

Pleine Vie

Mensuel, Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2933	100.0%	5.8%	706	100.0%	2.9%	2228	100.0%	8.4%	365	100.0%	2.2%
Sexe												
Homme	706	24.1%	2.9%	706	100.0%	2.9%	0	-	100.0%	84	22.9%	1.0%
Femme	2228	75.9%	8.4%	0	-	100.0%	2228	100.0%	8.4%	281	77.1%	3.5%
Age												
15 à 24 ans	50	1.7%	0.7%	11	1.6%	0.3%	39	1.7%	1.1%	15	4.1%	0.5%
25 à 34 ans	96	3.3%	1.2%	15	2.1%	0.4%	81	3.6%	2.1%	33	9.1%	1.0%
35 à 49 ans	319	10.9%	2.5%	76	10.7%	1.2%	243	10.9%	3.8%	128	35.1%	2.1%
50 à 64 ans	962	32.8%	7.8%	193	27.3%	3.2%	770	34.5%	12.2%	176	48.3%	4.3%
65 ans et plus	1507	51.4%	14.0%	411	58.3%	8.9%	1095	49.2%	17.7%	12	3.4%	5.3%
Individu												
Ménagère	2149	73.3%	9.3%	0	-	100.0%	2149	96.5%	9.3%	262	71.7%	3.9%
Personne de Référence	1529	52.1%	5.5%	680	96.3%	3.4%	849	38.1%	10.8%	142	38.8%	1.7%
Responsable des achats	1633	55.7%	6.8%	259	36.7%	3.4%	1374	61.7%	8.3%	236	64.6%	2.8%
PCS Individu												
Agriculteurs	8	0.3%	1.5%	3	0.4%	0.9%	5	0.2%	2.6%	0	-	-
Petits patrons	28	0.9%	1.8%	6	0.9%	0.5%	22	1.0%	4.9%	20	5.6%	1.4%
Affaires et Cadres	88	3.0%	1.9%	31	4.4%	1.1%	56	2.5%	3.2%	65	17.9%	1.5%
Professions intermédiaires	188	6.4%	2.8%	50	7.1%	1.4%	138	6.2%	4.3%	130	35.7%	2.3%
Employés	414	14.1%	4.9%	26	3.7%	1.3%	388	17.4%	6.0%	69	19.0%	3.9%
Ouvriers	151	5.2%	2.3%	77	10.9%	1.5%	74	3.3%	5.3%	11	3.1%	3.3%
Retraités	1696	57.8%	13.8%	496	70.3%	8.4%	1200	53.9%	18.8%	21	5.7%	9.3%
Autres inactifs	361	12.3%	3.5%	17	2.4%	0.5%	344	15.5%	5.1%	48	13.0%	1.5%
PCS Personne de Référence												
Agriculteurs	18	0.6%	2.3%	2	0.3%	0.5%	16	0.7%	3.9%	0	-	100.0%
Petits patrons	47	1.6%	1.9%	6	0.9%	0.4%	41	1.8%	3.5%	47	12.9%	1.9%
Affaires et Cadres	113	3.9%	1.7%	31	4.4%	0.9%	82	3.7%	2.5%	113	31.1%	1.7%
Professions intermédiaires	205	7.0%	2.7%	47	6.6%	1.2%	158	7.1%	4.4%	205	56.0%	2.7%
Employés	191	6.5%	3.6%	23	3.3%	1.1%	168	7.5%	5.2%	0	-	100.0%
Ouvriers	259	8.8%	2.7%	74	10.5%	1.4%	185	8.3%	4.0%	0	-	100.0%
Retraités	1896	64.6%	13.1%	504	71.4%	7.7%	1392	62.5%	17.7%	0	-	100.0%
Autres inactifs	205	7.0%	5.4%	19	2.7%	1.4%	186	8.3%	7.7%	0	-	100.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	819	27.9%	8.9%	128	18.1%	3.2%	691	31.0%	13.1%	48	13.3%	2.8%
2 personnes	1561	53.2%	8.8%	471	66.8%	5.5%	1090	48.9%	12.0%	128	35.0%	3.0%
3 personnes	288	9.8%	3.1%	69	9.8%	1.5%	219	9.9%	4.6%	84	23.0%	2.3%
4 personnes	165	5.6%	1.8%	30	4.2%	0.6%	135	6.1%	2.9%	57	15.5%	1.2%
5 personnes et +	100	3.4%	1.9%	8	1.1%	0.3%	93	4.2%	3.3%	48	13.2%	1.9%
Présence d'enfants de moins de 15 ans												
Oui	292	9.9%	1.9%	51	7.2%	0.7%	241	10.8%	2.9%	104	28.6%	1.4%
Non	2642	90.1%	7.5%	655	92.8%	3.8%	1987	89.2%	11.0%	260	71.4%	2.8%
Habitat												
Communes rurales	815	27.8%	6.3%	192	27.2%	3.1%	623	28.0%	9.3%	89	24.5%	2.5%
Agglo. - 20 000 hab	530	18.1%	6.2%	133	18.8%	3.3%	397	17.8%	8.8%	49	13.4%	2.0%
Agglo. 20 000 à 100 000 hab	459	15.6%	6.9%	108	15.3%	3.4%	351	15.8%	10.1%	65	17.9%	3.3%
Agglo. + 100 000 hab	764	26.0%	5.3%	193	27.4%	2.8%	571	25.6%	7.6%	103	28.1%	2.1%
Agglo. Paris	366	12.5%	4.4%	79	11.3%	2.0%	286	12.9%	6.6%	59	16.0%	1.5%

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Région d'habitation												
Ile-de-France	452	15.4%	4.8%	103	14.7%	2.3%	349	15.7%	7.1%	77	21.2%	1.8%
Nord-Pas-de-Calais	160	5.5%	5.0%	40	5.7%	2.6%	120	5.4%	7.1%	25	6.7%	2.8%
Lorraine	87	3.0%	4.5%	17	2.4%	1.8%	69	3.1%	7.0%	14	3.9%	2.8%
Alsace	107	3.6%	7.1%	41	5.8%	5.6%	66	3.0%	8.5%	10	2.8%	2.0%
Franche-Comté	60	2.1%	6.3%	22	3.1%	4.7%	38	1.7%	7.9%	7	1.8%	2.7%
Champagne-Ardenne	80	2.7%	7.3%	20	2.8%	3.8%	60	2.7%	10.6%	5	1.3%	1.8%
Picardie	109	3.7%	7.1%	27	3.9%	3.7%	81	3.6%	10.3%	11	3.1%	2.5%
Bourgogne	96	3.3%	7.1%	19	2.7%	2.9%	77	3.5%	10.9%	11	3.1%	3.3%
Haute-Normandie	103	3.5%	7.0%	26	3.7%	3.7%	77	3.4%	9.9%	8	2.2%	1.8%
Basse-Normandie	46	1.6%	3.8%	12	1.7%	2.1%	34	1.5%	5.4%	6	1.5%	1.8%
Centre	134	4.6%	6.4%	35	5.0%	3.5%	99	4.4%	9.2%	12	3.2%	1.9%
Pays de la Loire	170	5.8%	6.0%	45	6.4%	3.3%	125	5.6%	8.5%	17	4.6%	1.9%
Bretagne	178	6.1%	6.9%	35	5.0%	2.8%	142	6.4%	10.6%	28	7.7%	3.7%
Poitou-Charentes	110	3.8%	7.5%	25	3.5%	3.6%	85	3.8%	11.2%	10	2.8%	2.6%
Aquitaine	201	6.8%	7.6%	49	7.0%	3.9%	151	6.8%	10.8%	23	6.3%	2.7%
Midi-Pyrénées	147	5.0%	6.2%	42	5.9%	3.7%	105	4.7%	8.5%	25	6.7%	3.1%
Limousin	50	1.7%	7.9%	12	1.7%	4.1%	38	1.7%	11.4%	4	1.0%	2.4%
Auvergne	57	1.9%	5.0%	15	2.1%	2.7%	42	1.9%	7.2%	7	2.1%	2.4%
Rhône-Alpes	286	9.7%	5.7%	57	8.1%	2.4%	229	10.3%	8.9%	35	9.5%	2.0%
Languedoc-Roussillon	99	3.4%	4.6%	21	3.0%	2.1%	78	3.5%	6.9%	11	3.1%	1.8%
Provence-Alpes-Côte-d'Azur-Corse	203	6.9%	4.7%	42	5.9%	2.1%	161	7.2%	7.1%	19	5.2%	1.4%
Habitudes de connexion Internet												
Tous les jours	999	34.1%	3.7%	240	34.1%	1.7%	759	34.1%	5.8%	246	67.3%	1.9%
Presque tous les jours	306	10.4%	5.0%	82	11.7%	3.0%	223	10.0%	6.8%	61	16.6%	2.5%
1 à 2 fois par semaine	187	6.4%	5.8%	39	5.6%	2.8%	147	6.6%	8.3%	26	7.2%	3.0%
1 à 3 fois par mois	49	1.7%	5.8%	7	1.0%	1.8%	42	1.9%	9.1%	15	4.1%	7.9%
Moins souvent	65	2.2%	4.6%	14	2.0%	2.3%	51	2.3%	6.3%	4	1.0%	2.5%
Jamais	25	0.8%	10.1%	13	1.9%	9.7%	11	0.5%	10.6%	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	112	3.8%	4.6%	14	2.0%	1.4%	98	4.4%	6.6%	1	0.4%	0.7%
De 9 000 à moins de 12 000 euros par an	252	8.6%	7.7%	46	6.6%	4.3%	206	9.2%	9.4%	5	1.4%	1.8%
De 12 000 à moins de 18 000 euros par an	589	20.1%	8.7%	94	13.4%	3.2%	494	22.2%	13.0%	13	3.7%	1.7%
De 18 000 à moins de 24 000 euros par an	475	16.2%	6.5%	117	16.5%	3.4%	359	16.1%	9.2%	38	10.3%	2.4%
De 24 000 à moins de 36 000 euros par an	633	21.6%	5.7%	186	26.4%	3.4%	447	20.1%	8.1%	112	30.7%	3.1%
De 36 000 à moins de 45 000 euros par an	297	10.1%	4.7%	81	11.5%	2.5%	216	9.7%	7.3%	46	12.5%	1.6%
De 45 000 à moins de 65 000 euros par an	254	8.7%	4.5%	86	12.1%	2.7%	169	7.6%	6.8%	80	21.9%	2.3%
65 000 euros et plus	75	2.6%	2.6%	26	3.7%	1.5%	49	2.2%	4.4%	36	10.0%	1.6%
Refus	191	6.5%	5.1%	52	7.3%	3.3%	139	6.2%	6.3%	24	6.7%	1.9%
Ne sait pas	55	1.9%	3.7%	4	0.5%	0.5%	52	2.3%	6.1%	9	2.5%	1.7%