

| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| ENSEMBLE | 2539 | 100.0% | 4.9% | 657 | 100.0% | 2.6% | 1882 | 100.0% | 7.0% | 296 | 100.0% | 1.7% |
| Sexe | | | | | | | | | | | | |
| Homme | 657 | 25.9% | 2.6% | 657 | 100.0% | 2.6% | 0 | 0.0% | 0.0% | 66 | 22.3% | 0.8% |
| Femme | 1882 | 74.1% | 7.0% | 0 | 0.0% | 0.0% | 1882 | 100.0% | 7.0% | 230 | 77.7% | 2.7% |
| Age | | | | | | | | | | | | |
| 15 à 24 ans | 32 | 1.3% | 0.4% | 7 | 1.1% | 0.2% | 25 | 1.3% | 0.7% | 11 | 3.7% | 0.3% |
| 25 à 34 ans | 68 | 2.7% | 0.9% | 15 | 2.2% | 0.4% | 54 | 2.8% | 1.4% | 29 | 9.9% | 0.9% |
| 35 à 49 ans | 227 | 8.9% | 1.8% | 29 | 4.5% | 0.5% | 197 | 10.5% | 3.1% | 69 | 23.4% | 1.1% |
| 50 à 59 ans | 494 | 19.5% | 5.3% | 117 | 17.8% | 2.5% | 377 | 20.0% | 8.1% | 117 | 39.6% | 3.0% |
| 60 ans et plus | 1718 | 67.6% | 11.5% | 489 | 74.4% | 7.5% | 1229 | 65.3% | 14.5% | 69 | 23.4% | 7.0% |
| Individu | | | | | | | | | | | | |
| Ménagères | 1842 | 72.6% | 7.9% | 0 | 0.0% | 0.0% | 1842 | 97.9% | 7.9% | 221 | 74.7% | 3.1% |
| Personne de référence | 1384 | 54.5% | 4.9% | 634 | 96.5% | 3.1% | 750 | 39.8% | 9.7% | 99 | 33.5% | 1.2% |
| Responsable des achats | 2140 | 84.3% | 6.0% | 351 | 53.4% | 2.8% | 1789 | 95.0% | 7.8% | 235 | 79.4% | 2.1% |
| PCS Individu | | | | | | | | | | | | |
| Agriculteurs | 13 | 0.5% | 2.4% | 3 | 0.4% | 0.7% | 10 | 0.5% | 6.5% | 0 | 0.1% | 1.1% |
| Petits patrons | 41 | 1.6% | 2.5% | 16 | 2.4% | 1.4% | 25 | 1.3% | 4.8% | 27 | 9.1% | 1.9% |
| Affaires et Cadres | 61 | 2.4% | 1.2% | 20 | 3.0% | 0.7% | 41 | 2.2% | 1.9% | 52 | 17.7% | 1.1% |
| Professions intermédiaires | 134 | 5.3% | 1.9% | 26 | 3.9% | 0.8% | 108 | 5.7% | 3.1% | 93 | 31.3% | 1.7% |
| Employés | 375 | 14.8% | 4.5% | 33 | 5.1% | 1.5% | 342 | 18.2% | 5.6% | 63 | 21.3% | 3.5% |
| Ouvriers | 129 | 5.1% | 2.0% | 59 | 8.9% | 1.2% | 71 | 3.8% | 5.1% | 11 | 3.8% | 2.8% |
| Retraités | 1516 | 59.7% | 12.1% | 473 | 72.0% | 8.0% | 1043 | 55.4% | 15.7% | 20 | 6.6% | 7.9% |
| Autres inactifs | 271 | 10.7% | 2.6% | 28 | 4.3% | 0.7% | 243 | 12.9% | 3.7% | 30 | 10.1% | 0.9% |
| PCS Personne de référence | | | | | | | | | | | | |
| Agriculteurs | 20 | 0.8% | 2.4% | 3 | 0.4% | 0.7% | 17 | 0.9% | 4.3% | 0 | 0.0% | 0.0% |
| Petits patrons | 61 | 2.4% | 2.3% | 16 | 2.4% | 1.2% | 45 | 2.4% | 3.4% | 61 | 20.6% | 2.3% |
| Affaires et Cadres | 98 | 3.8% | 1.3% | 21 | 3.2% | 0.6% | 77 | 4.1% | 2.1% | 98 | 33.0% | 1.3% |
| Professions intermédiaires | 137 | 5.4% | 1.8% | 29 | 4.4% | 0.7% | 108 | 5.7% | 3.0% | 137 | 46.4% | 1.8% |
| Employés | 201 | 7.9% | 3.7% | 32 | 4.9% | 1.4% | 169 | 9.0% | 5.5% | 0 | 0.0% | 0.0% |
| Ouvriers | 222 | 8.7% | 2.3% | 52 | 7.9% | 1.0% | 170 | 9.0% | 3.8% | 0 | 0.0% | 0.0% |
| Retraités | 1656 | 65.2% | 11.5% | 483 | 73.5% | 7.3% | 1174 | 62.4% | 14.9% | 0 | 0.0% | 0.0% |
| Autres inactifs | 144 | 5.7% | 3.5% | 21 | 3.2% | 1.3% | 123 | 6.5% | 4.9% | 0 | 0.0% | 0.0% |

Pleine Vie



Lecture Dernière Période

| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|--|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Taille du foyer | | | | | | | | | | | | |
| 1 personne | 755 | 29.7% | 7.5% | 112 | 17.0% | 2.6% | 643 | 34.1% | 11.4% | 40 | 13.4% | 2.3% |
| 2 personnes | 1360 | 53.6% | 7.6% | 462 | 70.4% | 5.3% | 898 | 47.7% | 9.8% | 117 | 39.6% | 2.7% |
| 3 personnes | 215 | 8.5% | 2.4% | 38 | 5.8% | 0.8% | 177 | 9.4% | 3.9% | 71 | 24.1% | 1.9% |
| 4 personnes | 135 | 5.3% | 1.4% | 39 | 6.0% | 0.9% | 95 | 5.1% | 2.0% | 42 | 14.1% | 0.9% |
| 5 personnes et + | 74 | 2.9% | 1.4% | 5 | 0.8% | 0.2% | 69 | 3.7% | 2.5% | 26 | 8.8% | 1.0% |
| Présence d'enfants de moins de 15 ans | | | | | | | | | | | | |
| Oui | 232 | 9.1% | 1.5% | 32 | 4.8% | 0.4% | 200 | 10.6% | 2.4% | 83 | 28.2% | 1.1% |
| Non | 2307 | 90.9% | 6.4% | 625 | 95.2% | 3.5% | 1682 | 89.4% | 9.0% | 212 | 71.8% | 2.2% |
| Habitat | | | | | | | | | | | | |
| Communes rurales | 655 | 25.8% | 5.5% | 159 | 24.2% | 2.8% | 496 | 26.4% | 8.0% | 63 | 21.4% | 1.9% |
| Agglo. - 20 000 hab | 490 | 19.3% | 5.4% | 125 | 19.0% | 2.9% | 365 | 19.4% | 7.8% | 57 | 19.2% | 2.2% |
| Agglo. 20 000 à 100 000 hab | 422 | 16.6% | 6.1% | 137 | 20.8% | 4.1% | 286 | 15.2% | 7.9% | 33 | 11.3% | 1.8% |
| Agglo. + 100 000 hab | 650 | 25.6% | 4.2% | 150 | 22.8% | 2.0% | 500 | 26.6% | 6.3% | 97 | 32.9% | 1.7% |
| Agglo. Paris | 321 | 12.7% | 3.8% | 86 | 13.1% | 2.1% | 235 | 12.5% | 5.3% | 45 | 15.2% | 1.1% |

Pleine Vie

Lecture Dernière Période



| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|--|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Régions INSEE | | | | | | | | | | | | |
| Ile de France | 380 | 15.0% | 4.0% | 107 | 16.3% | 2.4% | 273 | 14.5% | 5.5% | 54 | 18.2% | 1.2% |
| Nord Pas de Calais | 103 | 4.0% | 3.2% | 28 | 4.2% | 1.8% | 75 | 4.0% | 4.5% | 14 | 4.6% | 1.4% |
| Lorraine | 82 | 3.2% | 4.3% | 16 | 2.5% | 1.8% | 65 | 3.5% | 6.6% | 9 | 3.0% | 1.6% |
| Alsace | 63 | 2.5% | 4.1% | 14 | 2.1% | 1.9% | 49 | 2.6% | 6.2% | 4 | 1.4% | 0.9% |
| Franche-Comté | 44 | 1.7% | 4.6% | 8 | 1.2% | 1.7% | 36 | 1.9% | 7.4% | 6 | 2.2% | 2.5% |
| Champagne Ardennes | 51 | 2.0% | 4.7% | 10 | 1.5% | 1.9% | 41 | 2.2% | 7.3% | 5 | 1.7% | 1.8% |
| Picardie | 124 | 4.9% | 8.1% | 36 | 5.4% | 4.8% | 88 | 4.7% | 11.2% | 12 | 4.1% | 2.8% |
| Bourgogne | 78 | 3.1% | 5.8% | 18 | 2.7% | 2.7% | 61 | 3.2% | 8.7% | 8 | 2.6% | 2.2% |
| Haute Normandie | 81 | 3.2% | 5.5% | 15 | 2.3% | 2.1% | 66 | 3.5% | 8.5% | 11 | 3.7% | 2.3% |
| Basse Normandie | 58 | 2.3% | 4.8% | 13 | 2.0% | 2.3% | 45 | 2.4% | 7.1% | 7 | 2.4% | 2.0% |
| Centre | 129 | 5.1% | 6.2% | 41 | 6.2% | 4.0% | 89 | 4.7% | 8.2% | 10 | 3.4% | 1.7% |
| Pays de Loire | 164 | 6.4% | 5.5% | 29 | 4.4% | 2.0% | 135 | 7.2% | 8.8% | 12 | 4.0% | 1.2% |
| Bretagne | 182 | 7.2% | 6.9% | 48 | 7.3% | 3.7% | 134 | 7.1% | 9.8% | 24 | 8.0% | 2.8% |
| Poitou Charentes | 112 | 4.4% | 7.6% | 41 | 6.2% | 5.7% | 71 | 3.8% | 9.2% | 8 | 2.6% | 1.9% |
| Aquitaine | 141 | 5.6% | 5.1% | 37 | 5.6% | 2.8% | 104 | 5.5% | 7.2% | 13 | 4.5% | 1.5% |
| Midi Pyrénées | 119 | 4.7% | 4.9% | 36 | 5.4% | 3.0% | 84 | 4.4% | 6.6% | 14 | 4.7% | 1.8% |
| Limousin | 35 | 1.4% | 5.7% | 8 | 1.3% | 2.8% | 27 | 1.4% | 8.4% | 1 | 0.3% | 0.6% |
| Auvergne | 60 | 2.4% | 5.3% | 15 | 2.3% | 2.7% | 45 | 2.4% | 7.7% | 8 | 2.6% | 2.6% |
| Rhône Alpes | 243 | 9.6% | 4.7% | 71 | 10.8% | 2.8% | 173 | 9.2% | 6.4% | 31 | 10.5% | 1.7% |
| Languedoc Roussillon | 87 | 3.4% | 3.8% | 30 | 4.6% | 2.8% | 56 | 3.0% | 4.7% | 12 | 4.1% | 1.6% |
| Provence Alpes Côte d'Azur. Corse | 202 | 7.9% | 4.6% | 38 | 5.7% | 1.8% | 164 | 8.7% | 7.2% | 34 | 11.6% | 2.3% |
| Habitudes de connexion à Internet | | | | | | | | | | | | |
| Tous les jours | 1084 | 42.7% | 3.3% | 261 | 39.8% | 1.6% | 823 | 43.7% | 5.0% | 214 | 72.4% | 1.5% |
| Presque tous les jours | 299 | 11.8% | 5.1% | 73 | 11.2% | 2.7% | 226 | 12.0% | 7.2% | 39 | 13.2% | 2.0% |
| 1 à 2 fois par semaine | 183 | 7.2% | 7.2% | 57 | 8.7% | 4.9% | 126 | 6.7% | 9.1% | 28 | 9.3% | 4.4% |
| 1 à 3 fois par mois | 48 | 1.9% | 9.2% | 14 | 2.1% | 6.9% | 34 | 1.8% | 10.8% | 2 | 0.5% | 2.6% |
| Moins souvent | 54 | 2.1% | 6.6% | 5 | 0.8% | 1.5% | 49 | 2.6% | 10.5% | 0 | 0.1% | 0.5% |
| Jamais | 17 | 0.7% | 13.2% | 10 | 1.6% | 11.9% | 6 | 0.3% | 16.0% | 3 | 1.2% | 35.3% |

Pleine Vie



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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 | 70 | 2.8% | 3.8% | 12 | 1.8% | 1.5% | 59 | 3.1% | 5.5% | 4 | 1.4% | 2.9% |
| De 9 000 à moins de 12 000 euros par an | 206 | 8.1% | 7.3% | 31 | 4.7% | 2.9% | 175 | 9.3% | 9.8% | 4 | 1.4% | 1.6% |
| De 12 000 à moins de 18 000 euros par an | 479 | 18.9% | 7.9% | 117 | 17.8% | 4.5% | 362 | 19.2% | 10.4% | 20 | 6.9% | 2.8% |
| De 18 000 à moins de 24 000 euros par an | 409 | 16.1% | 6.2% | 76 | 11.6% | 2.5% | 334 | 17.7% | 9.5% | 24 | 8.1% | 1.8% |
| De 24 000 à moins de 36 000 euros par an | 558 | 22.0% | 5.1% | 168 | 25.6% | 3.2% | 390 | 20.7% | 6.8% | 71 | 24.1% | 2.1% |
| De 36 000 à moins de 45 000 euros par an | 291 | 11.4% | 4.1% | 104 | 15.8% | 2.8% | 187 | 9.9% | 5.7% | 53 | 17.9% | 1.7% |
| De 45 000 à moins de 65 000 euros par an | 239 | 9.4% | 3.5% | 76 | 11.5% | 2.1% | 163 | 8.6% | 5.0% | 56 | 19.0% | 1.5% |
| De 65 000 à moins de 80 000 euros par an | 39 | 1.5% | 2.0% | 16 | 2.5% | 1.5% | 22 | 1.2% | 2.7% | 9 | 3.2% | 0.7% |
| De 80 000 à moins de 115 000 euros par an | 25 | 1.0% | 2.0% | 5 | 0.8% | 0.7% | 19 | 1.0% | 3.8% | 17 | 5.8% | 1.9% |
| 115 000 euros et plus par an | 16 | 0.6% | 2.7% | 8 | 1.1% | 2.0% | 9 | 0.5% | 3.7% | 11 | 3.7% | 2.2% |
| Refus | 159 | 6.3% | 4.8% | 41 | 6.2% | 2.9% | 119 | 6.3% | 6.1% | 17 | 5.8% | 1.6% |
| Ne sait pas | 48 | 1.9% | 2.1% | 3 | 0.5% | 0.3% | 45 | 2.4% | 3.4% | 8 | 2.7% | 0.8% |