

M. le Magazine du Monde

Lecture Dernière Période



| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| ENSEMBLE | 1918 | 100.0% | 3.7% | 953 | 100.0% | 3.8% | 964 | 100.0% | 3.6% | 893 | 100.0% | 5.1% |
| Sexe | | | | | | | | | | | | |
| Homme | 953 | 49.7% | 3.8% | 953 | 100.0% | 3.8% | 0 | 0.0% | 0.0% | 445 | 49.8% | 5.1% |
| Femme | 964 | 50.3% | 3.6% | 0 | 0.0% | 0.0% | 964 | 100.0% | 3.6% | 448 | 50.2% | 5.2% |
| Age | | | | | | | | | | | | |
| 15 à 24 ans | 611 | 31.8% | 8.4% | 308 | 32.3% | 8.3% | 303 | 31.4% | 8.4% | 292 | 32.7% | 9.6% |
| 25 à 34 ans | 269 | 14.0% | 3.5% | 135 | 14.1% | 3.6% | 134 | 13.9% | 3.5% | 156 | 17.4% | 4.8% |
| 35 à 49 ans | 314 | 16.4% | 2.5% | 176 | 18.5% | 2.9% | 138 | 14.3% | 2.2% | 216 | 24.2% | 3.4% |
| 50 à 59 ans | 248 | 12.9% | 2.7% | 93 | 9.8% | 2.0% | 155 | 16.0% | 3.3% | 158 | 17.7% | 4.1% |
| 60 ans et plus | 476 | 24.8% | 3.1% | 241 | 25.3% | 3.6% | 235 | 24.3% | 2.7% | 72 | 8.1% | 8.2% |
| Individu | | | | | | | | | | | | |
| Ménagères | 673 | 35.1% | 2.9% | 0 | 0.0% | 0.0% | 673 | 69.8% | 2.9% | 288 | 32.2% | 4.1% |
| Personne de référence | 864 | 45.1% | 3.0% | 641 | 67.2% | 3.1% | 224 | 23.2% | 2.8% | 363 | 40.7% | 4.3% |
| Responsable des achats | 1122 | 58.5% | 3.1% | 455 | 47.7% | 3.5% | 667 | 69.2% | 2.9% | 482 | 53.9% | 4.4% |
| PCS Individu | | | | | | | | | | | | |
| Agriculteurs | 5 | 0.2% | 1.0% | 3 | 0.3% | 0.8% | 2 | 0.2% | 1.2% | 1 | 0.1% | 8.3% |
| Petits patrons | 63 | 3.3% | 3.9% | 38 | 4.0% | 3.3% | 25 | 2.5% | 5.5% | 54 | 6.1% | 3.8% |
| Affaires et Cadres | 314 | 16.4% | 6.4% | 179 | 18.7% | 6.3% | 135 | 14.0% | 6.6% | 276 | 31.0% | 6.3% |
| Professions intermédiaires | 238 | 12.4% | 3.3% | 107 | 11.2% | 3.0% | 131 | 13.6% | 3.6% | 205 | 23.0% | 3.5% |
| Employés | 220 | 11.4% | 2.6% | 69 | 7.2% | 3.1% | 151 | 15.6% | 2.5% | 77 | 8.7% | 4.2% |
| Ouvriers | 125 | 6.5% | 2.0% | 118 | 12.4% | 2.4% | 6 | 0.6% | 0.5% | 19 | 2.1% | 5.4% |
| Retraités | 382 | 19.9% | 3.0% | 195 | 20.4% | 3.2% | 188 | 19.4% | 2.8% | 10 | 1.1% | 4.8% |
| Autres inactifs | 572 | 29.8% | 5.5% | 245 | 25.7% | 6.6% | 327 | 33.9% | 4.9% | 250 | 28.0% | 7.7% |
| PCS Personne de référence | | | | | | | | | | | | |
| Agriculteurs | 12 | 0.6% | 1.6% | 4 | 0.5% | 1.1% | 8 | 0.8% | 2.3% | 0 | 0.0% | 0.0% |
| Petits patrons | 129 | 6.7% | 4.9% | 51 | 5.4% | 3.8% | 78 | 8.0% | 6.1% | 129 | 14.4% | 4.9% |
| Affaires et Cadres | 419 | 21.9% | 6.1% | 217 | 22.8% | 6.3% | 202 | 21.0% | 5.9% | 419 | 47.0% | 6.1% |
| Professions intermédiaires | 345 | 18.0% | 4.4% | 177 | 18.6% | 4.4% | 168 | 17.4% | 4.3% | 345 | 38.6% | 4.4% |
| Employés | 184 | 9.6% | 3.4% | 91 | 9.5% | 3.8% | 93 | 9.7% | 3.1% | 0 | 0.0% | 0.0% |
| Ouvriers | 248 | 12.9% | 2.6% | 140 | 14.7% | 2.7% | 108 | 11.2% | 2.5% | 0 | 0.0% | 0.0% |
| Retraités | 453 | 23.6% | 3.0% | 218 | 22.9% | 3.2% | 235 | 24.3% | 2.9% | 0 | 0.0% | 0.0% |
| Autres inactifs | 128 | 6.7% | 3.0% | 55 | 5.8% | 3.5% | 73 | 7.5% | 2.8% | 0 | 0.0% | 0.0% |

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| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Taille du foyer | | | | | | | | | | | | |
| 1 personne | 298 | 15.5% | 3.0% | 137 | 14.4% | 3.1% | 161 | 16.7% | 2.8% | 97 | 10.9% | 5.3% |
| 2 personnes | 674 | 35.2% | 3.7% | 323 | 33.8% | 3.7% | 352 | 36.5% | 3.7% | 230 | 25.8% | 5.6% |
| 3 personnes | 341 | 17.8% | 3.7% | 183 | 19.2% | 3.9% | 158 | 16.4% | 3.5% | 192 | 21.5% | 4.9% |
| 4 personnes | 391 | 20.4% | 4.2% | 176 | 18.4% | 3.8% | 215 | 22.3% | 4.6% | 261 | 29.2% | 5.3% |
| 5 personnes et + | 213 | 11.1% | 3.9% | 135 | 14.2% | 5.0% | 78 | 8.1% | 2.8% | 113 | 12.7% | 4.4% |
| Présence d'enfants de moins de 15 ans | | | | | | | | | | | | |
| Oui | 486 | 25.4% | 3.1% | 268 | 28.1% | 3.6% | 218 | 22.6% | 2.7% | 305 | 34.2% | 3.9% |
| Non | 1431 | 74.6% | 3.9% | 685 | 71.9% | 3.9% | 746 | 77.4% | 3.9% | 588 | 65.8% | 6.1% |
| Habitat | | | | | | | | | | | | |
| Communes rurales | 284 | 14.8% | 2.4% | 153 | 16.1% | 2.7% | 131 | 13.6% | 2.1% | 124 | 13.9% | 3.8% |
| Agglo. - 20 000 hab | 216 | 11.3% | 2.4% | 118 | 12.4% | 2.8% | 98 | 10.1% | 2.0% | 85 | 9.5% | 3.3% |
| Agglo. 20 000 à 100 000 hab | 185 | 9.7% | 2.7% | 106 | 11.1% | 3.1% | 80 | 8.3% | 2.2% | 70 | 7.9% | 3.8% |
| Agglo. + 100 000 hab | 698 | 36.4% | 4.5% | 348 | 36.5% | 4.6% | 350 | 36.3% | 4.4% | 319 | 35.7% | 5.6% |
| Agglo. Paris | 534 | 27.9% | 6.2% | 228 | 23.9% | 5.6% | 306 | 31.7% | 6.9% | 295 | 33.1% | 7.4% |

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| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Régions INSEE | | | | | | | | | | | | |
| Ile de France | 567 | 29.6% | 5.9% | 250 | 26.2% | 5.4% | 317 | 32.9% | 6.3% | 312 | 34.9% | 7.2% |
| Nord Pas de Calais | 90 | 4.7% | 2.8% | 51 | 5.4% | 3.3% | 39 | 4.1% | 2.3% | 40 | 4.5% | 4.1% |
| Lorraine | 55 | 2.9% | 2.9% | 29 | 3.0% | 3.1% | 27 | 2.8% | 2.7% | 28 | 3.1% | 5.3% |
| Alsace | 46 | 2.4% | 3.0% | 32 | 3.4% | 4.4% | 14 | 1.5% | 1.8% | 28 | 3.1% | 5.8% |
| Franche-Comté | 29 | 1.5% | 3.0% | 19 | 2.0% | 4.1% | 9 | 1.0% | 1.9% | 9 | 1.0% | 3.3% |
| Champagne Ardennes | 45 | 2.4% | 4.2% | 28 | 3.0% | 5.4% | 17 | 1.8% | 3.0% | 15 | 1.6% | 5.0% |
| Picardie | 38 | 2.0% | 2.5% | 13 | 1.3% | 1.7% | 25 | 2.6% | 3.2% | 13 | 1.5% | 3.2% |
| Bourgogne | 31 | 1.6% | 2.3% | 18 | 1.9% | 2.7% | 13 | 1.4% | 1.9% | 14 | 1.6% | 4.2% |
| Haute Normandie | 48 | 2.5% | 3.2% | 18 | 1.9% | 2.5% | 30 | 3.1% | 3.8% | 12 | 1.4% | 2.7% |
| Basse Normandie | 35 | 1.8% | 2.9% | 19 | 2.0% | 3.3% | 16 | 1.7% | 2.5% | 21 | 2.3% | 6.4% |
| Centre | 60 | 3.1% | 2.9% | 25 | 2.7% | 2.5% | 35 | 3.6% | 3.2% | 32 | 3.6% | 4.9% |
| Pays de Loire | 73 | 3.8% | 2.5% | 39 | 4.1% | 2.7% | 34 | 3.5% | 2.2% | 29 | 3.3% | 3.1% |
| Bretagne | 80 | 4.2% | 3.0% | 32 | 3.4% | 2.5% | 47 | 4.9% | 3.4% | 35 | 3.9% | 4.6% |
| Poitou Charentes | 47 | 2.5% | 3.2% | 26 | 2.8% | 3.7% | 21 | 2.1% | 2.7% | 21 | 2.3% | 5.6% |
| Aquitaine | 73 | 3.8% | 2.6% | 33 | 3.4% | 2.4% | 40 | 4.2% | 2.8% | 26 | 2.9% | 3.1% |
| Midi Pyrénées | 109 | 5.7% | 4.4% | 44 | 4.6% | 3.7% | 65 | 6.8% | 5.1% | 49 | 5.5% | 6.3% |
| Limousin | 17 | 0.9% | 2.8% | 8 | 0.8% | 2.6% | 10 | 1.0% | 3.0% | 4 | 0.4% | 2.2% |
| Auvergne | 26 | 1.4% | 2.3% | 19 | 2.0% | 3.5% | 7 | 0.7% | 1.2% | 7 | 0.8% | 2.3% |
| Rhône Alpes | 181 | 9.4% | 3.5% | 117 | 12.3% | 4.6% | 64 | 6.6% | 2.4% | 90 | 10.1% | 4.6% |
| Languedoc Roussillon | 101 | 5.3% | 4.4% | 53 | 5.5% | 4.8% | 49 | 5.0% | 4.0% | 40 | 4.5% | 5.8% |
| Provence Alpes Côte d'Azur. Corse | 164 | 8.6% | 3.8% | 81 | 8.5% | 3.9% | 84 | 8.7% | 3.6% | 68 | 7.6% | 4.6% |
| Habitudes de connexion à Internet | | | | | | | | | | | | |
| Tous les jours | 1619 | 84.4% | 4.7% | 818 | 85.8% | 4.7% | 801 | 83.0% | 4.6% | 790 | 88.5% | 5.4% |
| Presque tous les jours | 209 | 10.9% | 3.5% | 100 | 10.5% | 3.7% | 110 | 11.4% | 3.4% | 74 | 8.3% | 4.0% |
| 1 à 2 fois par semaine | 51 | 2.7% | 2.0% | 17 | 1.8% | 1.6% | 34 | 3.5% | 2.3% | 23 | 2.6% | 4.4% |
| 1 à 3 fois par mois | 6 | 0.3% | 1.2% | 2 | 0.2% | 1.2% | 3 | 0.4% | 1.2% | 2 | 0.2% | 3.1% |
| Moins souvent | 3 | 0.2% | 0.4% | 0 | 0.0% | 0.0% | 3 | 0.3% | 0.8% | 2 | 0.2% | 3.3% |

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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 | 66 | 3.5% | 3.6% | 30 | 3.1% | 4.0% | 36 | 3.8% | 3.4% | 14 | 1.6% | 7.2% |
| De 9 000 à moins de 12 000 euros par an | 66 | 3.5% | 2.2% | 38 | 4.0% | 3.3% | 28 | 2.9% | 1.5% | 9 | 1.1% | 4.0% |
| De 12 000 à moins de 18 000 euros par an | 101 | 5.3% | 1.8% | 53 | 5.6% | 2.2% | 48 | 5.0% | 1.5% | 21 | 2.4% | 3.4% |
| De 18 000 à moins de 24 000 euros par an | 172 | 9.0% | 2.5% | 83 | 8.7% | 2.8% | 89 | 9.2% | 2.3% | 68 | 7.6% | 5.1% |
| De 24 000 à moins de 36 000 euros par an | 331 | 17.3% | 2.9% | 124 | 13.0% | 2.3% | 207 | 21.5% | 3.4% | 143 | 16.0% | 4.1% |
| De 36 000 à moins de 45 000 euros par an | 282 | 14.7% | 3.9% | 133 | 14.0% | 3.6% | 149 | 15.4% | 4.3% | 134 | 15.0% | 4.5% |
| De 45 000 à moins de 65 000 euros par an | 372 | 19.4% | 5.1% | 221 | 23.1% | 5.4% | 151 | 15.7% | 4.7% | 204 | 22.9% | 5.0% |
| 65 000 euros et plus par an | 322 | 16.8% | 8.1% | 189 | 19.8% | 8.3% | 133 | 13.8% | 7.9% | 209 | 23.4% | 7.7% |
| Refus | 116 | 6.0% | 3.4% | 47 | 5.0% | 3.3% | 69 | 7.1% | 3.5% | 56 | 6.2% | 5.0% |
| Ne sait pas | 89 | 4.6% | 5.4% | 35 | 3.7% | 4.8% | 54 | 5.6% | 5.8% | 34 | 3.9% | 5.9% |