

| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Ensemble | 1360 | 100.0% | 2.7% | 663 | 100.0% | 2.7% | 696 | 100.0% | 2.6% | 296 | 100.0% | 1.7% |
| Sexe | | | | | | | | | | | | |
| Homme | 663 | 48.8% | 2.7% | 663 | 100.0% | 2.7% | 0 | - | - | 168 | 56.8% | 1.9% |
| Femme | 696 | 51.2% | 2.6% | 0 | - | - | 696 | 100.0% | 2.6% | 128 | 43.2% | 1.6% |
| Age | | | | | | | | | | | | |
| 15 à 24 ans | 108 | 7.9% | 1.5% | 52 | 7.8% | 1.4% | 56 | 8.0% | 1.5% | 37 | 12.3% | 1.2% |
| 25 à 34 ans | 134 | 9.8% | 1.7% | 79 | 11.9% | 2.1% | 55 | 7.9% | 1.4% | 51 | 17.4% | 1.5% |
| 35 à 49 ans | 275 | 20.2% | 2.2% | 145 | 21.8% | 2.3% | 130 | 18.7% | 2.0% | 120 | 40.4% | 1.9% |
| 50 à 64 ans | 401 | 29.5% | 3.3% | 208 | 31.3% | 3.5% | 193 | 27.8% | 3.1% | 88 | 29.8% | 2.2% |
| 65 ans et plus | 442 | 32.5% | 4.0% | 180 | 27.2% | 3.8% | 262 | 37.6% | 4.1% | 0 | 0.1% | 0.2% |
| Individu | | | | | | | | | | | | |
| Ménagère | 645 | 47.5% | 2.8% | 0 | - | - | 645 | 92.7% | 2.8% | 113 | 38.1% | 1.7% |
| Personne de Référence | 795 | 58.5% | 2.8% | 589 | 88.8% | 2.9% | 206 | 29.5% | 2.6% | 157 | 53.2% | 1.9% |
| Responsable des achats | 968 | 71.2% | 2.7% | 336 | 50.7% | 2.7% | 631 | 90.7% | 2.7% | 191 | 64.6% | 1.8% |
| PCS Individu | | | | | | | | | | | | |
| Agriculteurs | 50 | 3.7% | 9.4% | 34 | 5.1% | 10.2% | 16 | 2.4% | 8.0% | 0 | 0.1% | 1.4% |
| Petits patrons | 30 | 2.2% | 1.8% | 22 | 3.4% | 1.9% | 7 | 1.0% | 1.5% | 26 | 8.7% | 1.8% |
| Affaires et Cadres | 82 | 6.1% | 1.7% | 49 | 7.3% | 1.7% | 34 | 4.9% | 1.8% | 68 | 23.0% | 1.6% |
| Professions intermédiaires | 137 | 10.0% | 2.0% | 81 | 12.1% | 2.3% | 56 | 8.1% | 1.7% | 108 | 36.4% | 1.9% |
| Employés | 208 | 15.3% | 2.5% | 58 | 8.7% | 2.8% | 151 | 21.6% | 2.4% | 39 | 13.3% | 2.2% |
| Ouvriers | 176 | 13.0% | 2.7% | 134 | 20.2% | 2.7% | 42 | 6.1% | 2.9% | 14 | 4.8% | 3.4% |
| Retraités | 491 | 36.1% | 3.9% | 229 | 34.5% | 3.8% | 263 | 37.7% | 4.0% | 7 | 2.3% | 2.9% |
| Autres inactifs | 185 | 13.6% | 1.8% | 58 | 8.8% | 1.7% | 127 | 18.2% | 1.9% | 33 | 11.3% | 1.1% |
| PCS Personne de Référence | | | | | | | | | | | | |
| Agriculteurs | 64 | 4.7% | 8.0% | 35 | 5.3% | 9.1% | 29 | 4.1% | 7.0% | 0 | - | - |
| Petits patrons | 49 | 3.6% | 1.9% | 26 | 4.0% | 1.9% | 23 | 3.3% | 1.8% | 49 | 16.7% | 1.9% |
| Affaires et Cadres | 96 | 7.1% | 1.4% | 56 | 8.4% | 1.6% | 40 | 5.8% | 1.2% | 96 | 32.4% | 1.4% |
| Professions intermédiaires | 151 | 11.1% | 2.0% | 86 | 13.0% | 2.2% | 65 | 9.3% | 1.8% | 151 | 50.9% | 2.0% |
| Employés | 116 | 8.5% | 2.2% | 66 | 9.9% | 2.9% | 50 | 7.2% | 1.6% | 0 | - | - |
| Ouvriers | 229 | 16.9% | 2.4% | 125 | 18.8% | 2.5% | 105 | 15.1% | 2.3% | 0 | - | - |
| Retraités | 562 | 41.4% | 3.8% | 242 | 36.4% | 3.6% | 321 | 46.1% | 4.0% | 0 | - | - |
| Autres inactifs | 92 | 6.8% | 2.4% | 28 | 4.2% | 1.9% | 64 | 9.2% | 2.7% | 0 | - | - |

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| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Taille du Foyer | | | | | | | | | | | | |
| 1 personne | 271 | 19.9% | 2.9% | 108 | 16.3% | 2.7% | 163 | 23.3% | 3.0% | 25 | 8.5% | 1.5% |
| 2 personnes | 591 | 43.5% | 3.3% | 291 | 43.9% | 3.3% | 299 | 43.0% | 3.3% | 92 | 31.1% | 2.1% |
| 3 personnes | 237 | 17.4% | 2.6% | 135 | 20.4% | 3.0% | 102 | 14.6% | 2.2% | 69 | 23.1% | 1.8% |
| 4 personnes | 194 | 14.3% | 2.1% | 92 | 13.8% | 2.0% | 102 | 14.7% | 2.2% | 76 | 25.7% | 1.6% |
| 5 personnes et + | 67 | 4.9% | 1.3% | 37 | 5.6% | 1.5% | 30 | 4.3% | 1.1% | 34 | 11.6% | 1.4% |
| Présence d'enfants de moins de 15 ans | | | | | | | | | | | | |
| Oui | 287 | 21.1% | 1.8% | 148 | 22.4% | 2.0% | 138 | 19.9% | 1.6% | 124 | 41.8% | 1.6% |
| Non | 1073 | 78.9% | 3.0% | 515 | 77.6% | 3.0% | 558 | 80.1% | 3.1% | 173 | 58.2% | 1.9% |
| Habitat | | | | | | | | | | | | |
| Communes rurales | 576 | 42.3% | 4.9% | 281 | 42.4% | 5.1% | 294 | 42.3% | 4.8% | 116 | 39.1% | 3.5% |
| Agglo. - 20 000 hab | 271 | 19.9% | 3.0% | 137 | 20.6% | 3.2% | 134 | 19.2% | 2.8% | 46 | 15.6% | 1.8% |
| Agglo. 20 000 à 100 000 hab | 286 | 21.0% | 4.2% | 133 | 20.0% | 3.9% | 154 | 22.1% | 4.5% | 61 | 20.5% | 3.0% |
| Agglo. + 100 000 hab | 211 | 15.5% | 1.4% | 105 | 15.9% | 1.5% | 106 | 15.2% | 1.3% | 70 | 23.5% | 1.3% |
| Agglo. Paris | 16 | 1.2% | 0.2% | 7 | 1.1% | 0.2% | 9 | 1.3% | 0.2% | 4 | 1.3% | 0.1% |

Groupe Centre France

PQR, Audience LNM



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| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Région d'habitation | | | | | | | | | | | | |
| Ile-de-France | 18 | 1.3% | 0.2% | 9 | 1.3% | 0.2% | 9 | 1.3% | 0.2% | 5 | 1.6% | 0.1% |
| Nord-Pas-de-Calais | 0 | - | - | 0 | - | - | 0 | - | - | 0 | - | - |
| Lorraine | 0 | 0.0% | 0.0% | 0 | - | - | 0 | 0.0% | 0.0% | 0 | - | - |
| Alsace | 0 | - | - | 0 | - | - | 0 | - | - | 0 | - | - |
| Franche-Comté | 0 | 0.0% | 0.0% | 0 | - | - | 0 | 0.0% | 0.0% | 0 | - | - |
| Champagne-Ardenne | 1 | 0.1% | 0.1% | 1 | 0.1% | 0.1% | 0 | 0.1% | 0.1% | 0 | - | - |
| Picardie | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% | 0 | - | - | 0 | - | - |
| Bourgogne | 212 | 15.6% | 15.6% | 103 | 15.5% | 15.7% | 109 | 15.7% | 15.5% | 39 | 13.3% | 10.9% |
| Haute-Normandie | 1 | 0.0% | 0.0% | 1 | 0.1% | 0.1% | 0 | - | - | 1 | 0.2% | 0.1% |
| Basse-Normandie | 0 | - | - | 0 | - | - | 0 | - | - | 0 | - | - |
| Centre | 392 | 28.9% | 18.9% | 186 | 28.1% | 18.6% | 206 | 29.6% | 19.1% | 89 | 30.0% | 14.1% |
| Pays de la Loire | 0 | 0.0% | 0.0% | 0 | - | - | 0 | 0.1% | 0.0% | 0 | - | - |
| Bretagne | 1 | 0.1% | 0.1% | 1 | 0.2% | 0.1% | 0 | - | - | 0 | - | - |
| Poitou-Charentes | 1 | 0.1% | 0.1% | 1 | 0.2% | 0.2% | 0 | - | - | 1 | 0.5% | 0.4% |
| Aquitaine | 3 | 0.2% | 0.1% | 2 | 0.4% | 0.2% | 1 | 0.1% | 0.0% | 0 | - | - |
| Midi-Pyrénées | 3 | 0.2% | 0.1% | 2 | 0.4% | 0.2% | 0 | 0.0% | 0.0% | 2 | 0.7% | 0.3% |
| Limousin | 263 | 19.4% | 41.8% | 127 | 19.1% | 42.1% | 137 | 19.6% | 41.5% | 57 | 19.3% | 36.3% |
| Auvergne | 460 | 33.8% | 40.9% | 229 | 34.5% | 42.5% | 231 | 33.2% | 39.5% | 101 | 34.0% | 33.4% |
| Rhône-Alpes | 1 | 0.1% | 0.0% | 1 | 0.1% | 0.0% | 0 | 0.0% | 0.0% | 1 | 0.2% | 0.0% |
| Languedoc-Roussillon | 1 | 0.1% | 0.1% | 0 | 0.0% | 0.0% | 1 | 0.1% | 0.1% | 0 | 0.1% | 0.0% |
| Provence-Alpes-Côte-d'Azur-Corse | 1 | 0.1% | 0.0% | 0 | 0.1% | 0.0% | 1 | 0.2% | 0.0% | 1 | 0.2% | 0.0% |
| Habitudes de connexion Internet | | | | | | | | | | | | |
| Tous les jours | 581 | 42.7% | 2.1% | 312 | 47.0% | 2.2% | 269 | 38.7% | 2.0% | 214 | 72.3% | 1.7% |
| Presque tous les jours | 153 | 11.2% | 2.5% | 69 | 10.4% | 2.4% | 84 | 12.0% | 2.6% | 46 | 15.6% | 2.0% |
| 1 à 2 fois par semaine | 116 | 8.6% | 3.6% | 54 | 8.2% | 3.7% | 62 | 8.9% | 3.5% | 24 | 8.1% | 2.6% |
| 1 à 3 fois par mois | 25 | 1.9% | 3.0% | 16 | 2.4% | 4.7% | 9 | 1.4% | 1.8% | 1 | 0.5% | 1.0% |
| Moins souvent | 50 | 3.7% | 3.7% | 21 | 3.1% | 3.3% | 29 | 4.2% | 4.1% | 2 | 0.6% | 1.3% |
| Jamais | 6 | 0.5% | 4.7% | 4 | 0.6% | 5.0% | 2 | 0.3% | 4.3% | 1 | 0.5% | 9.0% |

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| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Revenus du Foyer | | | | | | | | | | | | |
| Moins de 9 000 euros par an | 59 | 4.3% | 2.7% | 27 | 4.0% | 3.1% | 32 | 4.6% | 2.5% | 1 | 0.5% | 0.7% |
| De 9 000 à moins de 12 000 euros par an | 107 | 7.8% | 3.2% | 32 | 4.8% | 2.8% | 75 | 10.8% | 3.4% | 7 | 2.5% | 3.0% |
| De 12 000 à moins de 18 000 euros par an | 204 | 15.0% | 3.1% | 86 | 13.0% | 3.1% | 118 | 16.9% | 3.1% | 17 | 5.6% | 2.2% |
| De 18 000 à moins de 24 000 euros par an | 235 | 17.3% | 3.1% | 107 | 16.1% | 3.0% | 128 | 18.4% | 3.3% | 25 | 8.4% | 1.6% |
| De 24 000 à moins de 36 000 euros par an | 289 | 21.3% | 2.5% | 140 | 21.1% | 2.5% | 149 | 21.4% | 2.5% | 67 | 22.5% | 1.8% |
| De 36 000 à moins de 45 000 euros par an | 176 | 12.9% | 2.7% | 102 | 15.4% | 2.9% | 74 | 10.6% | 2.5% | 69 | 23.1% | 2.3% |
| De 45 000 à moins de 65 000 euros par an | 133 | 9.8% | 2.2% | 82 | 12.4% | 2.5% | 51 | 7.3% | 1.9% | 56 | 18.9% | 1.6% |
| De 65 000 à moins de 80 000 euros par an | 22 | 1.6% | 1.5% | 14 | 2.1% | 1.5% | 8 | 1.2% | 1.3% | 15 | 5.2% | 1.4% |
| De 80 000 à moins de 115 000 euros par an | 9 | 0.7% | 1.0% | 5 | 0.8% | 0.9% | 4 | 0.6% | 1.1% | 7 | 2.3% | 0.9% |
| 115 000 euros et plus par an | 8 | 0.6% | 1.7% | 3 | 0.5% | 1.2% | 4 | 0.6% | 2.3% | 6 | 2.0% | 1.5% |
| Refus | 84 | 6.2% | 2.6% | 43 | 6.4% | 3.2% | 41 | 5.9% | 2.2% | 18 | 6.2% | 1.6% |
| Ne sait pas | 33 | 2.5% | 2.3% | 22 | 3.3% | 3.4% | 12 | 1.7% | 1.4% | 8 | 2.8% | 1.7% |