

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	392	100.0%	0.7%	184	100.0%	0.7%	208	100.0%	0.8%	80	100.0%	0.5%
Sexe												
Femme	208	53.0%	0.0%	-	-	-	208	100.0%	0.0%	35	43.0%	0.0%
Homme	184	47.0%	0.0%	184	100.0%	0.0%	-	-	-	45	56.0%	0.0%
Age												
15 à 24 ans	23	5.0%	0.0%	-	-	-	23	11.0%	0.0%	11	13.0%	0.0%
25 à 34 ans	32	8.0%	0.0%	16	8.0%	0.0%	16	7.0%	0.0%	7	8.0%	0.0%
35 à 49 ans	31	7.0%	0.0%	24	13.0%	0.0%	6	3.0%	0.0%	18	22.0%	0.0%
50 à 59 ans	67	17.0%	0.0%	45	24.0%	1.0%	22	10.0%	0.0%	37	45.0%	1.0%
60 ans et plus	239	61.0%	1.0%	98	53.0%	1.0%	140	67.0%	1.0%	8	9.0%	0.0%
Individu												
Ménagères	189	48.0%	0.0%	-	-	-	189	91.0%	0.0%	34	42.0%	0.0%
Personne de référence	249	63.0%	0.0%	129	69.0%	0.0%	121	58.0%	1.0%	39	49.0%	0.0%
Responsable des achats	271	69.0%	0.0%	92	49.0%	0.0%	179	86.0%	0.0%	61	76.0%	0.0%
Pcs individu												
Affaires et cadres	20	5.0%	0.0%	16	8.0%	0.0%	4	2.0%	0.0%	20	25.0%	0.0%
Agriculteurs	4	1.0%	1.0%	-	-	-	4	1.0%	2.0%	-	-	-
Autres inactifs	41	10.0%	0.0%	5	2.0%	0.0%	36	17.0%	0.0%	11	13.0%	0.0%
Employés	48	12.0%	0.0%	25	13.0%	1.0%	23	11.0%	0.0%	5	6.0%	0.0%
Ouvriers	20	5.0%	0.0%	20	11.0%	0.0%	-	-	-	-	-	-
Petits patrons	12	3.0%	0.0%	8	4.0%	0.0%	4	1.0%	0.0%	11	13.0%	0.0%
Professions intermédiaires	42	10.0%	0.0%	19	10.0%	0.0%	23	11.0%	0.0%	32	40.0%	0.0%
Retraités	204	52.0%	1.0%	91	49.0%	1.0%	113	54.0%	1.0%	1	1.0%	0.0%
Pcs personne de référence												
Affaires et cadres	48	12.0%	0.0%	25	13.0%	0.0%	23	11.0%	0.0%	48	59.0%	0.0%
Agriculteurs	4	1.0%	0.0%	-	-	-	4	1.0%	1.0%	-	-	-
Autres inactifs	32	8.0%	0.0%	6	3.0%	0.0%	26	12.0%	1.0%	-	-	-
Employés	21	5.0%	0.0%	5	2.0%	0.0%	16	7.0%	0.0%	-	-	-
Ouvriers	24	6.0%	0.0%	20	11.0%	0.0%	3	1.0%	0.0%	-	-	-
Petits patrons	12	3.0%	0.0%	10	5.0%	0.0%	2	1.0%	0.0%	12	15.0%	0.0%
Professions intermédiaires	20	5.0%	0.0%	10	5.0%	0.0%	10	4.0%	0.0%	20	25.0%	0.0%
Retraités	231	59.0%	1.0%	108	58.0%	1.0%	124	59.0%	1.0%	-	-	-

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	392	100.0%	0.7%	184	100.0%	0.7%	208	100.0%	0.8%	80	100.0%	0.5%
Taille du foyer												
1 personne	114	29.0%	1.0%	41	22.0%	0.0%	73	35.0%	1.0%	6	8.0%	0.0%
2 personnes	167	42.0%	0.0%	79	43.0%	0.0%	88	42.0%	0.0%	16	20.0%	0.0%
3 personnes	66	16.0%	0.0%	46	25.0%	1.0%	20	9.0%	0.0%	28	35.0%	0.0%
4 personnes	33	8.0%	0.0%	12	6.0%	0.0%	21	10.0%	0.0%	19	24.0%	0.0%
5 personnes et +	10	2.0%	0.0%	5	2.0%	0.0%	5	2.0%	0.0%	10	12.0%	0.0%
Présence d'enfants de moins de 15 ans												
Non	348	88.0%	0.0%	163	88.0%	0.0%	186	89.0%	0.0%	46	57.0%	0.0%
Oui	44	11.0%	0.0%	22	11.0%	0.0%	22	10.0%	0.0%	34	42.0%	0.0%
Habitat												
Agglo. + 100 000 hab	108	27.0%	0.0%	52	28.0%	0.0%	56	27.0%	0.0%	25	30.0%	0.0%
Agglo. 20 000 à 100 000 hab	78	20.0%	1.0%	35	18.0%	1.0%	44	21.0%	1.0%	6	7.0%	0.0%
Agglo. - 20 000 hab	76	19.0%	0.0%	39	21.0%	0.0%	37	17.0%	0.0%	18	22.0%	0.0%
Agglo. paris	54	13.0%	0.0%	26	14.0%	0.0%	28	13.0%	0.0%	22	27.0%	0.0%
Communes rurales	76	19.0%	0.0%	33	17.0%	0.0%	43	20.0%	0.0%	9	11.0%	0.0%

Lecteur Dernière Période

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	392	100.0%	0.7%	184	100.0%	0.7%	208	100.0%	0.8%	80	100.0%	0.5%
Régions insee												
Alsace	11	2.0%	0.0%	6	3.0%	0.0%	5	2.0%	0.0%	6	7.0%	1.0%
Aquitaine	11	2.0%	0.0%	5	3.0%	0.0%	6	2.0%	0.0%	1	1.0%	0.0%
Auvergne	11	2.0%	1.0%	3	1.0%	0.0%	8	3.0%	1.0%	1	1.0%	0.0%
Basse normandie	8	1.0%	0.0%	3	1.0%	0.0%	4	2.0%	0.0%	3	4.0%	1.0%
Bourgogne	14	3.0%	1.0%	3	1.0%	0.0%	11	5.0%	1.0%	-	-	-
Bretagne	26	6.0%	0.0%	21	11.0%	1.0%	4	2.0%	0.0%	-	-	-
Centre	11	2.0%	0.0%	10	5.0%	0.0%	2	0.0%	0.0%	1	0.0%	0.0%
Champagne ardennes	9	2.0%	0.0%	6	3.0%	1.0%	3	1.0%	0.0%	-	-	-
Franche-comté	6	1.0%	0.0%	2	1.0%	0.0%	4	1.0%	0.0%	2	2.0%	0.0%
Haute normandie	26	6.0%	1.0%	18	9.0%	2.0%	8	3.0%	1.0%	2	2.0%	0.0%
Ile de france	58	14.0%	0.0%	28	15.0%	0.0%	30	14.0%	0.0%	24	29.0%	0.0%
Languedoc roussillon	10	2.0%	0.0%	4	2.0%	0.0%	6	3.0%	0.0%	1	1.0%	0.0%
Limousin	4	1.0%	0.0%	4	2.0%	1.0%	1	0.0%	0.0%	-	-	-
Lorraine	23	5.0%	1.0%	10	5.0%	1.0%	13	6.0%	1.0%	1	1.0%	0.0%
Midi pyrénées	12	3.0%	0.0%	6	3.0%	0.0%	6	2.0%	0.0%	3	3.0%	0.0%
Nord pas de calais	22	5.0%	0.0%	6	3.0%	0.0%	16	7.0%	0.0%	2	2.0%	0.0%
Pays de loire	36	9.0%	1.0%	7	3.0%	0.0%	30	14.0%	1.0%	7	8.0%	0.0%
Picardie	13	3.0%	0.0%	11	6.0%	1.0%	1	0.0%	0.0%	1	1.0%	0.0%
Poitou charentes	13	3.0%	0.0%	3	1.0%	0.0%	11	5.0%	1.0%	11	13.0%	2.0%
Provence alpes côte d'azur, corse	5	1.0%	0.0%	2	1.0%	0.0%	3	1.0%	0.0%	1	1.0%	0.0%
Rhône alpes	63	16.0%	1.0%	27	14.0%	1.0%	36	17.0%	1.0%	13	16.0%	0.0%
Habitudes de connection à internet												
1 à 2 fois par semaine	22	5.0%	1.0%	13	7.0%	2.0%	10	4.0%	1.0%	-	-	-
1 à 3 fois par mois	6	1.0%	2.0%	-	-	-	6	2.0%	5.0%	-	-	-
Moins souvent	7	1.0%	2.0%	3	1.0%	2.0%	4	1.0%	2.0%	-	-	-
Presque tous les jours	33	8.0%	0.0%	10	5.0%	0.0%	22	10.0%	1.0%	2	2.0%	0.0%
Tous les jours	276	70.0%	0.0%	140	76.0%	0.0%	136	65.0%	0.0%	78	97.0%	0.0%

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	392	100.0%	0.7%	184	100.0%	0.7%	208	100.0%	0.8%	80	100.0%	0.5%
Revenus du foyer												
65 000 euros et plus par an	62	15.0%	0.0%	39	21.0%	1.0%	24	11.0%	0.0%	28	34.0%	0.0%
De 12 000 à moins de 18 000 euros par an	42	10.0%	0.0%	4	2.0%	0.0%	38	18.0%	1.0%	-	-	-
De 18 000 à moins de 24 000 euros par an	58	14.0%	0.0%	33	18.0%	1.0%	25	11.0%	0.0%	4	4.0%	0.0%
De 24 000 à moins de 36 000 euros par an	77	19.0%	0.0%	39	21.0%	0.0%	38	18.0%	0.0%	17	20.0%	0.0%
De 36 000 à moins de 45 000 euros par an	51	12.0%	0.0%	22	11.0%	0.0%	29	14.0%	0.0%	8	9.0%	0.0%
De 45 000 à moins de 65 000 euros par an	53	13.0%	0.0%	26	14.0%	0.0%	27	13.0%	0.0%	20	24.0%	0.0%
De 9 000 à moins de 12 000 euros par an	16	4.0%	0.0%	6	3.0%	0.0%	9	4.0%	0.0%	1	1.0%	0.0%
Moins de 9 000 euros par an	11	2.0%	0.0%	2	1.0%	0.0%	8	4.0%	1.0%	2	2.0%	0.0%
Ne sait pas	21	5.0%	0.0%	12	6.0%	1.0%	9	4.0%	0.0%	1	1.0%	0.0%
Refus	2	0.0%	0.0%	-	-	-	2	0.0%	0.0%	1	1.0%	0.0%