

|                                   | Ensemble |           |             | Hommes   |           |             | Femmes   |           |             | FoyersCSP+ |           |             |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
|                                   | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers   | Structure | Pénétration |
| <b>ENSEMBLE</b>                   | 1746     | 100.0%    | 3.4%        | 899      | 100.0%    | 3.6%        | 847      | 100.0%    | 3.2%        | 437        | 100.0%    | 2.5%        |
| <b>Sexe</b>                       |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Homme</b>                      | 899      | 51.5%     | 3.6%        | 899      | 100.0%    | 3.6%        | 0        | 0.0%      | 0.0%        | 224        | 51.2%     | 2.6%        |
| <b>Femme</b>                      | 847      | 48.5%     | 3.2%        | 0        | 0.0%      | 0.0%        | 847      | 100.0%    | 3.2%        | 213        | 48.8%     | 2.5%        |
| <b>Age</b>                        |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>15 à 24 ans</b>                | 29       | 1.7%      | 0.4%        | 17       | 1.9%      | 0.5%        | 12       | 1.4%      | 0.3%        | 13         | 2.9%      | 0.4%        |
| <b>25 à 34 ans</b>                | 81       | 4.6%      | 1.1%        | 46       | 5.1%      | 1.2%        | 35       | 4.1%      | 0.9%        | 47         | 10.8%     | 1.4%        |
| <b>35 à 49 ans</b>                | 241      | 13.8%     | 1.9%        | 129      | 14.3%     | 2.1%        | 112      | 13.2%     | 1.8%        | 148        | 33.8%     | 2.4%        |
| <b>50 à 59 ans</b>                | 390      | 22.3%     | 4.3%        | 191      | 21.2%     | 4.2%        | 199      | 23.5%     | 4.3%        | 173        | 39.6%     | 4.5%        |
| <b>60 ans et plus</b>             | 1006     | 57.6%     | 6.8%        | 517      | 57.5%     | 8.0%        | 489      | 57.7%     | 5.8%        | 57         | 12.9%     | 6.3%        |
| <b>Individu</b>                   |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Ménagères</b>                  | 816      | 46.7%     | 3.5%        | 0        | 0.0%      | 0.0%        | 816      | 96.3%     | 3.5%        | 201        | 45.9%     | 2.8%        |
| <b>Personne de référence</b>      | 1076     | 61.6%     | 3.8%        | 865      | 96.3%     | 4.3%        | 211      | 24.9%     | 2.7%        | 268        | 61.4%     | 3.2%        |
| <b>Responsable des achats</b>     | 1237     | 70.8%     | 3.5%        | 449      | 49.9%     | 3.5%        | 788      | 93.0%     | 3.5%        | 306        | 69.9%     | 2.8%        |
| <b>PCS Individu</b>               |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Agriculteurs</b>               | 19       | 1.1%      | 3.7%        | 15       | 1.7%      | 3.9%        | 4        | 0.5%      | 3.3%        | 0          | 0.0%      | 0.0%        |
| <b>Petits patrons</b>             | 40       | 2.3%      | 2.4%        | 20       | 2.3%      | 1.8%        | 19       | 2.3%      | 4.0%        | 34         | 7.7%      | 2.4%        |
| <b>Affaires et Cadres</b>         | 207      | 11.9%     | 4.1%        | 125      | 13.9%     | 4.2%        | 82       | 9.7%      | 3.9%        | 192        | 43.9%     | 4.2%        |
| <b>Professions intermédiaires</b> | 169      | 9.7%      | 2.5%        | 88       | 9.7%      | 2.6%        | 81       | 9.6%      | 2.4%        | 139        | 31.8%     | 2.5%        |
| <b>Employés</b>                   | 137      | 7.8%      | 1.7%        | 45       | 5.0%      | 2.2%        | 92       | 10.8%     | 1.5%        | 16         | 3.7%      | 0.9%        |
| <b>Ouvriers</b>                   | 99       | 5.7%      | 1.5%        | 66       | 7.3%      | 1.3%        | 33       | 3.9%      | 2.4%        | 2          | 0.4%      | 0.4%        |
| <b>Retraités</b>                  | 903      | 51.7%     | 7.2%        | 492      | 54.7%     | 8.4%        | 411      | 48.5%     | 6.2%        | 16         | 3.8%      | 6.1%        |
| <b>Autres inactifs</b>            | 173      | 9.9%      | 1.7%        | 49       | 5.4%      | 1.3%        | 125      | 14.7%     | 1.9%        | 39         | 8.8%      | 1.2%        |
| <b>PCS Personne de référence</b>  |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Agriculteurs</b>               | 22       | 1.2%      | 2.7%        | 13       | 1.5%      | 3.0%        | 8        | 1.0%      | 2.3%        | 0          | 0.0%      | 0.0%        |
| <b>Petits patrons</b>             | 52       | 3.0%      | 2.0%        | 19       | 2.1%      | 1.4%        | 33       | 3.9%      | 2.5%        | 52         | 11.8%     | 2.0%        |
| <b>Affaires et Cadres</b>         | 227      | 13.0%     | 3.1%        | 123      | 13.7%     | 3.5%        | 104      | 12.3%     | 2.8%        | 227        | 51.9%     | 3.1%        |
| <b>Professions intermédiaires</b> | 159      | 9.1%      | 2.1%        | 82       | 9.2%      | 2.1%        | 76       | 9.0%      | 2.1%        | 159        | 36.3%     | 2.1%        |
| <b>Employés</b>                   | 91       | 5.2%      | 1.7%        | 46       | 5.2%      | 2.1%        | 45       | 5.3%      | 1.4%        | 0          | 0.0%      | 0.0%        |
| <b>Ouvriers</b>                   | 124      | 7.1%      | 1.3%        | 68       | 7.6%      | 1.3%        | 55       | 6.5%      | 1.3%        | 0          | 0.0%      | 0.0%        |
| <b>Retraités</b>                  | 1002     | 57.4%     | 7.0%        | 511      | 56.9%     | 7.8%        | 491      | 57.9%     | 6.3%        | 0          | 0.0%      | 0.0%        |
| <b>Autres inactifs</b>            | 70       | 4.0%      | 1.7%        | 35       | 3.9%      | 2.2%        | 35       | 4.1%      | 1.4%        | 0          | 0.0%      | 0.0%        |

# Le Particulier

Lecture Dernière Période

|  | 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>                            | 312      | 17.9%     | 3.1%        | 134      | 14.9%     | 3.2%        | 178      | 21.0%     | 3.1%        | 60         | 13.7%     | 3.2%        |
| <b>2 personnes</b>                           | 1003     | 57.5%     | 5.6%        | 509      | 56.7%     | 5.9%        | 494      | 58.3%     | 5.4%        | 157        | 36.0%     | 3.6%        |
| <b>3 personnes</b>                           | 227      | 13.0%     | 2.5%        | 135      | 15.0%     | 2.9%        | 92       | 10.9%     | 2.1%        | 85         | 19.5%     | 2.3%        |
| <b>4 personnes</b>                           | 133      | 7.6%      | 1.4%        | 74       | 8.2%      | 1.6%        | 60       | 7.1%      | 1.3%        | 94         | 21.5%     | 2.0%        |
| <b>5 personnes et +</b>                      | 70       | 4.0%      | 1.3%        | 47       | 5.2%      | 1.8%        | 24       | 2.8%      | 0.9%        | 41         | 9.3%      | 1.5%        |
| <b>Présence d'enfants de moins de 15 ans</b> |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Oui</b>                                   | 221      | 12.7%     | 1.4%        | 136      | 15.2%     | 1.9%        | 85       | 10.0%     | 1.0%        | 139        | 31.9%     | 1.8%        |
| <b>Non</b>                                   | 1525     | 87.3%     | 4.2%        | 763      | 84.8%     | 4.4%        | 763      | 90.0%     | 4.1%        | 298        | 68.1%     | 3.1%        |
| <b>Habitat</b>                               |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Communes rurales</b>                      | 295      | 16.9%     | 2.5%        | 142      | 15.8%     | 2.5%        | 153      | 18.1%     | 2.5%        | 59         | 13.4%     | 1.8%        |
| <b>Agglo. - 20 000 hab</b>                   | 257      | 14.7%     | 2.9%        | 133      | 14.8%     | 3.1%        | 124      | 14.6%     | 2.7%        | 51         | 11.7%     | 2.0%        |
| <b>Agglo. 20 000 à 100 000 hab</b>           | 204      | 11.7%     | 2.9%        | 99       | 11.0%     | 3.0%        | 105      | 12.4%     | 2.8%        | 45         | 10.3%     | 2.4%        |
| <b>Agglo. + 100 000 hab</b>                  | 584      | 33.4%     | 3.8%        | 304      | 33.8%     | 4.1%        | 280      | 33.0%     | 3.5%        | 164        | 37.5%     | 2.9%        |
| <b>Agglo. Paris</b>                          | 407      | 23.3%     | 4.8%        | 221      | 24.6%     | 5.5%        | 186      | 21.9%     | 4.2%        | 119        | 27.1%     | 2.9%        |

|  | Ensemble |           |             | Hommes   |           |             | Femmes   |           |             | FoyersCSP+ |           |             |
|--|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
|  | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers   | Structure | Pénétration |
| <b>Régions INSEE</b>                     |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Ile de France</b>                     | 443      | 25.4%     | 4.6%        | 249      | 27.7%     | 5.5%        | 194      | 22.9%     | 3.9%        | 127        | 29.0%     | 2.9%        |
| <b>Nord Pas de Calais</b>                | 80       | 4.6%      | 2.5%        | 49       | 5.4%      | 3.2%        | 31       | 3.7%      | 1.8%        | 20         | 4.5%      | 2.1%        |
| <b>Lorraine</b>                          | 34       | 1.9%      | 1.8%        | 14       | 1.6%      | 1.5%        | 20       | 2.3%      | 2.0%        | 10         | 2.2%      | 1.8%        |
| <b>Alsace</b>                            | 44       | 2.5%      | 2.9%        | 19       | 2.1%      | 2.6%        | 25       | 2.9%      | 3.1%        | 13         | 2.9%      | 2.7%        |
| <b>Franche-Comté</b>                     | 20       | 1.1%      | 2.1%        | 12       | 1.3%      | 2.5%        | 8        | 1.0%      | 1.7%        | 5          | 1.2%      | 1.9%        |
| <b>Champagne Ardennes</b>                | 34       | 1.9%      | 3.1%        | 16       | 1.7%      | 3.0%        | 18       | 2.1%      | 3.2%        | 8          | 1.8%      | 2.7%        |
| <b>Picardie</b>                          | 29       | 1.6%      | 1.9%        | 20       | 2.2%      | 2.7%        | 9        | 1.0%      | 1.1%        | 7          | 1.6%      | 1.6%        |
| <b>Bourgogne</b>                         | 36       | 2.1%      | 2.7%        | 14       | 1.6%      | 2.1%        | 22       | 2.6%      | 3.1%        | 12         | 2.8%      | 3.4%        |
| <b>Haute Normandie</b>                   | 27       | 1.5%      | 1.8%        | 12       | 1.4%      | 1.7%        | 14       | 1.7%      | 1.9%        | 10         | 2.3%      | 2.2%        |
| <b>Basse Normandie</b>                   | 31       | 1.8%      | 2.6%        | 12       | 1.3%      | 2.1%        | 19       | 2.2%      | 3.0%        | 6          | 1.4%      | 1.7%        |
| <b>Centre</b>                            | 67       | 3.9%      | 3.2%        | 29       | 3.3%      | 2.9%        | 38       | 4.5%      | 3.5%        | 14         | 3.2%      | 2.3%        |
| <b>Pays de Loire</b>                     | 71       | 4.1%      | 2.4%        | 42       | 4.7%      | 3.0%        | 29       | 3.4%      | 1.9%        | 11         | 2.6%      | 1.2%        |
| <b>Bretagne</b>                          | 75       | 4.3%      | 2.8%        | 41       | 4.6%      | 3.2%        | 34       | 4.0%      | 2.5%        | 16         | 3.7%      | 2.1%        |
| <b>Poitou Charentes</b>                  | 62       | 3.5%      | 4.2%        | 28       | 3.1%      | 4.0%        | 33       | 3.9%      | 4.3%        | 16         | 3.6%      | 3.9%        |
| <b>Aquitaine</b>                         | 97       | 5.6%      | 3.6%        | 54       | 6.0%      | 4.2%        | 43       | 5.0%      | 3.0%        | 12         | 2.8%      | 1.4%        |
| <b>Midi Pyrénées</b>                     | 88       | 5.0%      | 3.6%        | 39       | 4.4%      | 3.4%        | 48       | 5.7%      | 3.9%        | 20         | 4.6%      | 2.5%        |
| <b>Limousin</b>                          | 13       | 0.8%      | 2.2%        | 8        | 0.9%      | 2.7%        | 5        | 0.6%      | 1.6%        | 3          | 0.7%      | 1.9%        |
| <b>Auvergne</b>                          | 36       | 2.0%      | 3.2%        | 11       | 1.2%      | 2.1%        | 24       | 2.9%      | 4.2%        | 8          | 1.8%      | 2.6%        |
| <b>Rhône Alpes</b>                       | 178      | 10.2%     | 3.5%        | 84       | 9.4%      | 3.4%        | 94       | 11.1%     | 3.5%        | 41         | 9.3%      | 2.2%        |
| <b>Languedoc Roussillon</b>              | 84       | 4.8%      | 3.8%        | 36       | 4.0%      | 3.4%        | 48       | 5.7%      | 4.1%        | 25         | 5.6%      | 3.5%        |
| <b>Provence Alpes Côte d'Azur. Corse</b> | 199      | 11.4%     | 4.6%        | 109      | 12.1%     | 5.3%        | 90       | 10.6%     | 3.9%        | 54         | 12.4%     | 3.8%        |
| <b>Habitudes de connexion à Internet</b> |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Tous les jours</b>                    | 1147     | 65.7%     | 3.5%        | 629      | 69.9%     | 3.9%        | 519      | 61.2%     | 3.2%        | 361        | 82.6%     | 2.5%        |
| <b>Presque tous les jours</b>            | 230      | 13.2%     | 3.9%        | 111      | 12.3%     | 4.0%        | 119      | 14.1%     | 3.9%        | 54         | 12.2%     | 2.7%        |
| <b>1 à 2 fois par semaine</b>            | 114      | 6.5%      | 4.4%        | 39       | 4.4%      | 3.5%        | 74       | 8.8%      | 5.0%        | 18         | 4.2%      | 2.8%        |
| <b>1 à 3 fois par mois</b>               | 22       | 1.3%      | 4.1%        | 7        | 0.7%      | 3.2%        | 15       | 1.8%      | 4.6%        | 3          | 0.7%      | 4.1%        |
| <b>Moins souvent</b>                     | 23       | 1.3%      | 2.5%        | 7        | 0.8%      | 1.8%        | 16       | 1.9%      | 3.0%        | 0          | 0.0%      | 0.0%        |
| <b>Jamais</b>                            | 1        | 0.1%      | 1.3%        | 1        | 0.1%      | 1.0%        | 1        | 0.1%      | 1.7%        | 1          | 0.2%      | 18.2%       |

# Le Particulier

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               | 20       | 1.2%      | 1.1%        | 15       | 1.6%      | 2.0%        | 6        | 0.7%      | 0.5%        | 0          | 0.0%      | 0.0%        |
| De 9 000 à moins de 12 000 euros par an   | 38       | 2.2%      | 1.3%        | 15       | 1.7%      | 1.3%        | 22       | 2.6%      | 1.2%        | 0          | 0.0%      | 0.0%        |
| De 12 000 à moins de 18 000 euros par an  | 110      | 6.3%      | 1.9%        | 46       | 5.1%      | 1.8%        | 65       | 7.7%      | 1.9%        | 20         | 4.5%      | 3.0%        |
| De 18 000 à moins de 24 000 euros par an  | 189      | 10.9%     | 2.8%        | 82       | 9.1%      | 2.6%        | 108      | 12.7%     | 2.9%        | 26         | 5.9%      | 1.8%        |
| De 24 000 à moins de 36 000 euros par an  | 375      | 21.5%     | 3.4%        | 177      | 19.7%     | 3.3%        | 198      | 23.3%     | 3.5%        | 55         | 12.6%     | 1.6%        |
| De 36 000 à moins de 45 000 euros par an  | 252      | 14.4%     | 3.6%        | 133      | 14.8%     | 3.6%        | 120      | 14.1%     | 3.6%        | 64         | 14.7%     | 2.1%        |
| De 45 000 à moins de 65 000 euros par an  | 341      | 19.5%     | 5.1%        | 213      | 23.6%     | 5.8%        | 129      | 15.2%     | 4.2%        | 111        | 25.3%     | 2.9%        |
| De 65 000 à moins de 80 000 euros par an  | 107      | 6.1%      | 5.5%        | 65       | 7.3%      | 5.8%        | 41       | 4.9%      | 5.1%        | 55         | 12.5%     | 4.2%        |
| De 80 000 à moins de 115 000 euros par an | 113      | 6.4%      | 9.2%        | 71       | 7.9%      | 9.5%        | 41       | 4.9%      | 8.6%        | 59         | 13.5%     | 6.7%        |
| 115 000 euros et plus par an              | 37       | 2.1%      | 7.1%        | 22       | 2.4%      | 7.3%        | 16       | 1.8%      | 6.9%        | 16         | 3.7%      | 3.6%        |
| Refus                                     | 138      | 7.9%      | 3.9%        | 58       | 6.4%      | 3.9%        | 80       | 9.4%      | 3.9%        | 22         | 4.9%      | 1.8%        |
| Ne sait pas                               | 26       | 1.5%      | 1.4%        | 3        | 0.4%      | 0.4%        | 23       | 2.7%      | 2.2%        | 10         | 2.2%      | 1.3%        |