

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1428	100.0%	2.8%	708	100.0%	2.9%	720	100.0%	2.7%	319	100.0%	1.9%
Sexe												
Homme	708	49.6%	2.9%	708	100.0%	2.9%	0	-	100.0%	181	56.8%	2.1%
Femme	720	50.4%	2.7%	0	-	100.0%	720	100.0%	2.7%	138	43.2%	1.7%
Age												
15 à 24 ans	115	8.1%	1.6%	75	10.5%	2.0%	40	5.6%	1.1%	41	12.9%	1.4%
25 à 34 ans	125	8.7%	1.6%	70	9.9%	1.8%	55	7.6%	1.4%	36	11.2%	1.0%
35 à 49 ans	314	22.0%	2.5%	168	23.7%	2.7%	146	20.3%	2.3%	124	38.8%	2.0%
50 à 64 ans	436	30.5%	3.6%	201	28.4%	3.4%	235	32.7%	3.7%	112	35.2%	2.7%
65 ans et plus	438	30.7%	4.1%	195	27.5%	4.2%	243	33.7%	3.9%	6	2.0%	2.7%
Individu												
Ménagère	673	47.1%	2.9%	0	-	100.0%	673	93.4%	2.9%	122	38.2%	1.8%
Personne de Référence	793	55.6%	2.8%	613	86.6%	3.0%	181	25.1%	2.3%	176	55.3%	2.1%
Responsable des achats	703	49.2%	2.9%	216	30.4%	2.8%	487	67.7%	3.0%	154	48.2%	1.8%
PCS Individu												
Agriculteurs	35	2.4%	6.5%	22	3.1%	6.2%	13	1.8%	7.2%	0	0.0%	0.9%
Petits patrons	47	3.3%	3.0%	38	5.3%	3.4%	10	1.3%	2.2%	45	14.1%	3.2%
Affaires et Cadres	69	4.9%	1.5%	44	6.3%	1.5%	25	3.5%	1.4%	62	19.6%	1.4%
Professions intermédiaires	148	10.4%	2.2%	79	11.2%	2.3%	69	9.6%	2.2%	120	37.6%	2.1%
Employés	229	16.0%	2.7%	68	9.6%	3.5%	161	22.4%	2.5%	33	10.5%	1.9%
Ouvriers	175	12.3%	2.7%	136	19.2%	2.7%	39	5.5%	2.8%	5	1.5%	1.4%
Retraités	536	37.6%	4.4%	251	35.5%	4.3%	285	39.6%	4.5%	8	2.4%	3.5%
Autres inactifs	188	13.2%	1.8%	70	9.9%	2.0%	118	16.4%	1.8%	45	14.2%	1.4%
PCS Personne de Référence												
Agriculteurs	50	3.5%	6.4%	25	3.5%	6.6%	25	3.5%	6.2%	0	-	100.0%
Petits patrons	64	4.5%	2.6%	42	5.9%	3.1%	22	3.1%	1.9%	64	20.1%	2.6%
Affaires et Cadres	96	6.8%	1.4%	50	7.1%	1.4%	46	6.4%	1.4%	96	30.3%	1.4%
Professions intermédiaires	158	11.1%	2.1%	89	12.6%	2.2%	69	9.6%	1.9%	158	49.6%	2.1%
Employés	140	9.8%	2.6%	72	10.2%	3.4%	68	9.4%	2.1%	0	-	100.0%
Ouvriers	233	16.3%	2.4%	129	18.2%	2.5%	104	14.5%	2.3%	0	-	100.0%
Retraités	619	43.3%	4.3%	275	38.9%	4.2%	343	47.7%	4.4%	0	-	100.0%
Autres inactifs	67	4.7%	1.8%	25	3.6%	1.9%	42	5.9%	1.7%	0	-	100.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	236	16.5%	2.5%	99	14.0%	2.5%	136	18.9%	2.6%	31	9.9%	1.8%
2 personnes	640	44.8%	3.6%	310	43.7%	3.6%	330	45.9%	3.6%	84	26.2%	2.0%
3 personnes	269	18.8%	2.9%	145	20.5%	3.1%	124	17.2%	2.6%	73	23.0%	2.0%
4 personnes	208	14.6%	2.2%	112	15.9%	2.4%	95	13.2%	2.1%	98	30.8%	2.1%
5 personnes et +	76	5.3%	1.4%	41	5.8%	1.7%	34	4.8%	1.2%	32	10.2%	1.3%
Présence d'enfants de moins de 15 ans												
Oui	324	22.7%	2.1%	167	23.6%	2.3%	157	21.8%	1.9%	128	40.0%	1.7%
Non	1104	77.3%	3.1%	541	76.4%	3.2%	563	78.2%	3.1%	191	60.0%	2.0%
Habitat												
Communes rurales	622	43.6%	4.8%	305	43.0%	4.9%	318	44.1%	4.8%	123	38.7%	3.4%
Agglo. - 20 000 hab	283	19.8%	3.3%	133	18.8%	3.3%	150	20.8%	3.3%	58	18.3%	2.4%
Agglo. 20 000 à 100 000 hab	266	18.7%	4.0%	134	18.9%	4.2%	133	18.4%	3.8%	72	22.7%	3.7%
Agglo. + 100 000 hab	237	16.6%	1.6%	125	17.6%	1.8%	113	15.7%	1.5%	58	18.1%	1.2%
Agglo. Paris	18	1.3%	0.2%	11	1.6%	0.3%	7	1.0%	0.2%	7	2.2%	0.2%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	25	1.8%	0.3%	16	2.3%	0.4%	9	1.2%	0.2%	8	2.4%	0.2%
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%	0.0%	0	0.1%	0.2%
Picardie	0	0.0%	0.0%	0	0.0%	0.0%	0	-	-	0	0.1%	0.1%
Bourgogne	216	15.1%	15.9%	100	14.2%	15.5%	115	16.0%	16.3%	44	13.9%	13.0%
Haute-Normandie	0	-	-	0	-	-	0	-	-	0	-	-
Basse-Normandie	1	0.0%	0.0%	0	-	-	1	0.1%	0.1%	0	-	-
Centre	402	28.1%	19.3%	202	28.5%	20.2%	200	27.8%	18.6%	96	30.2%	15.4%
Pays de la Loire	1	0.1%	0.0%	1	0.2%	0.1%	0	0.0%	0.0%	0	-	-
Bretagne	0	-	-	0	-	-	0	-	-	0	-	-
Poitou-Charentes	3	0.2%	0.2%	0	0.1%	0.1%	3	0.3%	0.3%	1	0.2%	0.1%
Aquitaine	3	0.2%	0.1%	1	0.1%	0.1%	2	0.2%	0.1%	0	-	-
Midi-Pyrénées	2	0.2%	0.1%	0	0.0%	0.0%	2	0.3%	0.2%	0	0.1%	0.0%
Limousin	286	20.0%	45.4%	138	19.6%	46.0%	148	20.5%	44.8%	59	18.6%	37.0%
Auvergne	478	33.5%	42.6%	243	34.3%	45.1%	236	32.7%	40.3%	103	32.4%	33.0%
Rhône-Alpes	5	0.4%	0.1%	2	0.3%	0.1%	3	0.4%	0.1%	3	1.0%	0.2%
Languedoc-Roussillon	2	0.2%	0.1%	0	0.0%	0.0%	2	0.3%	0.2%	1	0.2%	0.1%
Provence-Alpes-Côte-d'Azur-Corse	3	0.2%	0.1%	3	0.4%	0.1%	0	0.0%	0.0%	3	0.8%	0.2%
Habitudes de connexion Internet												
Tous les jours	608	42.6%	2.3%	334	47.2%	2.4%	274	38.1%	2.1%	218	68.5%	1.7%
Presque tous les jours	178	12.5%	2.9%	85	12.1%	3.1%	93	12.9%	2.8%	53	16.8%	2.2%
1 à 2 fois par semaine	99	6.9%	3.1%	48	6.8%	3.4%	51	7.1%	2.9%	24	7.6%	2.7%
1 à 3 fois par mois	32	2.2%	3.7%	20	2.9%	5.2%	12	1.6%	2.5%	6	1.8%	3.0%
Moins souvent	42	2.9%	2.9%	20	2.8%	3.2%	22	3.0%	2.7%	4	1.3%	2.9%
Jamais	7	0.5%	2.9%	4	0.5%	2.7%	3	0.5%	3.1%	2	0.7%	8.0%

Groupe Centre France

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	65	4.6%	2.7%	26	3.7%	2.7%	40	5.5%	2.7%	5	1.5%	2.5%
De 9 000 à moins de 12 000 euros par an	82	5.7%	2.5%	34	4.8%	3.1%	48	6.7%	2.2%	3	1.0%	1.2%
De 12 000 à moins de 18 000 euros par an	213	14.9%	3.1%	109	15.4%	3.6%	104	14.4%	2.7%	19	6.1%	2.4%
De 18 000 à moins de 24 000 euros par an	242	16.9%	3.3%	98	13.9%	2.9%	144	20.0%	3.7%	32	10.1%	2.0%
De 24 000 à moins de 36 000 euros par an	306	21.4%	2.8%	169	23.9%	3.1%	137	19.0%	2.5%	62	19.4%	1.7%
De 36 000 à moins de 45 000 euros par an	192	13.5%	3.1%	98	13.8%	3.0%	95	13.2%	3.2%	65	20.3%	2.3%
De 45 000 à moins de 65 000 euros par an	128	8.9%	2.3%	75	10.7%	2.4%	52	7.3%	2.1%	63	19.7%	1.8%
65 000 euros et plus	54	3.8%	1.9%	33	4.7%	1.9%	21	3.0%	1.9%	34	10.8%	1.5%
Refus	109	7.7%	2.9%	49	7.0%	3.2%	60	8.3%	2.7%	32	9.9%	2.5%
Ne sait pas	36	2.5%	2.4%	16	2.3%	2.5%	20	2.8%	2.4%	4	1.1%	0.7%