

Marie France

Mensuel, Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1390	100.0%	2.7%	247	100.0%	1.0%	1143	100.0%	4.3%	469	100.0%	2.8%
Sexe												
Homme	247	17.8%	1.0%	247	100.0%	1.0%	0	-	100.0%	76	16.3%	0.9%
Femme	1143	82.2%	4.3%	0	-	100.0%	1143	100.0%	4.3%	393	83.7%	4.9%
Age												
15 à 24 ans	100	7.2%	1.4%	9	3.6%	0.2%	91	8.0%	2.5%	51	10.8%	1.7%
25 à 34 ans	119	8.6%	1.6%	15	5.9%	0.4%	105	9.2%	2.7%	64	13.6%	1.9%
35 à 49 ans	330	23.7%	2.6%	65	26.3%	1.0%	265	23.2%	4.1%	176	37.5%	2.9%
50 à 64 ans	485	34.9%	4.0%	89	36.0%	1.5%	396	34.6%	6.3%	160	34.1%	3.9%
65 ans et plus	356	25.6%	3.3%	70	28.3%	1.5%	286	25.0%	4.6%	19	4.1%	8.1%
Individu												
Ménagère	1045	75.1%	4.5%	0	-	100.0%	1045	91.4%	4.5%	340	72.4%	5.1%
Personne de Référence	597	43.0%	2.1%	238	96.4%	1.2%	359	31.4%	4.6%	151	32.1%	1.8%
Responsable des achats	836	60.1%	3.5%	84	33.8%	1.1%	752	65.8%	4.6%	307	65.4%	3.7%
PCS Individu												
Agriculteurs	5	0.4%	1.0%	1	0.4%	0.3%	4	0.4%	2.5%	0	0.1%	5.3%
Petits patrons	46	3.3%	3.0%	29	11.7%	2.6%	17	1.5%	3.9%	42	9.0%	3.0%
Affaires et Cadres	117	8.4%	2.5%	28	11.3%	1.0%	89	7.8%	5.1%	106	22.5%	2.4%
Professions intermédiaires	144	10.3%	2.1%	20	7.9%	0.6%	124	10.9%	3.9%	117	25.0%	2.1%
Employés	247	17.8%	2.9%	21	8.4%	1.1%	227	19.8%	3.5%	69	14.7%	3.9%
Ouvriers	103	7.4%	1.6%	44	17.9%	0.9%	58	5.1%	4.2%	4	0.8%	1.1%
Retraités	434	31.2%	3.5%	94	38.0%	1.6%	340	29.7%	5.3%	20	4.3%	9.2%
Autres inactifs	295	21.2%	2.9%	11	4.4%	0.3%	284	24.8%	4.2%	111	23.6%	3.5%
PCS Personne de Référence												
Agriculteurs	6	0.5%	0.8%	1	0.4%	0.2%	5	0.5%	1.3%	0	-	100.0%
Petits patrons	73	5.2%	2.9%	29	11.7%	2.1%	44	3.8%	3.8%	73	15.5%	2.9%
Affaires et Cadres	230	16.5%	3.4%	28	11.3%	0.8%	202	17.7%	6.2%	230	49.0%	3.4%
Professions intermédiaires	167	12.0%	2.2%	20	7.9%	0.5%	147	12.9%	4.1%	167	35.6%	2.2%
Employés	149	10.7%	2.8%	24	9.6%	1.1%	125	11.0%	3.9%	0	-	100.0%
Ouvriers	186	13.3%	1.9%	45	18.2%	0.9%	140	12.3%	3.0%	0	-	100.0%
Retraités	461	33.2%	3.2%	92	37.2%	1.4%	369	32.3%	4.7%	0	-	100.0%
Autres inactifs	119	8.5%	3.1%	9	3.7%	0.7%	109	9.6%	4.5%	0	-	100.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	294	21.2%	3.2%	41	16.4%	1.0%	254	22.2%	4.8%	53	11.2%	3.0%
2 personnes	578	41.5%	3.3%	117	47.2%	1.4%	461	40.3%	5.1%	139	29.5%	3.3%
3 personnes	222	16.0%	2.4%	24	9.5%	0.5%	199	17.4%	4.2%	112	23.9%	3.0%
4 personnes	199	14.3%	2.2%	43	17.3%	0.9%	157	13.7%	3.4%	110	23.4%	2.4%
5 personnes et +	97	7.0%	1.8%	24	9.5%	1.0%	73	6.4%	2.6%	56	11.9%	2.2%
Présence d'enfants de moins de 15 ans												
Oui	311	22.4%	2.0%	69	27.8%	0.9%	242	21.2%	2.9%	156	33.3%	2.1%
Non	1080	77.6%	3.1%	179	72.2%	1.0%	901	78.8%	5.0%	313	66.7%	3.3%
Habitat												
Communes rurales	298	21.4%	2.3%	47	19.1%	0.8%	251	21.9%	3.8%	81	17.2%	2.2%
Agglo. - 20 000 hab	229	16.5%	2.7%	50	20.4%	1.2%	178	15.6%	4.0%	54	11.4%	2.2%
Agglo. 20 000 à 100 000 hab	205	14.7%	3.1%	33	13.3%	1.0%	172	15.0%	5.0%	57	12.1%	2.9%
Agglo. + 100 000 hab	396	28.5%	2.7%	70	28.5%	1.0%	326	28.5%	4.3%	127	27.0%	2.6%
Agglo. Paris	263	18.9%	3.2%	46	18.7%	1.2%	216	18.9%	5.0%	152	32.3%	3.9%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	300	21.6%	3.2%	55	22.2%	1.2%	246	21.5%	5.0%	168	35.7%	3.9%
Nord-Pas-de-Calais	55	4.0%	1.7%	9	3.8%	0.6%	46	4.0%	2.7%	18	3.8%	2.0%
Lorraine	37	2.6%	1.9%	7	2.9%	0.8%	30	2.6%	3.0%	8	1.6%	1.5%
Alsace	45	3.3%	3.0%	8	3.1%	1.0%	38	3.3%	4.9%	15	3.1%	2.8%
Franche-Comté	25	1.8%	2.6%	6	2.3%	1.3%	19	1.7%	4.0%	8	1.7%	3.2%
Champagne-Ardenne	26	1.9%	2.4%	5	2.1%	1.0%	21	1.8%	3.7%	8	1.6%	2.8%
Picardie	30	2.2%	2.0%	4	1.4%	0.5%	27	2.3%	3.4%	8	1.7%	1.8%
Bourgogne	30	2.1%	2.2%	8	3.2%	1.2%	22	1.9%	3.1%	5	1.0%	1.4%
Haute-Normandie	31	2.2%	2.1%	5	2.1%	0.7%	26	2.3%	3.3%	15	3.3%	3.4%
Basse-Normandie	11	0.8%	0.9%	1	0.5%	0.2%	10	0.9%	1.6%	3	0.7%	1.0%
Centre	46	3.3%	2.2%	11	4.6%	1.1%	34	3.0%	3.2%	11	2.3%	1.7%
Pays de la Loire	76	5.5%	2.7%	17	6.9%	1.2%	59	5.2%	4.0%	23	5.0%	2.7%
Bretagne	76	5.4%	2.9%	11	4.4%	0.9%	65	5.7%	4.8%	15	3.2%	2.0%
Poitou-Charentes	40	2.9%	2.8%	12	4.8%	1.7%	28	2.5%	3.7%	17	3.6%	4.4%
Aquitaine	72	5.2%	2.7%	5	2.2%	0.4%	67	5.8%	4.8%	23	4.9%	2.7%
Midi-Pyrénées	80	5.7%	3.3%	11	4.6%	1.0%	68	6.0%	5.5%	23	4.8%	2.9%
Limousin	14	1.0%	2.2%	1	0.6%	0.5%	12	1.1%	3.7%	1	0.2%	0.7%
Auvergne	33	2.3%	2.9%	9	3.5%	1.6%	24	2.1%	4.1%	11	2.3%	3.4%
Rhône-Alpes	147	10.6%	3.0%	36	14.5%	1.5%	111	9.7%	4.3%	33	7.0%	1.9%
Languedoc-Roussillon	76	5.5%	3.5%	8	3.2%	0.8%	68	6.0%	6.0%	24	5.1%	3.8%
Provence-Alpes-Côte-d'Azur-Corse	141	10.1%	3.3%	18	7.1%	0.9%	123	10.8%	5.4%	35	7.4%	2.5%
Habitudes de connexion Internet												
Tous les jours	713	51.3%	2.6%	132	53.4%	1.0%	581	50.8%	4.4%	342	72.8%	2.7%
Presque tous les jours	152	10.9%	2.5%	22	8.8%	0.8%	130	11.4%	4.0%	58	12.3%	2.4%
1 à 2 fois par semaine	95	6.9%	3.0%	16	6.6%	1.2%	79	6.9%	4.4%	34	7.3%	3.8%
1 à 3 fois par mois	34	2.5%	4.0%	6	2.3%	1.5%	28	2.5%	6.1%	12	2.6%	6.4%
Moins souvent	34	2.4%	2.4%	6	2.2%	0.9%	28	2.5%	3.5%	3	0.7%	2.1%
Jamais	4	0.3%	1.7%	0	-	-	4	0.4%	3.9%	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	55	4.0%	2.3%	10	3.9%	1.0%	45	4.0%	3.1%	11	2.3%	5.6%
De 9 000 à moins de 12 000 euros par an	95	6.9%	2.9%	10	4.1%	0.9%	85	7.5%	3.9%	6	1.3%	2.2%
De 12 000 à moins de 18 000 euros par an	182	13.1%	2.7%	26	10.5%	0.9%	156	13.6%	4.1%	16	3.5%	2.0%
De 18 000 à moins de 24 000 euros par an	216	15.5%	3.0%	53	21.6%	1.6%	163	14.2%	4.2%	41	8.8%	2.6%
De 24 000 à moins de 36 000 euros par an	290	20.8%	2.6%	45	18.3%	0.8%	244	21.4%	4.4%	92	19.6%	2.5%
De 36 000 à moins de 45 000 euros par an	140	10.1%	2.2%	24	9.7%	0.7%	116	10.2%	3.9%	58	12.4%	2.1%
De 45 000 à moins de 65 000 euros par an	184	13.2%	3.3%	30	11.9%	0.9%	154	13.5%	6.2%	113	24.0%	3.3%
65 000 euros et plus	96	6.9%	3.4%	36	14.7%	2.1%	60	5.2%	5.3%	72	15.3%	3.2%
Refus	107	7.7%	2.8%	7	2.8%	0.4%	100	8.7%	4.5%	45	9.5%	3.5%
Ne sait pas	26	1.9%	1.7%	6	2.4%	0.9%	20	1.7%	2.4%	15	3.3%	2.8%