

# M. le Magazine du Monde



## Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	1711	100.0%	3.3%	928	100.0%	3.7%	782	100.0%	2.9%	783	100.0%	4.5%
<b>Sexe</b>												
<b>Homme</b>	928	54.3%	3.7%	928	100.0%	3.7%	0	0.0%	0.0%	442	56.5%	5.0%
<b>Femme</b>	782	45.7%	2.9%	0	0.0%	0.0%	782	100.0%	2.9%	341	43.5%	3.9%
<b>Age</b>												
<b>15 à 24 ans</b>	462	27.0%	6.3%	227	24.5%	6.2%	234	30.0%	6.5%	219	28.0%	7.0%
<b>25 à 34 ans</b>	220	12.9%	2.9%	142	15.3%	3.8%	78	9.9%	2.0%	119	15.2%	3.6%
<b>35 à 49 ans</b>	321	18.8%	2.6%	179	19.3%	2.9%	142	18.2%	2.2%	216	27.6%	3.5%
<b>50 à 59 ans</b>	265	15.5%	2.8%	145	15.6%	3.1%	119	15.3%	2.5%	157	20.0%	4.0%
<b>60 ans et plus</b>	443	25.9%	3.0%	234	25.2%	3.6%	209	26.7%	2.5%	72	9.2%	7.3%
<b>Individu</b>												
<b>Ménagères</b>	561	32.8%	2.4%	0	0.0%	0.0%	561	71.7%	2.4%	229	29.3%	3.2%
<b>Personne de référence</b>	881	51.5%	3.1%	689	74.2%	3.4%	192	24.6%	2.5%	361	46.1%	4.4%
<b>Responsable des achats</b>	995	58.1%	2.8%	440	47.4%	3.4%	555	70.9%	2.4%	408	52.2%	3.7%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	2	0.1%	0.3%	0	0.0%	0.0%	2	0.2%	1.0%	2	0.2%	8.4%
<b>Petits patrons</b>	44	2.6%	2.7%	32	3.5%	2.9%	12	1.5%	2.3%	44	5.6%	3.0%
<b>Affaires et Cadres</b>	331	19.4%	6.5%	203	21.9%	6.9%	128	16.3%	5.9%	309	39.4%	6.7%
<b>Professions intermédiaires</b>	189	11.1%	2.7%	98	10.6%	2.9%	91	11.7%	2.6%	159	20.4%	2.8%
<b>Employés</b>	205	12.0%	2.5%	96	10.4%	4.5%	109	13.9%	1.8%	59	7.5%	3.2%
<b>Ouvriers</b>	110	6.5%	1.7%	92	9.9%	1.8%	19	2.4%	1.4%	6	0.8%	1.6%
<b>Retraités</b>	349	20.4%	2.8%	190	20.5%	3.2%	159	20.3%	2.4%	9	1.1%	3.5%
<b>Autres inactifs</b>	480	28.0%	4.7%	216	23.3%	5.7%	263	33.7%	4.1%	195	24.9%	6.0%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	10	0.6%	1.2%	5	0.5%	1.1%	5	0.6%	1.2%	0	0.0%	0.0%
<b>Petits patrons</b>	92	5.4%	3.5%	59	6.3%	4.5%	33	4.2%	2.5%	92	11.7%	3.5%
<b>Affaires et Cadres</b>	454	26.5%	6.3%	258	27.7%	7.2%	196	25.1%	5.4%	454	58.0%	6.3%
<b>Professions intermédiaires</b>	237	13.9%	3.1%	126	13.5%	3.2%	111	14.2%	3.0%	237	30.3%	3.1%
<b>Employés</b>	184	10.8%	3.4%	95	10.3%	4.1%	89	11.4%	2.9%	0	0.0%	0.0%
<b>Ouvriers</b>	173	10.1%	1.8%	91	9.8%	1.8%	82	10.5%	1.8%	0	0.0%	0.0%
<b>Retraités</b>	408	23.8%	2.8%	217	23.4%	3.3%	190	24.3%	2.4%	0	0.0%	0.0%
<b>Autres inactifs</b>	153	8.9%	3.7%	78	8.4%	4.9%	75	9.6%	3.0%	0	0.0%	0.0%

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<b>Taille du foyer</b>												
<b>1 personne</b>	267	15.6%	2.7%	123	13.3%	2.8%	144	18.4%	2.5%	73	9.3%	4.2%
<b>2 personnes</b>	582	34.0%	3.2%	338	36.4%	3.9%	244	31.2%	2.7%	193	24.7%	4.4%
<b>3 personnes</b>	311	18.2%	3.4%	163	17.6%	3.6%	147	18.8%	3.2%	176	22.4%	4.6%
<b>4 personnes</b>	331	19.4%	3.5%	179	19.2%	3.9%	152	19.5%	3.2%	195	24.9%	4.0%
<b>5 personnes et +</b>	220	12.8%	4.1%	125	13.5%	4.8%	95	12.1%	3.5%	147	18.8%	5.6%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	462	27.0%	3.0%	253	27.2%	3.5%	209	26.8%	2.5%	279	35.7%	3.6%
<b>Non</b>	1248	73.0%	3.4%	675	72.8%	3.8%	573	73.2%	3.1%	503	64.3%	5.2%
<b>Habitat</b>												
<b>Communes rurales</b>	212	12.4%	1.8%	115	12.4%	2.0%	97	12.4%	1.6%	91	11.7%	2.7%
<b>Agglo. - 20 000 hab</b>	168	9.8%	1.9%	81	8.8%	1.9%	87	11.1%	1.8%	65	8.4%	2.5%
<b>Agglo. 20 000 à 100 000 hab</b>	146	8.5%	2.1%	90	9.7%	2.7%	57	7.2%	1.6%	58	7.4%	3.2%
<b>Agglo. + 100 000 hab</b>	610	35.7%	4.0%	335	36.1%	4.5%	275	35.2%	3.5%	267	34.1%	4.7%
<b>Agglo. Paris</b>	575	33.6%	6.7%	308	33.2%	7.6%	267	34.1%	6.0%	301	38.5%	7.5%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Régions INSEE</b>												
Ile de France	619	36.2%	6.5%	330	35.6%	7.3%	288	36.9%	5.8%	320	40.9%	7.3%
Nord Pas de Calais	76	4.5%	2.4%	41	4.4%	2.7%	36	4.6%	2.1%	44	5.6%	4.6%
Lorraine	56	3.3%	2.9%	28	3.0%	3.0%	28	3.6%	2.8%	32	4.1%	5.8%
Alsace	51	3.0%	3.4%	27	2.9%	3.6%	25	3.2%	3.1%	31	4.0%	6.5%
Franche-Comté	21	1.3%	2.3%	12	1.3%	2.6%	9	1.2%	1.9%	12	1.6%	4.7%
Champagne Ardennes	20	1.2%	1.9%	12	1.3%	2.3%	9	1.1%	1.5%	10	1.3%	3.4%
Picardie	33	1.9%	2.2%	17	1.8%	2.3%	16	2.1%	2.0%	13	1.7%	3.1%
Bourgogne	31	1.8%	2.3%	21	2.2%	3.2%	11	1.4%	1.5%	4	0.6%	1.3%
Haute Normandie	48	2.8%	3.3%	35	3.8%	4.9%	14	1.7%	1.7%	18	2.3%	3.9%
Basse Normandie	22	1.3%	1.8%	11	1.2%	1.9%	11	1.3%	1.7%	10	1.3%	2.9%
Centre	58	3.4%	2.8%	29	3.1%	2.9%	30	3.8%	2.7%	13	1.6%	2.2%
Pays de Loire	48	2.8%	1.6%	29	3.1%	2.0%	18	2.4%	1.2%	22	2.7%	2.3%
Bretagne	60	3.5%	2.2%	27	2.9%	2.1%	33	4.2%	2.4%	27	3.5%	3.3%
Poitou Charentes	36	2.1%	2.4%	20	2.1%	2.8%	16	2.0%	2.1%	15	1.9%	3.5%
Aquitaine	57	3.3%	2.1%	26	2.8%	1.9%	32	4.0%	2.2%	22	2.8%	2.5%
Midi Pyrénées	56	3.3%	2.3%	33	3.6%	2.8%	22	2.9%	1.8%	30	3.8%	3.8%
Limousin	12	0.7%	1.9%	9	0.9%	2.9%	3	0.4%	1.0%	3	0.4%	2.1%
Auvergne	33	1.9%	2.9%	17	1.8%	3.1%	16	2.1%	2.7%	17	2.2%	5.7%
Rhône Alpes	169	9.9%	3.3%	94	10.1%	3.8%	75	9.6%	2.8%	59	7.5%	3.2%
Languedoc Roussillon	78	4.6%	3.5%	40	4.3%	3.7%	38	4.8%	3.2%	33	4.3%	4.5%
Provence Alpes Côte d'Azur. Corse	125	7.3%	2.9%	72	7.7%	3.5%	54	6.9%	2.4%	46	5.8%	3.1%
<b>Habitudes de connexion à Internet</b>												
Tous les jours	1410	82.4%	4.3%	767	82.7%	4.6%	642	82.1%	3.9%	694	88.6%	4.8%
Presque tous les jours	145	8.5%	2.5%	82	8.9%	3.0%	62	8.0%	2.0%	59	7.6%	3.1%
1 à 2 fois par semaine	80	4.7%	3.1%	45	4.8%	3.9%	35	4.5%	2.5%	22	2.8%	3.5%
1 à 3 fois par mois	18	1.0%	3.4%	7	0.8%	3.5%	10	1.3%	3.3%	1	0.2%	2.4%
Moins souvent	17	1.0%	2.1%	3	0.3%	0.7%	15	1.9%	3.2%	0	0.0%	0.0%
Jamais	0	0.0%	0.4%	0	0.1%	0.6%	0	0.0%	0.0%	0	0.0%	0.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Revenus du foyer</b>												
Moins de 9 000 euros par an	55	3.2%	2.9%	15	1.6%	1.9%	40	5.1%	3.7%	5	0.7%	3.7%
De 9 000 à moins de 12 000 euros par an	34	2.0%	1.2%	17	1.8%	1.6%	17	2.2%	1.0%	4	0.5%	1.6%
De 12 000 à moins de 18 000 euros par an	109	6.4%	1.8%	52	5.7%	2.0%	57	7.2%	1.6%	24	3.0%	3.2%
De 18 000 à moins de 24 000 euros par an	157	9.2%	2.4%	87	9.4%	2.8%	70	9.0%	2.0%	52	6.6%	3.8%
De 24 000 à moins de 36 000 euros par an	277	16.2%	2.5%	169	18.2%	3.2%	108	13.8%	1.9%	111	14.2%	3.3%
De 36 000 à moins de 45 000 euros par an	208	12.1%	3.0%	102	11.0%	2.7%	106	13.5%	3.2%	115	14.7%	3.8%
De 45 000 à moins de 65 000 euros par an	339	19.8%	4.9%	176	19.0%	4.9%	163	20.9%	5.0%	152	19.4%	4.0%
De 65 000 à moins de 80 000 euros par an	133	7.8%	6.8%	82	8.8%	7.3%	51	6.5%	6.1%	87	11.1%	6.7%
De 80 000 à moins de 115 000 euros par an	135	7.9%	10.8%	89	9.6%	12.0%	45	5.8%	8.9%	71	9.1%	7.8%
115 000 euros et plus par an	62	3.6%	10.4%	43	4.6%	11.5%	20	2.5%	8.6%	54	6.9%	10.6%
Refus	110	6.4%	3.3%	48	5.1%	3.4%	62	8.0%	3.2%	55	7.1%	5.1%
Ne sait pas	91	5.3%	4.0%	48	5.2%	5.1%	43	5.5%	3.2%	53	6.8%	5.7%