 à moins de 115 000 euros par an	57	3.6%	5.8%	30	3.9%	5.0%	27	3.3%	7.1%	41	9.1%	5.2%
115 000 euros et plus par an	25	1.6%	5.6%	20	2.6%	7.5%	5	0.6%	2.7%	13	2.9%	3.5%
Refus	114	7.2%	3.6%	47	6.1%	3.5%	68	8.4%	3.6%	38	8.3%	3.3%
Ne sait pas	29	1.8%	2.0%	6	0.8%	1.0%	23	2.8%	2.8%	9	2.0%	1.9%