

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	656	100.0%	1.3%	330	100.0%	1.4%	326	100.0%	1.2%	145	100.0%	0.9%
Sexe												
Homme	330	50.2%	1.4%	330	100.0%	1.4%	0	-	100.0%	81	55.6%	0.9%
Femme	326	49.8%	1.2%	0	-	100.0%	326	100.0%	1.2%	65	44.4%	0.8%
Age												
15 à 24 ans	60	9.1%	0.8%	41	12.5%	1.1%	19	5.7%	0.5%	23	15.9%	0.8%
25 à 34 ans	53	8.1%	0.7%	27	8.1%	0.7%	26	8.1%	0.7%	16	11.0%	0.5%
35 à 49 ans	140	21.4%	1.1%	83	25.3%	1.3%	57	17.4%	0.9%	51	35.1%	0.8%
50 à 64 ans	205	31.2%	1.7%	92	27.9%	1.5%	113	34.7%	1.8%	53	36.6%	1.3%
65 ans et plus	198	30.1%	1.8%	86	26.2%	1.9%	111	34.1%	1.8%	2	1.4%	0.8%
Individu												
Ménagère	305	46.5%	1.3%	0	-	100.0%	305	93.4%	1.3%	55	37.7%	0.8%
Personne de Référence	369	56.3%	1.3%	280	84.9%	1.4%	89	27.3%	1.1%	76	52.2%	0.9%
Responsable des achats	315	48.0%	1.3%	99	29.9%	1.3%	216	66.3%	1.3%	65	44.8%	0.8%
PCS Individu												
Agriculteurs	18	2.8%	3.5%	11	3.2%	3.1%	8	2.4%	4.2%	0	0.0%	0.9%
Petits patrons	23	3.5%	1.5%	19	5.8%	1.7%	4	1.2%	0.9%	23	15.8%	1.6%
Affaires et Cadres	31	4.8%	0.7%	21	6.3%	0.7%	10	3.2%	0.6%	29	20.0%	0.7%
Professions intermédiaires	61	9.3%	0.9%	31	9.4%	0.9%	30	9.1%	0.9%	47	32.4%	0.8%
Employés	108	16.4%	1.3%	35	10.5%	1.8%	73	22.4%	1.1%	11	7.4%	0.6%
Ouvriers	75	11.5%	1.2%	59	17.8%	1.2%	16	5.0%	1.2%	4	2.9%	1.3%
Retraités	244	37.2%	2.0%	114	34.6%	1.9%	130	39.8%	2.0%	7	4.6%	3.0%
Autres inactifs	96	14.6%	0.9%	41	12.3%	1.1%	55	16.9%	0.8%	24	16.8%	0.8%
PCS Personne de Référence												
Agriculteurs	26	4.0%	3.3%	11	3.3%	2.9%	15	4.6%	3.7%	0	-	100.0%
Petits patrons	31	4.8%	1.2%	19	5.9%	1.4%	12	3.6%	1.0%	31	21.5%	1.2%
Affaires et Cadres	47	7.2%	0.7%	25	7.4%	0.7%	23	7.0%	0.7%	47	32.5%	0.7%
Professions intermédiaires	67	10.2%	0.9%	37	11.2%	0.9%	30	9.2%	0.8%	67	46.0%	0.9%
Employés	68	10.4%	1.3%	38	11.6%	1.8%	30	9.3%	0.9%	0	-	100.0%
Ouvriers	109	16.6%	1.1%	58	17.6%	1.1%	51	15.5%	1.1%	0	-	100.0%
Retraités	279	42.5%	1.9%	127	38.6%	1.9%	151	46.4%	1.9%	0	-	100.0%
Autres inactifs	29	4.4%	0.8%	14	4.4%	1.1%	15	4.4%	0.6%	0	-	100.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	110	16.8%	1.2%	42	12.7%	1.1%	69	21.0%	1.3%	15	10.1%	0.9%
2 personnes	300	45.7%	1.7%	152	46.1%	1.8%	148	45.3%	1.6%	43	29.4%	1.0%
3 personnes	123	18.7%	1.3%	67	20.2%	1.4%	56	17.2%	1.2%	35	23.8%	0.9%
4 personnes	96	14.6%	1.0%	56	17.0%	1.2%	40	12.1%	0.9%	43	29.5%	0.9%
5 personnes et +	27	4.1%	0.5%	13	4.0%	0.5%	14	4.3%	0.5%	10	7.2%	0.4%
Présence d'enfants de moins de 15 ans												
Oui	132	20.1%	0.8%	73	22.1%	1.0%	59	18.1%	0.7%	52	35.5%	0.7%
Non	524	79.9%	1.5%	257	77.9%	1.5%	267	81.9%	1.5%	94	64.5%	1.0%
Habitat												
Communes rurales	308	46.9%	2.4%	142	43.2%	2.3%	165	50.6%	2.5%	61	42.0%	1.7%
Agglo. - 20 000 hab	130	19.9%	1.5%	69	20.8%	1.7%	62	19.0%	1.4%	26	18.0%	1.1%
Agglo. 20 000 à 100 000 hab	113	17.2%	1.7%	60	18.2%	1.9%	53	16.3%	1.5%	32	22.2%	1.6%
Agglo. + 100 000 hab	102	15.6%	0.7%	58	17.6%	0.8%	44	13.5%	0.6%	24	16.6%	0.5%
Agglo. Paris	3	0.5%	0.0%	1	0.2%	0.0%	2	0.7%	0.1%	2	1.2%	0.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	3	0.5%	0.0%	1	0.2%	0.0%	2	0.7%	0.0%	2	1.2%	0.0%
Nord-Pas-de-Calais	0	-	-	0	-	-	0	-	-	0	-	-
Lorraine	0	-	-	0	-	-	0	-	-	0	-	-
Alsace	0	-	-	0	-	-	0	-	-	0	-	-
Franche-Comté	0	-	-	0	-	-	0	-	-	0	-	-
Champagne-Ardenne	0	0.0%	0.0%	0	-	-	0	0.0%	0.0%	0	0.1%	0.0%
Picardie	0	-	-	0	-	-	0	-	-	0	-	-
Bourgogne	2	0.2%	0.1%	1	0.2%	0.1%	1	0.3%	0.1%	1	0.4%	0.2%
Haute-Normandie	0	-	-	0	-	-	0	-	-	0	-	-
Basse-Normandie	0	-	-	0	-	-	0	-	-	0	-	-
Centre	1	0.2%	0.0%	1	0.2%	0.1%	0	0.1%	0.0%	1	0.6%	0.1%
Pays de la Loire	0	-	-	0	-	-	0	-	-	0	-	-
Bretagne	0	-	-	0	-	-	0	-	-	0	-	-
Poitou-Charentes	1	0.2%	0.1%	0	0.1%	0.0%	1	0.3%	0.1%	0	0.1%	0.1%
Aquitaine	2	0.3%	0.1%	0	0.1%	0.0%	2	0.5%	0.1%	0	-	-
Midi-Pyrénées	1	0.2%	0.1%	0	0.1%	0.0%	1	0.3%	0.1%	0	0.2%	0.0%
Limousin	161	24.6%	25.6%	81	24.6%	27.0%	80	24.6%	24.4%	34	23.7%	21.6%
Auvergne	475	72.4%	42.3%	241	73.1%	44.7%	234	71.7%	40.0%	101	69.6%	32.4%
Rhône-Alpes	5	0.7%	0.1%	2	0.5%	0.1%	3	0.9%	0.1%	3	1.9%	0.2%
Languedoc-Roussillon	2	0.4%	0.1%	0	0.0%	0.0%	2	0.7%	0.2%	1	0.4%	0.1%
Provence-Alpes-Côte-d'Azur-Corse	3	0.4%	0.1%	3	0.8%	0.1%	0	-	-	3	1.7%	0.2%
Habitudes de connexion Internet												
Tous les jours	275	42.0%	1.0%	158	48.0%	1.1%	117	35.9%	0.9%	99	68.0%	0.8%
Presque tous les jours	77	11.7%	1.3%	34	10.4%	1.2%	42	13.0%	1.3%	18	12.5%	0.7%
1 à 2 fois par semaine	49	7.4%	1.5%	28	8.5%	2.0%	21	6.4%	1.2%	13	8.9%	1.4%
1 à 3 fois par mois	20	3.1%	2.4%	10	3.1%	2.6%	10	3.1%	2.2%	3	2.4%	1.8%
Moins souvent	21	3.2%	1.5%	10	3.1%	1.6%	11	3.4%	1.4%	2	1.1%	1.0%
Jamais	5	0.8%	2.1%	3	0.9%	2.1%	2	0.7%	2.2%	2	1.6%	8.0%

La Montagne

PQR, Audience LNM

	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	40	6.1%	1.6%	18	5.6%	1.9%	22	6.6%	1.5%	4	2.6%	1.9%
De 9 000 à moins de 12 000 euros par an	35	5.4%	1.1%	10	3.1%	0.9%	25	7.7%	1.2%	2	1.4%	0.7%
De 12 000 à moins de 18 000 euros par an	91	13.9%	1.3%	50	15.2%	1.7%	41	12.5%	1.1%	9	6.4%	1.2%
De 18 000 à moins de 24 000 euros par an	113	17.2%	1.5%	44	13.5%	1.3%	68	20.9%	1.8%	21	14.2%	1.3%
De 24 000 à moins de 36 000 euros par an	154	23.5%	1.4%	84	25.4%	1.5%	70	21.5%	1.3%	30	20.3%	0.8%
De 36 000 à moins de 45 000 euros par an	83	12.6%	1.3%	46	14.0%	1.4%	37	11.2%	1.2%	25	17.3%	0.9%
De 45 000 à moins de 65 000 euros par an	50	7.6%	0.9%	29	8.8%	0.9%	20	6.3%	0.8%	24	16.8%	0.7%
65 000 euros et plus	22	3.4%	0.8%	12	3.7%	0.7%	10	3.2%	0.9%	13	9.1%	0.6%
Refus	51	7.8%	1.4%	28	8.5%	1.8%	23	7.1%	1.1%	16	10.8%	1.2%
Ne sait pas	17	2.5%	1.1%	7	2.2%	1.1%	9	2.9%	1.1%	1	1.0%	0.3%