

| | Ensemble | | | Hommes | | | Femmes | | | Foyers CSP+ | | |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|-------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Ensemble | 589 | 100.0% | 1.1% | 166 | 100.0% | 0.7% | 424 | 100.0% | 1.5% | 225 | 100.0% | 1.3% |
| Sexe | | | | | | | | | | | | |
| Femme | 424 | 71.0% | 1.0% | - | - | - | 424 | 100.0% | 1.0% | 155 | 68.0% | 1.0% |
| Homme | 166 | 28.0% | 0.0% | 166 | 100.0% | 0.0% | - | - | - | 70 | 31.0% | 0.0% |
| Age | | | | | | | | | | | | |
| 15 à 24 ans | 32 | 5.0% | 0.0% | 3 | 1.0% | 0.0% | 29 | 6.0% | 0.0% | 0 | 0.0% | 0.0% |
| 25 à 34 ans | 80 | 13.0% | 1.0% | 38 | 22.0% | 1.0% | 42 | 9.0% | 1.0% | 45 | 19.0% | 1.0% |
| 35 à 49 ans | 107 | 18.0% | 0.0% | 26 | 15.0% | 0.0% | 81 | 19.0% | 1.0% | 80 | 35.0% | 1.0% |
| 50 à 59 ans | 155 | 26.0% | 1.0% | 56 | 33.0% | 1.0% | 99 | 23.0% | 2.0% | 70 | 31.0% | 1.0% |
| 60 ans et plus | 217 | 36.0% | 1.0% | 44 | 26.0% | 0.0% | 173 | 40.0% | 1.0% | 30 | 13.0% | 1.0% |
| Individu | | | | | | | | | | | | |
| Ménagères | 388 | 65.0% | 1.0% | - | - | - | 388 | 91.0% | 1.0% | 154 | 68.0% | 2.0% |
| Personne de référence | 275 | 46.0% | 1.0% | 114 | 69.0% | 0.0% | 160 | 37.0% | 1.0% | 100 | 44.0% | 1.0% |
| Responsable des achats | 475 | 80.0% | 1.0% | 89 | 53.0% | 0.0% | 386 | 91.0% | 1.0% | 197 | 87.0% | 1.0% |
| Pcs individu | | | | | | | | | | | | |
| Affaires et cadres | 78 | 13.0% | 1.0% | 27 | 16.0% | 0.0% | 51 | 12.0% | 2.0% | 74 | 32.0% | 1.0% |
| Agriculteurs | 9 | 1.0% | 2.0% | 3 | 2.0% | 1.0% | 5 | 1.0% | 3.0% | 1 | 0.0% | 2.0% |
| Autres inactifs | 139 | 23.0% | 1.0% | 22 | 13.0% | 0.0% | 118 | 27.0% | 1.0% | 18 | 8.0% | 0.0% |
| Employés | 111 | 18.0% | 1.0% | 19 | 11.0% | 0.0% | 92 | 21.0% | 1.0% | 36 | 16.0% | 2.0% |
| Ouvriers | 35 | 6.0% | 0.0% | 24 | 14.0% | 0.0% | 11 | 2.0% | 0.0% | 10 | 4.0% | 1.0% |
| Petits patrons | 22 | 3.0% | 1.0% | 8 | 4.0% | 0.0% | 14 | 3.0% | 2.0% | 21 | 9.0% | 1.0% |
| Professions intermédiaires | 80 | 13.0% | 1.0% | 23 | 13.0% | 0.0% | 58 | 13.0% | 1.0% | 62 | 27.0% | 1.0% |
| Retraités | 115 | 19.0% | 0.0% | 39 | 23.0% | 0.0% | 76 | 17.0% | 1.0% | 3 | 1.0% | 1.0% |
| Pcs personne de référence | | | | | | | | | | | | |
| Affaires et cadres | 120 | 20.0% | 1.0% | 30 | 18.0% | 0.0% | 90 | 21.0% | 2.0% | 120 | 53.0% | 1.0% |
| Agriculteurs | 14 | 2.0% | 2.0% | 2 | 1.0% | 0.0% | 12 | 2.0% | 3.0% | - | - | - |
| Autres inactifs | 32 | 5.0% | 0.0% | 19 | 11.0% | 1.0% | 13 | 3.0% | 0.0% | - | - | - |
| Employés | 63 | 10.0% | 1.0% | 22 | 13.0% | 0.0% | 41 | 9.0% | 1.0% | - | - | - |
| Ouvriers | 41 | 7.0% | 0.0% | 4 | 2.0% | 0.0% | 37 | 8.0% | 1.0% | - | - | - |
| Petits patrons | 31 | 5.0% | 1.0% | 8 | 4.0% | 0.0% | 23 | 5.0% | 1.0% | 31 | 13.0% | 1.0% |
| Professions intermédiaires | 74 | 12.0% | 0.0% | 31 | 19.0% | 0.0% | 42 | 10.0% | 1.0% | 74 | 32.0% | 0.0% |
| Retraités | 214 | 36.0% | 1.0% | 48 | 29.0% | 0.0% | 166 | 39.0% | 1.0% | - | - | - |

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|--|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|-------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Ensemble | 589 | 100.0% | 1.1% | 166 | 100.0% | 0.7% | 424 | 100.0% | 1.5% | 225 | 100.0% | 1.3% |
| Taille du foyer | | | | | | | | | | | | |
| 1 personne | 99 | 16.0% | 0.0% | 36 | 21.0% | 0.0% | 63 | 14.0% | 1.0% | 14 | 6.0% | 0.0% |
| 2 personnes | 260 | 44.0% | 1.0% | 56 | 33.0% | 0.0% | 204 | 48.0% | 2.0% | 85 | 37.0% | 1.0% |
| 3 personnes | 119 | 20.0% | 1.0% | 32 | 19.0% | 0.0% | 87 | 20.0% | 1.0% | 47 | 21.0% | 1.0% |
| 4 personnes | 75 | 12.0% | 0.0% | 36 | 21.0% | 0.0% | 39 | 9.0% | 0.0% | 54 | 24.0% | 1.0% |
| 5 personnes et + | 36 | 6.0% | 0.0% | 5 | 3.0% | 0.0% | 31 | 7.0% | 1.0% | 24 | 10.0% | 0.0% |
| Présence d'enfants de moins de 15 ans | | | | | | | | | | | | |
| Non | 459 | 77.0% | 1.0% | 133 | 80.0% | 0.0% | 325 | 76.0% | 1.0% | 135 | 59.0% | 1.0% |
| Oui | 131 | 22.0% | 0.0% | 32 | 19.0% | 0.0% | 98 | 23.0% | 1.0% | 90 | 40.0% | 1.0% |
| Habitat | | | | | | | | | | | | |
| Agglo. + 100 000 hab | 154 | 26.0% | 1.0% | 42 | 25.0% | 0.0% | 112 | 26.0% | 1.0% | 88 | 39.0% | 1.0% |
| Agglo. 20 000 à 100 000 hab | 91 | 15.0% | 1.0% | 12 | 7.0% | 0.0% | 79 | 18.0% | 2.0% | 13 | 5.0% | 0.0% |
| Agglo. - 20 000 hab | 118 | 20.0% | 1.0% | 51 | 30.0% | 1.0% | 67 | 15.0% | 1.0% | 27 | 12.0% | 1.0% |
| Agglo. paris | 97 | 16.0% | 1.0% | 34 | 20.0% | 0.0% | 63 | 14.0% | 1.0% | 46 | 20.0% | 1.0% |
| Communes rurales | 130 | 22.0% | 1.0% | 27 | 16.0% | 0.0% | 104 | 24.0% | 1.0% | 50 | 22.0% | 1.0% |

Lecteur Dernière Période

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| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Ensemble | 589 | 100.0% | 1.1% | 166 | 100.0% | 0.7% | 424 | 100.0% | 1.5% | 225 | 100.0% | 1.3% |
| Régions insee | | | | | | | | | | | | |
| Alsace | 27 | 4.0% | 1.0% | 5 | 2.0% | 0.0% | 22 | 5.0% | 2.0% | 17 | 7.0% | 3.0% |
| Aquitaine | 50 | 8.0% | 1.0% | 6 | 3.0% | 0.0% | 44 | 10.0% | 2.0% | 26 | 11.0% | 2.0% |
| Auvergne | 5 | 0.0% | 0.0% | 4 | 2.0% | 0.0% | 1 | 0.0% | 0.0% | 2 | 0.0% | 0.0% |
| Basse normandie | 19 | 3.0% | 1.0% | 1 | 0.0% | 0.0% | 18 | 4.0% | 2.0% | 1 | 0.0% | 0.0% |
| Bourgogne | 10 | 1.0% | 0.0% | - | - | - | 10 | 2.0% | 1.0% | 2 | 0.0% | 0.0% |
| Bretagne | 41 | 7.0% | 1.0% | 5 | 2.0% | 0.0% | 37 | 8.0% | 2.0% | 20 | 9.0% | 2.0% |
| Centre | 28 | 4.0% | 1.0% | 8 | 4.0% | 0.0% | 20 | 4.0% | 1.0% | 9 | 4.0% | 1.0% |
| Champagne ardennes | 18 | 3.0% | 1.0% | 6 | 3.0% | 1.0% | 11 | 2.0% | 2.0% | 3 | 1.0% | 1.0% |
| Franche-comté | 22 | 3.0% | 2.0% | 3 | 2.0% | 0.0% | 19 | 4.0% | 3.0% | 13 | 5.0% | 4.0% |
| Haute normandie | 12 | 2.0% | 0.0% | - | - | - | 12 | 2.0% | 1.0% | 3 | 1.0% | 0.0% |
| Ile de france | 106 | 18.0% | 1.0% | 41 | 24.0% | 0.0% | 66 | 15.0% | 1.0% | 47 | 21.0% | 1.0% |
| Languedoc roussillon | 21 | 3.0% | 0.0% | 1 | 0.0% | 0.0% | 20 | 4.0% | 1.0% | - | - | - |
| Limousin | 9 | 1.0% | 1.0% | 3 | 1.0% | 0.0% | 6 | 1.0% | 1.0% | - | - | - |
| Lorraine | 16 | 2.0% | 0.0% | 4 | 2.0% | 0.0% | 12 | 2.0% | 1.0% | 3 | 1.0% | 0.0% |
| Midi pyrénées | 33 | 5.0% | 1.0% | 2 | 1.0% | 0.0% | 31 | 7.0% | 2.0% | 8 | 3.0% | 0.0% |
| Nord pas de calais | 43 | 7.0% | 1.0% | 14 | 8.0% | 0.0% | 29 | 6.0% | 1.0% | 17 | 7.0% | 1.0% |
| Pays de loire | 35 | 6.0% | 1.0% | 22 | 13.0% | 1.0% | 13 | 3.0% | 0.0% | 17 | 7.0% | 1.0% |
| Picardie | 12 | 2.0% | 0.0% | 11 | 6.0% | 1.0% | 1 | 0.0% | 0.0% | 1 | 0.0% | 0.0% |
| Poitou charentes | 16 | 2.0% | 1.0% | 10 | 5.0% | 1.0% | 6 | 1.0% | 0.0% | 10 | 4.0% | 2.0% |
| Provence alpes côte d'azur, corse | 28 | 4.0% | 0.0% | 14 | 8.0% | 0.0% | 14 | 3.0% | 0.0% | 16 | 6.0% | 1.0% |
| Rhône alpes | 38 | 6.0% | 0.0% | 7 | 4.0% | 0.0% | 31 | 7.0% | 1.0% | 11 | 4.0% | 0.0% |
| Habitudes de connection à internet | | | | | | | | | | | | |
| 1 à 2 fois par semaine | 10 | 1.0% | 0.0% | 2 | 1.0% | 0.0% | 9 | 2.0% | 1.0% | 0 | 0.0% | 0.0% |
| 1 à 3 fois par mois | 1 | 0.0% | 0.0% | - | - | - | 1 | 0.0% | 0.0% | 1 | 0.0% | 2.0% |
| Moins souvent | 7 | 1.0% | 2.0% | 1 | 0.0% | 0.0% | 6 | 1.0% | 4.0% | - | - | - |
| Presque tous les jours | 45 | 7.0% | 1.0% | 10 | 5.0% | 0.0% | 35 | 8.0% | 1.0% | 7 | 3.0% | 0.0% |
| Tous les jours | 490 | 83.0% | 1.0% | 141 | 85.0% | 0.0% | 349 | 82.0% | 1.0% | 217 | 96.0% | 1.0% |

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| Ensemble | 589 | 100.0% | 1.1% | 166 | 100.0% | 0.7% | 424 | 100.0% | 1.5% | 225 | 100.0% | 1.3% |
| Revenus du foyer | | | | | | | | | | | | |
| 65 000 euros et plus par an | 113 | 19.0% | 1.0% | 35 | 21.0% | 1.0% | 78 | 18.0% | 2.0% | 84 | 37.0% | 1.0% |
| De 12 000 à moins de 18 000 euros par an | 28 | 4.0% | 0.0% | 10 | 5.0% | 0.0% | 18 | 4.0% | 0.0% | 10 | 4.0% | 1.0% |
| De 18 000 à moins de 24 000 euros par an | 93 | 15.0% | 1.0% | 24 | 14.0% | 0.0% | 70 | 16.0% | 1.0% | 6 | 2.0% | 0.0% |
| De 24 000 à moins de 36 000 euros par an | 100 | 17.0% | 0.0% | 36 | 21.0% | 0.0% | 65 | 15.0% | 1.0% | 42 | 18.0% | 1.0% |
| De 36 000 à moins de 45 000 euros par an | 75 | 12.0% | 1.0% | 12 | 7.0% | 0.0% | 63 | 15.0% | 2.0% | 23 | 10.0% | 0.0% |
| De 45 000 à moins de 65 000 euros par an | 101 | 17.0% | 1.0% | 19 | 11.0% | 0.0% | 82 | 19.0% | 2.0% | 39 | 17.0% | 1.0% |
| De 9 000 à moins de 12 000 euros par an | 31 | 5.0% | 1.0% | 18 | 10.0% | 1.0% | 14 | 3.0% | 1.0% | 1 | 0.0% | 0.0% |
| Moins de 9 000 euros par an | 14 | 2.0% | 1.0% | 4 | 2.0% | 0.0% | 10 | 2.0% | 1.0% | 2 | 0.0% | 0.0% |
| Ne sait pas | 27 | 4.0% | 0.0% | 8 | 5.0% | 0.0% | 18 | 4.0% | 1.0% | 13 | 5.0% | 1.0% |
| Refus | 1 | 0.0% | 0.0% | - | - | - | 1 | 0.0% | 0.0% | - | - | - |