

Marie Claire Idées

Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	1830	100.0%	3.5%	227	100.0%	0.9%	1603	100.0%	5.9%	765	100.0%	4.4%
Sexe												
Homme	227	12.4%	0.9%	227	100.0%	0.9%	0	0.0%	0.0%	104	13.6%	1.2%
Femme	1603	87.6%	5.9%	0	0.0%	0.0%	1603	100.0%	5.9%	661	86.4%	7.6%
Age												
15 à 24 ans	101	5.5%	1.4%	6	2.5%	0.2%	95	5.9%	2.6%	41	5.4%	1.3%
25 à 34 ans	198	10.8%	2.6%	26	11.6%	0.7%	172	10.7%	4.4%	106	13.8%	3.2%
35 à 49 ans	471	25.8%	3.8%	51	22.3%	0.8%	421	26.3%	6.7%	303	39.7%	5.0%
50 à 59 ans	526	28.8%	5.6%	88	38.9%	1.9%	438	27.3%	9.3%	250	32.7%	6.4%
60 ans et plus	533	29.1%	3.6%	56	24.7%	0.9%	477	29.8%	5.6%	64	8.4%	6.5%
Individu												
Ménagères	1463	80.0%	6.3%	0	0.0%	0.0%	1463	91.3%	6.3%	606	79.3%	8.6%
Personne de référence	635	34.7%	2.3%	209	92.3%	1.0%	426	26.5%	5.5%	206	27.0%	2.5%
Responsable des achats	1551	84.7%	4.4%	123	54.2%	1.0%	1428	89.1%	6.3%	637	83.3%	5.8%
PCS Individu												
Agriculteurs	20	1.1%	3.7%	3	1.4%	0.8%	16	1.0%	10.9%	0	0.0%	0.0%
Petits patrons	84	4.6%	5.2%	28	12.2%	2.5%	56	3.5%	10.8%	75	9.8%	5.2%
Affaires et Cadres	190	10.4%	3.7%	33	14.5%	1.1%	157	9.8%	7.2%	167	21.8%	3.6%
Professions intermédiaires	320	17.5%	4.6%	40	17.6%	1.2%	280	17.5%	8.1%	254	33.2%	4.5%
Employés	371	20.3%	4.5%	16	7.2%	0.8%	354	22.1%	5.8%	109	14.3%	6.0%
Ouvriers	99	5.4%	1.5%	32	14.3%	0.6%	66	4.1%	4.8%	15	2.0%	3.7%
Retraités	402	22.0%	3.2%	44	19.6%	0.7%	357	22.3%	5.4%	24	3.1%	9.6%
Autres inactifs	345	18.9%	3.4%	30	13.2%	0.8%	315	19.7%	4.9%	121	15.8%	3.7%
PCS Personne de référence												
Agriculteurs	25	1.4%	3.1%	3	1.4%	0.8%	22	1.4%	5.6%	0	0.0%	0.0%
Petits patrons	160	8.8%	6.1%	28	12.2%	2.1%	133	8.3%	9.9%	160	21.0%	6.1%
Affaires et Cadres	342	18.7%	4.7%	36	15.9%	1.0%	306	19.1%	8.3%	342	44.7%	4.7%
Professions intermédiaires	263	14.4%	3.5%	41	17.9%	1.0%	222	13.9%	6.1%	263	34.4%	3.5%
Employés	177	9.7%	3.3%	15	6.4%	0.6%	162	10.1%	5.3%	0	0.0%	0.0%
Ouvriers	234	12.8%	2.5%	32	14.1%	0.6%	202	12.6%	4.5%	0	0.0%	0.0%
Retraités	471	25.7%	3.3%	47	20.8%	0.7%	424	26.4%	5.4%	0	0.0%	0.0%
Autres inactifs	157	8.6%	3.8%	26	11.3%	1.6%	132	8.2%	5.3%	0	0.0%	0.0%

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	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du foyer												
1 personne	342	18.7%	3.4%	24	10.5%	0.5%	318	19.9%	5.6%	68	8.9%	3.9%
2 personnes	663	36.2%	3.7%	80	35.4%	0.9%	583	36.3%	6.3%	220	28.8%	5.0%
3 personnes	349	19.1%	3.8%	70	30.8%	1.5%	279	17.4%	6.1%	186	24.3%	4.9%
4 personnes	331	18.1%	3.6%	40	17.7%	0.9%	291	18.1%	6.1%	183	23.9%	3.7%
5 personnes et +	145	7.9%	2.7%	13	5.5%	0.5%	132	8.2%	4.8%	108	14.1%	4.1%
Présence d'enfants de moins de 15 ans												
Oui	529	28.9%	3.4%	63	27.8%	0.9%	466	29.0%	5.6%	342	44.8%	4.4%
Non	1301	71.1%	3.6%	164	72.2%	0.9%	1137	71.0%	6.1%	422	55.2%	4.3%
Habitat												
Communes rurales	370	20.2%	3.1%	60	26.5%	1.1%	310	19.3%	5.0%	146	19.1%	4.4%
Agglo. - 20 000 hab	321	17.6%	3.6%	23	10.3%	0.5%	298	18.6%	6.3%	128	16.8%	4.9%
Agglo. 20 000 à 100 000 hab	241	13.2%	3.5%	22	9.7%	0.7%	219	13.7%	6.1%	77	10.1%	4.3%
Agglo. + 100 000 hab	609	33.3%	4.0%	78	34.4%	1.0%	531	33.2%	6.7%	275	35.9%	4.8%
Agglo. Paris	287	15.7%	3.4%	43	19.1%	1.1%	244	15.2%	5.5%	138	18.1%	3.5%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	322	17.6%	3.4%	46	20.3%	1.0%	275	17.2%	5.5%	152	19.9%	3.5%
Nord Pas de Calais	68	3.7%	2.1%	12	5.1%	0.8%	57	3.5%	3.4%	25	3.2%	2.6%
Lorraine	64	3.5%	3.3%	17	7.4%	1.8%	48	3.0%	4.8%	25	3.3%	4.6%
Alsace	51	2.8%	3.3%	6	2.8%	0.9%	45	2.8%	5.7%	20	2.6%	4.2%
Franche-Comté	33	1.8%	3.5%	6	2.6%	1.3%	28	1.7%	5.6%	9	1.2%	3.5%
Champagne Ardennes	37	2.0%	3.4%	3	1.2%	0.5%	34	2.1%	6.1%	12	1.6%	4.2%
Picardie	60	3.3%	3.9%	8	3.3%	1.0%	52	3.2%	6.6%	20	2.6%	4.5%
Bourgogne	37	2.0%	2.7%	2	0.8%	0.3%	35	2.2%	5.0%	14	1.9%	4.2%
Haute Normandie	51	2.8%	3.4%	5	2.2%	0.7%	46	2.8%	5.9%	24	3.1%	5.1%
Basse Normandie	49	2.7%	4.1%	16	7.0%	2.8%	33	2.1%	5.3%	23	3.1%	6.6%
Centre	86	4.7%	4.1%	10	4.5%	1.0%	76	4.8%	7.0%	32	4.1%	5.3%
Pays de Loire	91	5.0%	3.1%	8	3.6%	0.6%	83	5.2%	5.5%	31	4.1%	3.3%
Bretagne	110	6.0%	4.1%	12	5.3%	0.9%	98	6.1%	7.1%	56	7.3%	6.8%
Poitou Charentes	66	3.6%	4.4%	6	2.7%	0.8%	60	3.7%	7.7%	13	1.7%	3.2%
Aquitaine	94	5.1%	3.4%	12	5.1%	0.9%	82	5.1%	5.7%	44	5.7%	5.0%
Midi Pyrénées	97	5.3%	4.0%	8	3.6%	0.7%	89	5.5%	7.0%	42	5.4%	5.3%
Limousin	18	1.0%	2.9%	1	0.2%	0.2%	18	1.1%	5.5%	7	0.9%	4.4%
Auvergne	45	2.5%	4.0%	6	2.7%	1.1%	39	2.4%	6.6%	16	2.1%	5.5%
Rhône Alpes	197	10.8%	3.8%	14	6.2%	0.6%	183	11.4%	6.8%	89	11.6%	4.8%
Languedoc Roussillon	79	4.3%	3.5%	10	4.3%	0.9%	69	4.3%	5.8%	40	5.2%	5.3%
Provence Alpes Côte d'Azur.	174	9.5%	4.0%	20	8.9%	1.0%	154	9.6%	6.7%	71	9.2%	4.8%
Corse												
Habitudes de connection à Internet												
Tous les jours	1194	65.2%	3.6%	146	64.2%	0.9%	1048	65.4%	6.3%	610	79.7%	4.2%
Presque tous les jours	279	15.3%	4.7%	19	8.5%	0.7%	260	16.2%	8.2%	104	13.6%	5.4%
1 à 2 fois par semaine	99	5.4%	3.9%	13	5.9%	1.2%	86	5.3%	6.2%	40	5.2%	6.3%
1 à 3 fois par mois	31	1.7%	6.0%	3	1.2%	1.3%	28	1.8%	9.0%	4	0.5%	6.2%
Moins souvent	37	2.0%	4.5%	0	0.0%	0.0%	37	2.3%	8.0%	3	0.4%	4.0%
Jamais	3	0.2%	2.7%	3	1.5%	3.9%	0	0.0%	0.0%	3	0.4%	35.3%

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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	37	2.0%	2.0%	4	1.8%	0.5%	33	2.1%	3.1%	12	1.5%	8.4%
De 9 000 à moins de 12 000 euros par an	89	4.9%	3.1%	3	1.2%	0.3%	86	5.4%	4.8%	11	1.4%	4.1%
De 12 000 à moins de 18 000 euros par an	192	10.5%	3.2%	21	9.3%	0.8%	171	10.7%	4.9%	29	3.7%	3.9%
De 18 000 à moins de 24 000 euros par an	221	12.1%	3.4%	33	14.7%	1.1%	188	11.7%	5.3%	48	6.3%	3.6%
De 24 000 à moins de 36 000 euros par an	420	23.0%	3.8%	57	25.3%	1.1%	362	22.6%	6.3%	163	21.4%	4.9%
De 36 000 à moins de 45 000 euros par an	220	12.0%	3.1%	16	7.0%	0.4%	204	12.7%	6.2%	115	15.0%	3.8%
De 45 000 à moins de 65 000 euros par an	308	16.8%	4.5%	48	21.0%	1.3%	260	16.2%	8.0%	182	23.8%	4.8%
De 65 000 à moins de 80 000 euros par an	86	4.7%	4.4%	20	9.0%	1.8%	65	4.1%	7.9%	54	7.1%	4.2%
De 80 000 à moins de 115 000 euros par an	66	3.6%	5.3%	12	5.5%	1.7%	53	3.3%	10.5%	53	7.0%	5.8%
115 000 euros et plus par an	21	1.2%	3.6%	4	1.9%	1.2%	17	1.1%	7.4%	20	2.6%	3.9%
Refus	109	6.0%	3.3%	5	2.3%	0.4%	104	6.5%	5.3%	45	5.9%	4.2%
Ne sait pas	60	3.3%	2.6%	2	1.0%	0.2%	58	3.6%	4.3%	32	4.2%	3.4%