

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	4326	100.0%	8.5%	2189	100.0%	8.9%	2137	100.0%	8.0%	1019	100.0%	6.0%
Sexe												
Homme	2189	50.6%	8.9%	2189	100.0%	8.9%	0	-	-	559	54.9%	6.4%
Femme	2137	49.4%	8.0%	0	-	-	2137	100.0%	8.0%	460	45.1%	5.6%
Age												
15 à 24 ans	382	8.8%	5.2%	222	10.2%	6.0%	159	7.5%	4.4%	117	11.5%	3.7%
25 à 34 ans	407	9.4%	5.3%	218	9.9%	5.7%	189	8.9%	4.8%	144	14.1%	4.2%
35 à 49 ans	937	21.7%	7.4%	490	22.4%	7.8%	447	20.9%	7.0%	403	39.6%	6.5%
50 à 64 ans	1245	28.8%	10.2%	641	29.3%	10.8%	604	28.3%	9.5%	342	33.5%	8.4%
65 ans et plus	1355	31.3%	12.2%	618	28.2%	13.0%	737	34.5%	11.6%	14	1.3%	7.2%
Individu												
Ménagère	1973	45.6%	8.4%	0	-	-	1973	92.3%	8.4%	406	39.9%	6.0%
Personne de Référence	2418	55.9%	8.6%	1862	85.1%	9.2%	555	26.0%	7.0%	552	54.2%	6.6%
Responsable des achats	3022	69.9%	8.5%	1100	50.3%	8.9%	1922	89.9%	8.4%	628	61.6%	5.9%
PCS Individu												
Agriculteurs	64	1.5%	12.0%	41	1.9%	12.5%	23	1.1%	11.1%	0	0.0%	0.4%
Petits patrons	128	3.0%	7.7%	93	4.3%	8.0%	35	1.6%	7.1%	116	11.3%	7.9%
Affaires et Cadres	221	5.1%	4.6%	143	6.5%	4.9%	77	3.6%	4.2%	193	18.9%	4.5%
Professions intermédiaires	487	11.3%	7.2%	284	13.0%	8.1%	203	9.5%	6.2%	394	38.7%	7.1%
Employés	637	14.7%	7.6%	162	7.4%	7.8%	475	22.2%	7.5%	131	12.9%	7.3%
Ouvriers	608	14.1%	9.4%	474	21.6%	9.5%	134	6.3%	9.0%	40	3.9%	9.4%
Retraités	1561	36.1%	12.4%	776	35.5%	12.9%	785	36.7%	12.0%	16	1.6%	6.8%
Autres inactifs	620	14.3%	6.2%	215	9.8%	6.2%	405	18.9%	6.2%	129	12.7%	4.2%
PCS Personne de Référence												
Agriculteurs	73	1.7%	9.2%	37	1.7%	9.6%	36	1.7%	8.8%	0	-	-
Petits patrons	192	4.4%	7.3%	100	4.6%	7.2%	93	4.3%	7.4%	192	18.9%	7.3%
Affaires et Cadres	307	7.1%	4.5%	161	7.4%	4.6%	146	6.8%	4.3%	307	30.2%	4.5%
Professions intermédiaires	519	12.0%	6.9%	298	13.6%	7.6%	221	10.4%	6.2%	519	51.0%	6.9%
Employés	322	7.4%	6.1%	157	7.2%	7.0%	165	7.7%	5.4%	0	-	-
Ouvriers	795	18.4%	8.4%	435	19.9%	8.9%	360	16.8%	7.9%	0	-	-
Retraités	1824	42.2%	12.4%	854	39.0%	12.8%	970	45.4%	12.1%	0	-	-
Autres inactifs	293	6.8%	7.5%	146	6.7%	9.9%	147	6.9%	6.1%	0	-	-

Groupe Ajef

PQR, Audience LNM



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	758	17.5%	8.1%	355	16.2%	8.8%	403	18.9%	7.6%	95	9.3%	5.4%
2 personnes	1896	43.8%	10.5%	950	43.4%	10.8%	947	44.3%	10.3%	293	28.8%	6.8%
3 personnes	686	15.8%	7.4%	364	16.6%	8.0%	321	15.0%	6.8%	229	22.5%	6.0%
4 personnes	646	14.9%	7.0%	341	15.6%	7.4%	305	14.3%	6.6%	270	26.5%	5.8%
5 personnes et +	341	7.9%	6.5%	180	8.2%	7.3%	161	7.5%	5.8%	132	12.9%	5.3%
Présence d'enfants de moins de 15 ans												
Oui	988	22.8%	6.3%	494	22.6%	6.8%	495	23.1%	5.8%	415	40.8%	5.4%
Non	3338	77.2%	9.4%	1695	77.4%	9.9%	1643	76.9%	9.0%	604	59.2%	6.5%
Habitat												
Communes rurales	1217	28.1%	10.4%	596	27.2%	10.8%	621	29.0%	10.1%	262	25.7%	7.9%
Agglo. - 20 000 hab	977	22.6%	10.9%	450	20.6%	10.7%	526	24.6%	11.1%	229	22.5%	9.0%
Agglo. 20 000 à 100 000 hab	758	17.5%	11.1%	413	18.9%	12.0%	345	16.1%	10.1%	149	14.6%	7.4%
Agglo. + 100 000 hab	1360	31.4%	9.0%	723	33.0%	10.0%	637	29.8%	8.0%	376	36.9%	7.2%
Agglo. Paris	14	0.3%	0.2%	6	0.3%	0.2%	8	0.4%	0.2%	3	0.3%	0.1%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	15	0.4%	0.2%	7	0.3%	0.2%	8	0.4%	0.2%	3	0.3%	0.1%
Nord-Pas-de-Calais	1	0.0%	0.0%	1	0.1%	0.1%	0	0.0%	0.0%	0	0.0%	0.0%
Lorraine	921	21.3%	47.5%	448	20.5%	47.9%	473	22.1%	47.2%	202	19.9%	36.7%
Alsace	749	17.3%	49.4%	375	17.1%	51.2%	374	17.5%	47.8%	173	17.0%	35.4%
Franche-Comté	421	9.7%	44.2%	215	9.8%	46.4%	205	9.6%	42.0%	92	9.0%	34.9%
Champagne-Ardenne	85	2.0%	7.8%	36	1.7%	6.9%	48	2.3%	8.5%	17	1.7%	5.4%
Picardie	0	-	-	0	-	-	0	-	-	0	-	-
Bourgogne	389	9.0%	28.6%	192	8.8%	29.4%	197	9.2%	27.9%	78	7.6%	21.6%
Haute-Normandie	2	0.1%	0.2%	0	0.0%	0.0%	2	0.1%	0.3%	0	0.0%	0.1%
Basse-Normandie	0	0.0%	0.0%	0	0.0%	0.0%	0	-	-	0	0.0%	0.0%
Centre	0	0.0%	0.0%	0	0.0%	0.0%	0	-	-	0	0.0%	0.1%
Pays de la Loire	0	0.0%	0.0%	0	0.0%	0.0%	0	-	-	0	0.0%	0.0%
Bretagne	1	0.0%	0.0%	1	0.0%	0.0%	0	-	-	0	0.0%	0.0%
Poitou-Charentes	2	0.0%	0.1%	1	0.0%	0.1%	1	0.1%	0.1%	1	0.1%	0.2%
Aquitaine	1	0.0%	0.0%	1	0.1%	0.1%	0	-	-	0	-	-
Midi-Pyrénées	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Limousin	0	0.0%	0.1%	0	-	-	0	0.0%	0.1%	0	0.0%	0.2%
Auvergne	52	1.2%	4.6%	30	1.4%	5.6%	22	1.0%	3.7%	11	1.1%	3.8%
Rhône-Alpes	1554	35.9%	30.9%	801	36.6%	33.1%	752	35.2%	28.9%	405	39.8%	22.7%
Languedoc-Roussillon	7	0.2%	0.3%	5	0.2%	0.5%	2	0.1%	0.2%	5	0.5%	0.8%
Provence-Alpes-Côte-d'Azur-Corse	126	2.9%	2.9%	74	3.4%	3.6%	51	2.4%	2.2%	29	2.8%	2.0%
Habitudes de connexion Internet												
Tous les jours	1918	44.3%	7.0%	1036	47.3%	7.4%	881	41.2%	6.5%	740	72.6%	5.7%
Presque tous les jours	455	10.5%	7.4%	232	10.6%	8.0%	223	10.4%	6.9%	138	13.6%	5.9%
1 à 2 fois par semaine	326	7.5%	10.1%	146	6.7%	10.0%	180	8.4%	10.1%	68	6.7%	7.3%
1 à 3 fois par mois	71	1.6%	8.4%	32	1.5%	9.6%	39	1.8%	7.6%	10	0.9%	6.3%
Moins souvent	127	2.9%	9.5%	71	3.2%	11.2%	56	2.6%	7.9%	16	1.6%	12.1%
Jamais	17	0.4%	12.5%	12	0.5%	13.8%	5	0.3%	10.4%	3	0.3%	17.1%

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	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	135	3.1%	6.3%	56	2.5%	6.4%	80	3.7%	6.2%	12	1.2%	6.6%
De 9 000 à moins de 12 000 euros par an	281	6.5%	8.5%	101	4.6%	8.9%	180	8.4%	8.2%	11	1.1%	4.4%
De 12 000 à moins de 18 000 euros par an	581	13.4%	8.9%	249	11.4%	9.1%	332	15.5%	8.8%	28	2.8%	3.7%
De 18 000 à moins de 24 000 euros par an	725	16.8%	9.7%	385	17.6%	10.9%	341	15.9%	8.7%	116	11.4%	7.3%
De 24 000 à moins de 36 000 euros par an	1036	23.9%	8.9%	513	23.4%	9.3%	523	24.5%	8.7%	256	25.1%	6.9%
De 36 000 à moins de 45 000 euros par an	591	13.7%	9.1%	338	15.4%	9.5%	253	11.9%	8.6%	185	18.2%	6.2%
De 45 000 à moins de 65 000 euros par an	424	9.8%	7.1%	261	11.9%	7.8%	162	7.6%	6.2%	212	20.9%	5.9%
De 65 000 à moins de 80 000 euros par an	82	1.9%	5.4%	52	2.4%	5.7%	30	1.4%	4.9%	53	5.2%	4.8%
De 80 000 à moins de 115 000 euros par an	56	1.3%	5.8%	41	1.9%	6.9%	15	0.7%	3.9%	38	3.7%	4.7%
115 000 euros et plus par an	17	0.4%	3.6%	15	0.7%	5.5%	2	0.1%	0.9%	16	1.6%	4.2%
Refus	309	7.1%	9.6%	133	6.1%	10.0%	176	8.2%	9.4%	75	7.3%	6.6%
Ne sait pas	89	2.1%	6.2%	46	2.1%	7.3%	44	2.0%	5.3%	17	1.6%	3.5%