

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	1063	100.0%	2.0%	567	100.0%	2.3%	496	100.0%	1.8%	560	100.0%	3.2%
Sexe												
Homme	567	53.3%	2.3%	567	100.0%	2.3%	0	0.0%	0.0%	300	53.7%	3.4%
Femme	496	46.7%	1.8%	0	0.0%	0.0%	496	100.0%	1.8%	259	46.3%	3.0%
Age												
15 à 24 ans	181	17.0%	2.5%	92	16.3%	2.5%	89	17.8%	2.5%	114	20.4%	3.7%
25 à 34 ans	162	15.2%	2.1%	88	15.5%	2.4%	74	14.9%	1.9%	111	19.9%	3.4%
35 à 49 ans	244	23.0%	2.0%	149	26.2%	2.4%	96	19.3%	1.5%	151	27.0%	2.4%
50 à 59 ans	230	21.6%	2.5%	102	18.1%	2.2%	127	25.6%	2.7%	140	25.1%	3.6%
60 ans et plus	247	23.2%	1.6%	136	23.9%	2.0%	111	22.4%	1.3%	43	7.6%	4.9%
Individu												
Ménagères	397	37.3%	1.7%	0	0.0%	0.0%	397	80.0%	1.7%	195	34.8%	2.8%
Personne de référence	586	55.1%	2.1%	439	77.4%	2.1%	148	29.7%	1.9%	294	52.6%	3.5%
Responsable des achats	713	67.1%	2.0%	323	56.9%	2.5%	391	78.7%	1.7%	343	61.4%	3.1%
PCS Individu												
Agriculteurs	8	0.7%	1.5%	4	0.7%	1.2%	4	0.7%	2.2%	0	0.0%	0.0%
Petits patrons	51	4.8%	3.2%	37	6.5%	3.2%	15	2.9%	3.2%	46	8.2%	3.2%
Affaires et Cadres	236	22.2%	4.8%	129	22.8%	4.6%	106	21.4%	5.2%	211	37.7%	4.8%
Professions intermédiaires	159	15.0%	2.2%	84	14.9%	2.4%	75	15.0%	2.0%	135	24.2%	2.3%
Employés	93	8.7%	1.1%	25	4.4%	1.1%	68	13.7%	1.1%	25	4.4%	1.3%
Ouvriers	48	4.5%	0.8%	48	8.4%	1.0%	0	0.0%	0.0%	8	1.4%	2.3%
Retraités	201	18.9%	1.6%	111	19.6%	1.8%	90	18.1%	1.4%	4	0.8%	2.1%
Autres inactifs	269	25.3%	2.6%	129	22.7%	3.5%	140	28.2%	2.1%	130	23.2%	4.0%
PCS Personne de référence												
Agriculteurs	10	0.9%	1.3%	6	1.0%	1.4%	4	0.8%	1.2%	0	0.0%	0.0%
Petits patrons	66	6.2%	2.5%	40	7.0%	3.0%	26	5.2%	2.0%	66	11.7%	2.5%
Affaires et Cadres	301	28.3%	4.4%	161	28.3%	4.7%	141	28.4%	4.1%	301	53.9%	4.4%
Professions intermédiaires	193	18.1%	2.4%	100	17.6%	2.5%	93	18.7%	2.4%	193	34.4%	2.4%
Employés	63	5.9%	1.2%	28	4.9%	1.2%	35	7.0%	1.1%	0	0.0%	0.0%
Ouvriers	78	7.3%	0.8%	42	7.5%	0.8%	36	7.2%	0.8%	0	0.0%	0.0%
Retraités	245	23.0%	1.6%	134	23.7%	2.0%	110	22.2%	1.4%	0	0.0%	0.0%
Autres inactifs	108	10.2%	2.6%	56	10.0%	3.6%	52	10.5%	2.0%	0	0.0%	0.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du foyer												
1 personne	188	17.7%	1.9%	96	17.0%	2.2%	92	18.4%	1.6%	75	13.4%	4.1%
2 personnes	388	36.4%	2.1%	195	34.4%	2.3%	193	38.8%	2.0%	149	26.6%	3.6%
3 personnes	241	22.7%	2.6%	127	22.4%	2.7%	114	23.0%	2.5%	152	27.1%	3.9%
4 personnes	155	14.6%	1.7%	95	16.8%	2.1%	60	12.1%	1.3%	120	21.4%	2.4%
5 personnes et +	92	8.6%	1.7%	54	9.5%	2.0%	38	7.7%	1.4%	64	11.5%	2.5%
Présence d'enfants de moins de 15 ans												
Oui	257	24.2%	1.6%	154	27.1%	2.1%	103	20.8%	1.3%	190	33.9%	2.4%
Non	806	75.8%	2.2%	413	72.9%	2.4%	393	79.2%	2.1%	370	66.1%	3.9%
Habitat												
Communes rurales	150	14.1%	1.3%	84	14.8%	1.5%	66	13.3%	1.1%	81	14.4%	2.5%
Agglo. - 20 000 hab	106	10.0%	1.2%	58	10.2%	1.4%	49	9.8%	1.0%	61	11.0%	2.4%
Agglo. 20 000 à 100 000 hab	115	10.8%	1.6%	64	11.2%	1.9%	51	10.3%	1.4%	52	9.3%	2.8%
Agglo. + 100 000 hab	367	34.5%	2.4%	192	33.8%	2.5%	175	35.3%	2.2%	197	35.3%	3.5%
Agglo. Paris	325	30.6%	3.8%	170	30.0%	4.1%	155	31.3%	3.5%	168	30.0%	4.2%

Courrier International

Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	344	32.4%	3.6%	182	32.1%	4.0%	163	32.8%	3.2%	180	32.2%	4.2%
Nord Pas de Calais	41	3.8%	1.3%	28	4.9%	1.8%	13	2.6%	0.8%	26	4.6%	2.6%
Lorraine	18	1.7%	0.9%	11	1.9%	1.1%	7	1.5%	0.7%	11	1.9%	2.0%
Alsace	10	0.9%	0.6%	6	1.1%	0.8%	4	0.7%	0.5%	8	1.5%	1.7%
Franche-Comté	14	1.3%	1.5%	10	1.8%	2.3%	3	0.7%	0.7%	8	1.5%	3.1%
Champagne Ardennes	9	0.8%	0.8%	5	0.9%	1.0%	4	0.8%	0.7%	5	0.9%	1.7%
Picardie	18	1.7%	1.2%	7	1.3%	1.0%	11	2.3%	1.4%	10	1.8%	2.4%
Bourgogne	12	1.1%	0.9%	7	1.2%	1.0%	5	1.1%	0.8%	6	1.0%	1.7%
Haute Normandie	28	2.6%	1.9%	11	2.0%	1.6%	16	3.3%	2.1%	5	1.0%	1.2%
Basse Normandie	14	1.3%	1.1%	7	1.3%	1.2%	7	1.4%	1.1%	7	1.3%	2.2%
Centre	32	3.0%	1.5%	10	1.8%	1.0%	21	4.3%	2.0%	18	3.3%	2.8%
Pays de Loire	39	3.7%	1.3%	21	3.6%	1.4%	19	3.7%	1.2%	14	2.5%	1.5%
Bretagne	59	5.5%	2.2%	34	6.0%	2.6%	25	5.0%	1.8%	27	4.8%	3.6%
Poitou Charentes	24	2.3%	1.6%	13	2.4%	1.9%	11	2.2%	1.4%	8	1.4%	2.2%
Aquitaine	73	6.9%	2.6%	41	7.3%	3.1%	32	6.5%	2.2%	32	5.7%	3.8%
Midi Pyrénées	46	4.3%	1.9%	29	5.1%	2.4%	17	3.4%	1.3%	24	4.3%	3.1%
Limousin	7	0.6%	1.1%	3	0.5%	0.9%	4	0.8%	1.2%	5	0.9%	2.9%
Auvergne	9	0.9%	0.8%	5	0.9%	0.9%	4	0.8%	0.7%	6	1.0%	1.7%
Rhône Alpes	117	11.0%	2.2%	61	10.8%	2.4%	56	11.3%	2.1%	69	12.3%	3.5%
Languedoc Roussillon	55	5.1%	2.4%	26	4.6%	2.4%	28	5.7%	2.3%	26	4.7%	3.8%
Provence Alpes Côte d'Azur. Corse	95	9.0%	2.2%	50	8.7%	2.4%	46	9.2%	2.0%	63	11.3%	4.4%
Habitudes de connexion à Internet												
Tous les jours	888	83.5%	2.6%	487	85.9%	2.8%	401	80.7%	2.3%	501	89.5%	3.4%
Presque tous les jours	100	9.4%	1.7%	47	8.2%	1.7%	53	10.7%	1.7%	43	7.7%	2.3%
1 à 2 fois par semaine	24	2.3%	1.0%	5	0.9%	0.5%	19	3.9%	1.3%	6	1.1%	1.1%
1 à 3 fois par mois	5	0.5%	1.1%	3	0.6%	1.8%	2	0.4%	0.6%	2	0.3%	2.7%
Moins souvent	2	0.2%	0.3%	2	0.3%	0.5%	0	0.0%	0.0%	0	0.0%	0.0%
Jamais	1	0.1%	1.8%	0	0.0%	0.0%	1	0.3%	4.3%	0	0.0%	0.0%

Lecture Dernière Période

	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	39	3.7%	2.2%	22	4.0%	3.0%	17	3.4%	1.6%	8	1.4%	4.0%
De 9 000 à moins de 12 000 euros par an	35	3.3%	1.2%	18	3.1%	1.6%	17	3.5%	0.9%	10	1.8%	4.1%
De 12 000 à moins de 18 000 euros par an	53	4.9%	0.9%	25	4.3%	1.0%	28	5.6%	0.9%	20	3.6%	3.2%
De 18 000 à moins de 24 000 euros par an	81	7.6%	1.2%	40	7.0%	1.3%	41	8.4%	1.1%	37	6.6%	2.7%
De 24 000 à moins de 36 000 euros par an	209	19.6%	1.8%	106	18.7%	2.0%	103	20.7%	1.7%	89	15.9%	2.5%
De 36 000 à moins de 45 000 euros par an	161	15.1%	2.2%	76	13.3%	2.0%	85	17.2%	2.5%	95	16.9%	3.2%
De 45 000 à moins de 65 000 euros par an	223	20.9%	3.0%	134	23.6%	3.3%	89	17.9%	2.7%	118	21.0%	2.9%
65 000 euros et plus par an	176	16.5%	4.4%	111	19.6%	4.9%	65	13.0%	3.8%	133	23.7%	4.9%
Refus	69	6.5%	2.0%	28	5.0%	1.9%	41	8.3%	2.1%	42	7.6%	3.8%
Ne sait pas	18	1.6%	1.1%	8	1.3%	1.0%	10	2.0%	1.1%	8	1.5%	1.4%